

### Challenges

Cengage faced product acceptance issues for several math and science titles due to inconsistencies and coding errors within the content. These issues came up due to:

- **Lack of Domain Expertise:** Initial content coding involved a team without a strong background in math and science concepts. This resulted in:
  - Incorrect coding causing malfunctioning features & delivering misleading information.
  - Inconsistent patterns leading to a patchwork of coding styles across elements.
- **Missing Style Guide:** The absence of a standard style guide led to:
  - Language variations creating confusion for students encountering different formats.
  - Presentation inconsistencies potentially impacting user experience and engagement.

### EDUQUAL'S SOLUTION

### OUTCOME

1

Content Review & Fixes

Our team, consisting of SMEs with a strong background in math and science, thoroughly reviewed the content, identifying and rectifying all coding errors.

98% reduction in coding errors within the math and science content.

2

Style Guide Development

We developed a comprehensive style guide that standardized the use of scientific terminology, notation, and overall presentation format. It addressed inconsistencies in language and presentation identified during the product acceptance stage.

20% increase in student satisfaction with the clarity and consistency of the learning materials.

3

Content Consistency

We ensured consistent application of the style guide across all existing and future math and science content for Cengage ANZ.

15% reduction in production time and cost for new math and science content.

### Key Takeaways for Cengage



Brand Reputation Upheld



Improved Student Learning Experience



Decreased Production Costs