

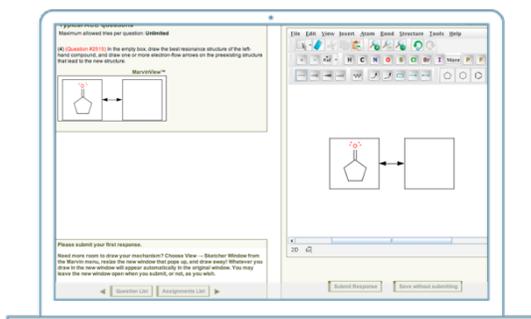
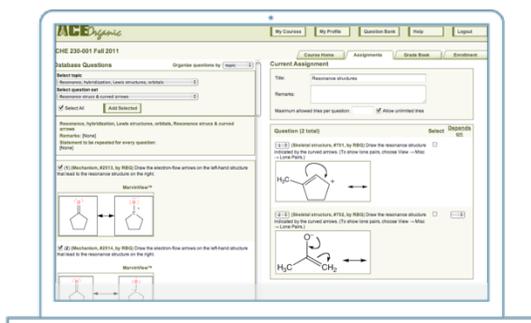
## our client



W. W. Norton & Company, Inc.  
INDEPENDENT PUBLISHERS SINCE 1923

W.W. Norton & Company is a globally recognized publisher. Launched 90 years ago, the company has become the oldest and largest publishing house owned entirely by its employees.

For this project, we worked with the Science Editorial team at W.W. Norton to create a cutting-edge Organic Chemistry tutorial and homework system.



## the opportunity

Organic Chemistry poses special challenges in Science education. Many students who have always succeeded in Science classes find the subject uniquely difficult and qualitatively different from anything they have experienced before, creating course completion and passing challenges. Traditional self-study and homework approaches were effective for some students, but many more needed a scalable, personalized experience with functionality designed specifically for the challenges of Organic Chemistry.

## the solution

Second Avenue worked with a team of academics, editors, and technology specialists to create ACE Organic, a scalable, interactive tutorial and homework system that allows students to draw chemical structures, evaluate their responses, and provide feedback and advice based on their drawings.

To do this, we integrated a professor's entrepreneurial-style solution with W.W. Norton's technology infrastructure as well as constantly-changing third-party plug-ins. This required us to design a new platform, develop gradebook and assignment functionality, and create a new interface while ensuring that ACE Organic could support tens of thousands of users.

We also created marketing demo videos and other marketing materials to show the world how teaching Organic Chemistry just got a little easier. The goal throughout was to preserve and enhance the original solution's innovation while improving ease of use, scalability, and performance.

## the impact

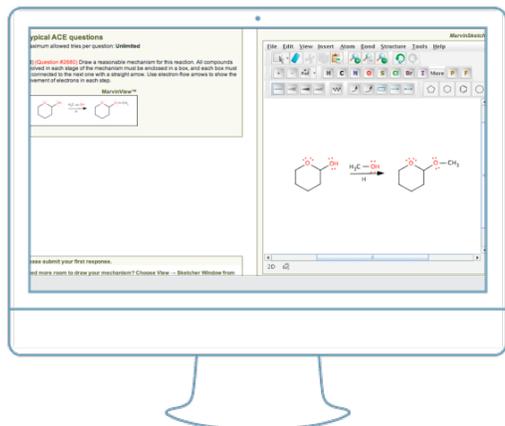
It works! An independent study found that performance on ACE Organic was strongly correlated with success in the course. This was good to hear, but no surprise, because when you integrate insightful teaching, the right functionality, and clear interface design, good things tend to happen.

ACE Organic earned positive reviews from faculty, who found new ways to reach struggling students, as well as the students

# case study

advise • create • transform • measure

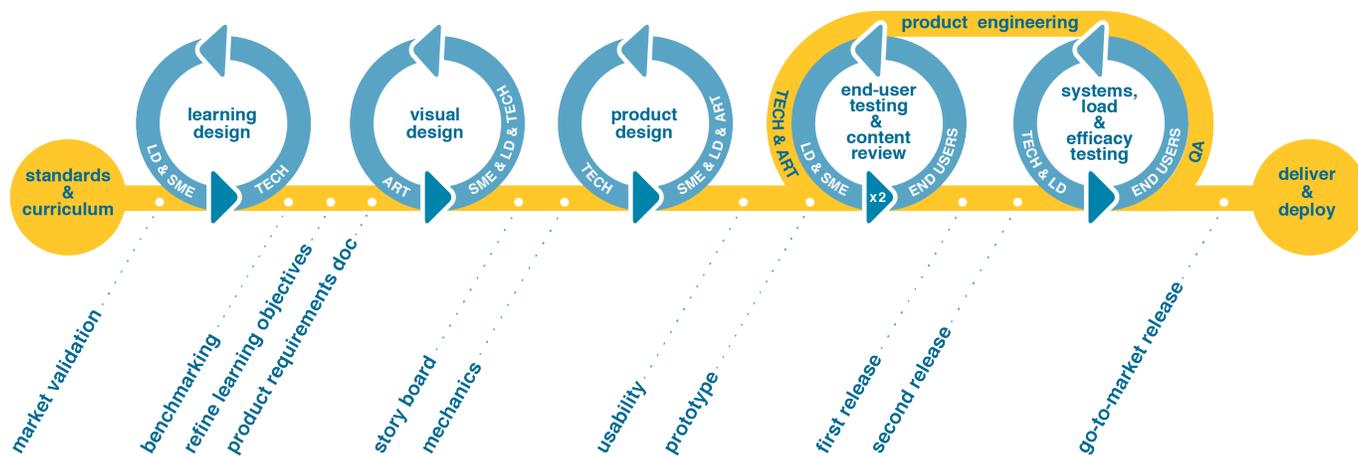
**second avenue**  
reimagine learning



themselves, who loved the instant, custom feedback. ACE Organic became a signature offering for Pearson Education and was a major driver of sales for products with tens of millions of dollars of annual revenue. ACE was integrated into W.W. Norton's Mastering platform, which has become a market-leading solution for providing rich learning environments for complex disciplines.

## our process

The learner is at the center of our design. We use our proprietary process for all digital learning consultations. You will be involved in design and feedback through each iteration, working together with experts from Second Avenue at every stage.



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Let's start a new project together!

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