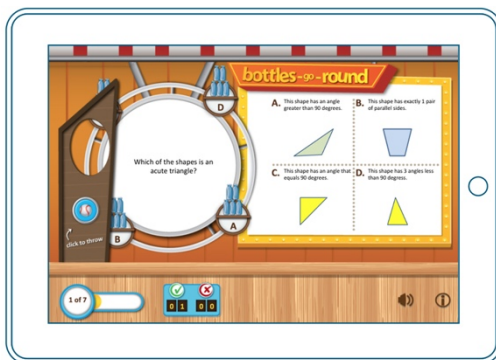


our client



Edmodo was founded by two school district employees with a shared goal of bridging the gap between how students learn in the classroom and how they live outside of class. Edmodo is headquartered in San Mateo, CA, but has global reach with over 40 million registered users. Teachers create virtual classrooms on the platform, and have access to a marketplace offering apps, games, and supplemental classroom materials. Content can be used in the classroom, as the basis for assessments, as well as assigned for completion as homework.



the opportunity

On March 5, 2013, Edmodo announced its acquisition of Root-1, an education technology start-up that developed OpenMinds, a platform that allows teachers to customize apps for their classroom. Edmodo reached out to Second Avenue Learning with a request for proposal to build a series of applications to fill the content pipeline for OpenMinds.

Our team identified a tremendous opportunity to create games (note: *different* than applications!) with engaging mechanics and reward systems, to improve upon existing content, as well as improve feedback mechanisms and user accessibility.

the solution

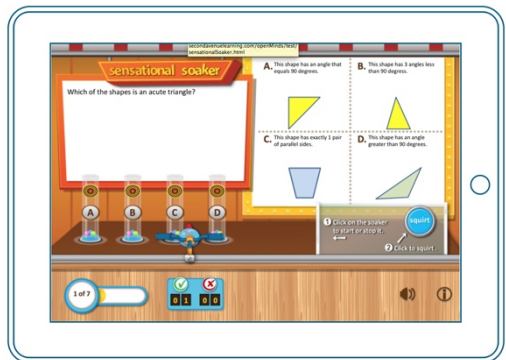
Second Avenue proposed a library of customizable games, each with a focused narrative and defined win-state. Understanding the client's timeline for rapid implementation, Second Avenue focused the HTML5 development solution on five games that could be designed, programmed, tested, and implemented within four to six weeks.

Second Avenue took a collaborative approach with the Edmodo team to formalize both aesthetic and functional design, resulting in a Game Design Document (GDD) that informed development of each game. With buy-in from Edmodo, Second Avenue chose a compelling carnival theme for the games, giving students the opportunity to win tickets that translate to virtual prizes and badges within Edmodo. Each game offers students consistent, randomized, real-time feedback—functionality that was absent from existing OpenMinds applications.

One of our favorite aspects of the OpenMinds project? Each game can be easily customized by teachers within Edmodo. Any subject, any class. With over 40 million users, that leaves a lot of room for awesome.

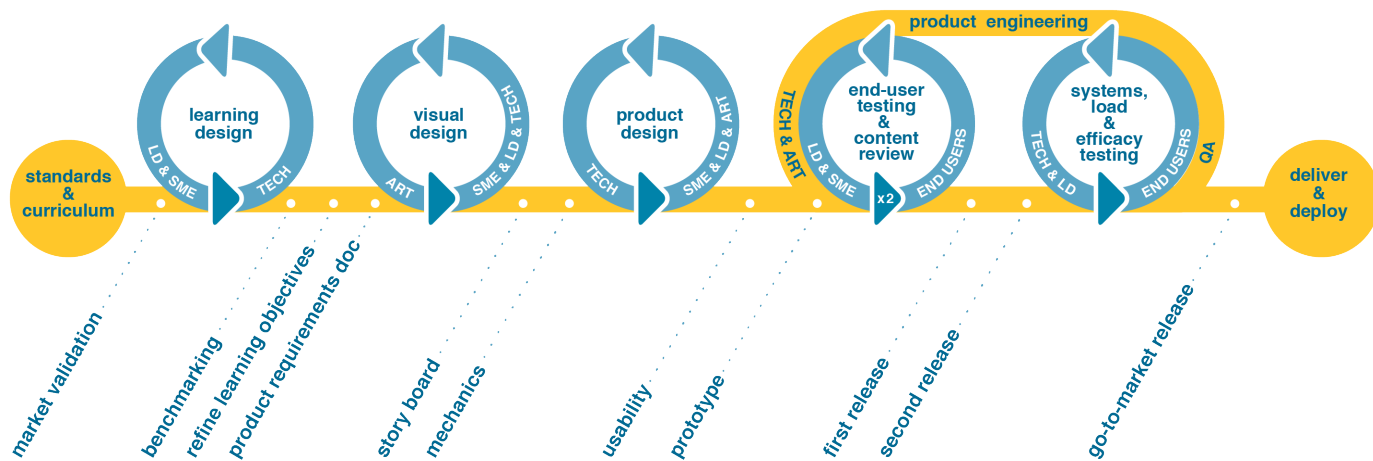
case study

advise • create • transform • measure



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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