

Pearson Partners with EduQual to Boost MyLab Learning Experience



Challenges

Pearson US faced two major hurdles with their upcoming learning products in Economics, Finance, and Accounting

- **Content Accuracy:** Feedback from learners revealed issues with content accuracy, impacting the product effectiveness. This echoed a common challenge – the time-consuming nature of creating high-quality content with multiple variations (guided solutions, example problems, standard versions).
- **Functionality Issues:** Live product testing identified problems like image loading failures, login difficulties, and broken navigation, leading to subpar learner experience.

	EDUQUAL'S SOLUTION	OUTCOME
<p>1</p> <p>Content Accuracy Review</p>	<p>We leveraged actual learner feedback to analyse the existing content, identifying and correcting any inaccuracies. We also implemented a streamlined approach to create multiple variations of practice problems that included:</p>	<p>Our initial sandbox submission achieved a staggering 99.8% accuracy, minimizing errors and ensuring students received reliable information.</p>
<p>2</p> <p>Guided Solutions</p>	<p>Guided Solutions: Step-by-step explanations that walk students through the problem-solving process.</p> <p>Example Problems: Clear and concise demonstrations of how to apply concepts.</p> <p>Standard Practice Problems: Challenges designed to test students' independent application of knowledge.</p>	<p>Offered learners a more comprehensive and engaging learning experience, potentially leading to better understanding and improved learning outcomes.</p>
<p>3</p> <p>Comprehensive MyLab Testing</p>	<p>Extensive pre-launch testing on the content hosted on MyLab (Pearson's proprietary learning platform). We identified and resolved functional issues like image loading problems, login errors, and navigation issues.</p>	<p>Extensive pre-launch testing eliminated functional issues, reducing post-launch support tickets and student frustration.</p>

Outcome Summary

