

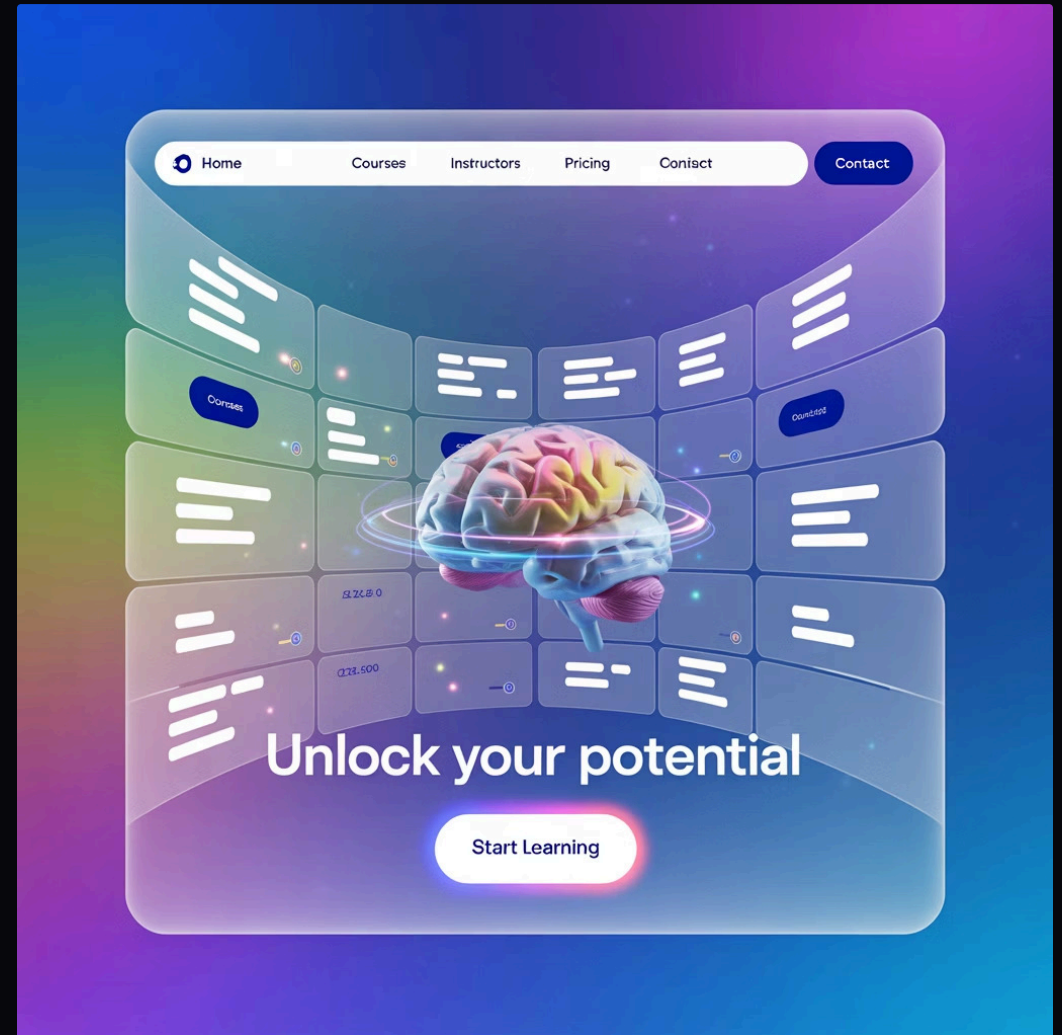


Case Study 2: Scaling Digital Learning for an EdTech Innovator

613 LOGISTICS AND MANAGEMENT LLC

Client Overview

A fast-growing EdTech company wanted to launch an advanced **online learning platform** for higher education institutions. Their goal was to enhance user engagement and provide adaptive learning experiences, but they lacked experienced instructional designers and technical trainers to execute the plan at scale.



Challenges

Urgent need for instructional designers

Required specialists with **EdTech expertise** to develop and implement the platform

Curriculum development constraints

Developing curriculum for multiple disciplines within tight deadlines

Compliance requirements

Ensuring accessibility and compliance with industry standards (WCAG, SCORM)

Training needs

Training internal faculty and administrators on new platform features



Our Approach

Expert Talent Acquisition



We provided **specialized instructional designers** and **LMS administrators** with experience in adaptive learning platforms and higher education.

Curriculum Development



Our team created **interactive, media-rich courses** using industry-leading tools like **Articulate 360** and **Adobe Captivate**, tailored to multiple subject areas.

Faculty Enablement



Delivered **virtual train-the-trainer programs** to ensure educators were fully prepared to teach and manage digital classrooms effectively.

Student Engagement Growth



Results

150+

Interactive
Modules

developed in 12 weeks

85%

Increase in Student
Engagement

on the new platform

40%

Reduced Faculty
Onboarding Time

making implementation
more efficient

100%

Compliance

with WCAG & SCORM
standards ensured
accessibility

Key Services Delivered



Instructional Design & Curriculum Development

Creating comprehensive, engaging learning materials tailored to educational needs



LMS Administration & Support

Managing the learning management system to ensure optimal performance



Virtual Training for Faculty

Equipping educators with the skills needed to leverage the platform effectively



Accessibility & Compliance Consulting

Ensuring all materials meet industry standards for accessibility and compliance