

case study

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our client



With a presence in more than 44 countries, McGraw-Hill Education is a global, trusted education publisher, which offers content across more than 60 languages. McGraw-Hill has a strong digital content foundation in addition to traditional printed textbooks and course material. With a focus on research-backed content and innovative, emerging technology, McGraw-Hill is committed to improving educational outcomes for all students — in PreK–12 and throughout Higher Education. McGraw-Hill Building Blocks offers students a solid foundation for success in mathematics using interactive and adaptive digital technology.



the opportunity

On the heels of the success of the CINCH learning labs project, McGraw-Hill Education came to us with the kind of problem we see a lot from clients: how to repurpose existing assets into new technology? In the case of the Building Blocks project, McGraw-Hill had more than 150 math skill-based activities, drills and remedial lessons across a wide scope of mathematical topics that they needed to render tablet-friendly, while maintaining compatibility with desktop browsers.

The project presented a market need for a fast turnaround, and a requirement to develop additional, new activities in quick succession, as they were authored. Perhaps the most compelling aspect of this project was that it had been previously awarded to another vendor who was unable to complete it successfully. We were up to the task!

the solution

We earned customer confidence with a successful and smooth Proof of Concept, which also allowed us to test our assumptions and formulate a system design that would support this substantial undertaking. Following a recent successful HTML5 engagement with McGraw-Hill, we were able to retain the core development team to jump into development of the Building Blocks math activities quickly.

Each Building Blocks activity, practice, and timed drill begins with an introduction explaining what needs to be done, followed by a set of exercises. The exercises are drawn from a bank of items, so students see a different set each time they complete an activity. All activities include immediate verbal and visual reinforcement of correct and incorrect answers. Developmental activities provide corrective feedback as well, indicating why an answer is wrong and how to find the correct answer. Many activities also feature animated remedial activities, which guide students through the process of finding correct answers. A new, exciting piece of this project? All activities are also available in Spanish!

Our commitment to Agile project methodology allowed us to streamline the development timeline while responding rapidly to client needs and direction. We had to be nimble to work with specs

Let's start a new project together!

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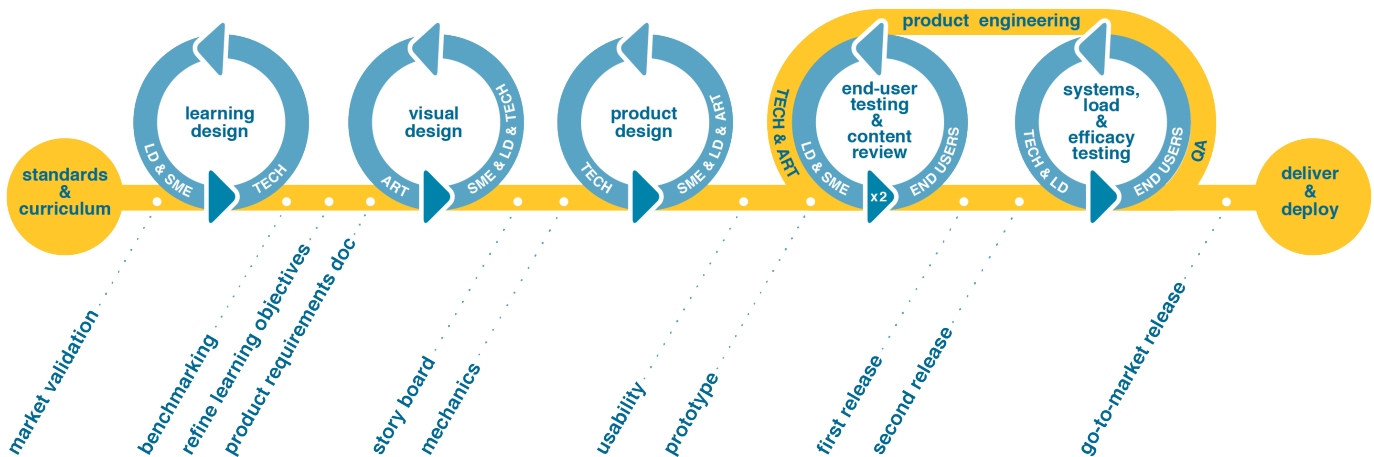
as they were being drafted, and relied upon our development team's keen eye for detail to catch any inconsistencies.

Throughout development, the Second Avenue team ensured that each activity aligned to Common Core standards and maintained backwards compatibility with IE 8 as requested by our client. Throughout the project, our team developed 50 *brand new* HTML5 activities to add to the Building Blocks suite.

McGraw-Hill Building Blocks offers interactive, engaging content for students in Pre-K to grade 8, offering adaptive content with real-time data reports for teachers. A win for students, teachers, and the McGraw-Hill portfolio.

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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