case study

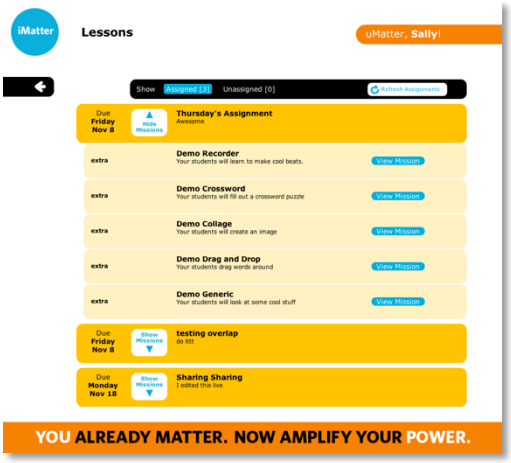
advise • create • transform • measure

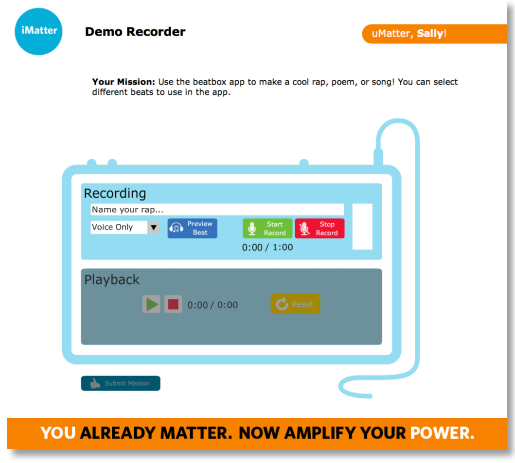
second avenue
reimagine learning

our client

POPULATION COUNCIL
Ideas. Evidence. Impact.

Population Council is a world health organization whose mission is to research and educate the global population about critical health and development issues. The Populations Council's programs and research touch more than 50 countries. In developing nations, both governments and civil organizations look to the organization for advocacy and education — giving disadvantaged populations the voice that they so desperately need and deserve.





the opportunity

Population Council approached Second Avenue with a desire to create a digital distribution channel for their content. The challenge was twofold: working with a limited budget, the Population Council's content library is vast, and covers many topics. We knew that a completely custom approach would be a budget-buster, but saw opportunity in utilizing Edmodo, a digital social learning platform for teachers and students with an app marketplace. Edmodo provides a generous array of free features, and we knew that we could leverage this library to create an engaging, accessible mobile solution.

the solution

Second Avenue crafted iMatter, a multifaceted app, for Population Council, offering a mix of mini-games and activities that bring family health and development issues to life in a fun and engaging way. Our approach took advantage of templatized design, offering the Population Council team the reins to easily update content independently. This key component is cost-effective for our client, offering unlimited potential for future content development. A major win in our book, and theirs!

> **We are so happy to have found Second Avenue Learning. The team has been a joy to work with—professional, creative, and responsive all along the development and pilot process.** Population Council

Teachers can assign iMatter to individual students or even an entire classroom—the app makes it easy for teachers, organizing content into distinct lessons. Within these lessons, students can embark on missions, earning achievement badges along the way. Make no mistake: templates do *not* have to be predictable! We took a creative approach to the way content was delivered with a wide array of features. Students can craft custom collages, create their own rap recordings, and work through dynamic digital crossword puzzles.

Teachers have visibility into a dashboard behind the scenes, which tracks student responses and progress. Through this dashboard, teachers can assign scores, reward progress with badges, and transmit feedback.

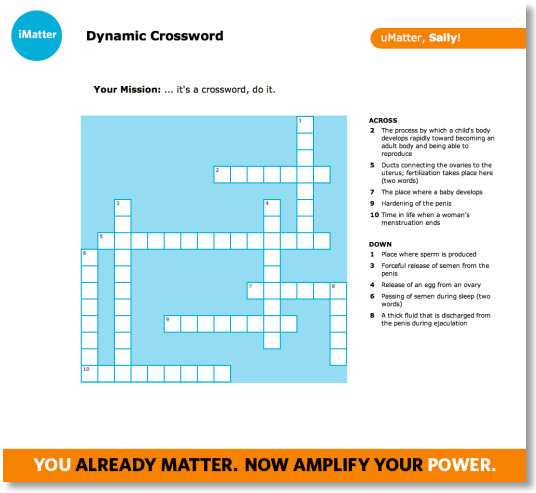
Let's start a new project together!

Rochester • Boston • New York 585.419.6530 SecondAvenueLearning.com

case study

advise • create • transform • measure

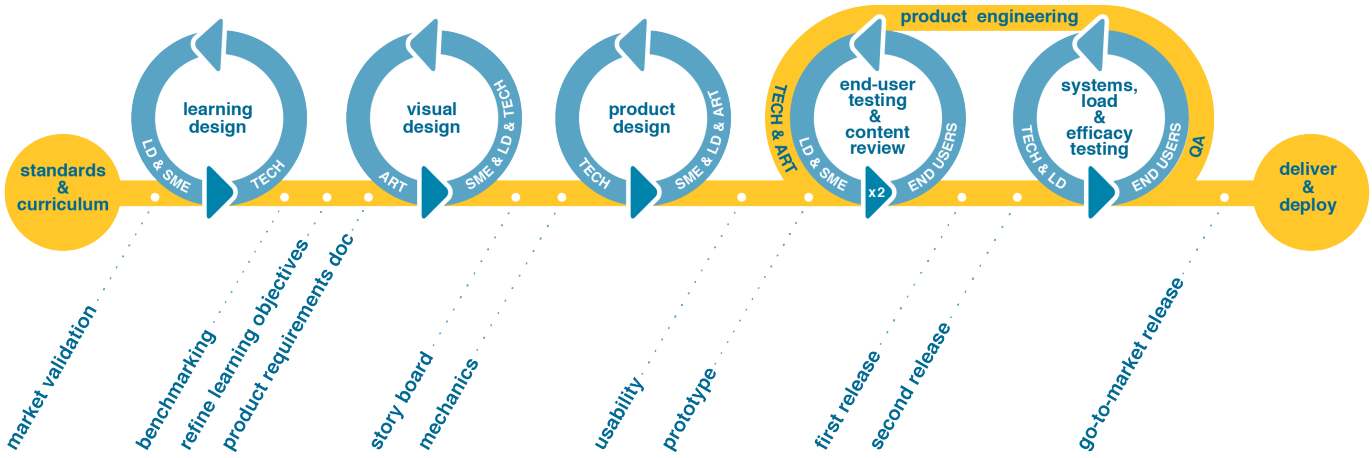
second avenue
reimagine learning



The collaboration was a win-win. We were honored to partner with an organization doing such impactful work on a global scale. The Population Council team was delighted with the results of the project.

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.



©2016 Second Avenue Software, Inc.

Let's start a new project together!

Rochester • Boston • New York 585.419.6530 SecondAvenueLearning.com