CASE STUDY

CENGAGE STREAMLINES UI/UX DESIGN FOR WORLD LANGUAGES LEARNING APPLICATION

Client Background

Cengage Learning is a leading provider of innovative teaching, learning and research solutions for the academic, professional and library markets worldwide. The company's products and services are designed to foster academic excellence and professional development, increase student engagement, improve learning outcomes and deliver authoritative information to people whenever and wherever they need it. Through the company's unique position within both the library and academic markets, Cengage Learning is providing integrated learning solutions that bridge from the library to the classroom. The company is headquartered in Boston, MA with operations in more than 20 countries around the world with annual revenues of approximately $2 billion.

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Business Challenge

In order to strengthen company's position in the language learning market, Cengage Learning came up with the World Languages Learning Application, a dynamic all-in-one course management system, which enhances the language-learning and teaching experience. The company wanted to optimize costs and achieve faster time to market, as well as upgrade their visual design since the existing solution became obsolete and didn't meet the current educational market needs.
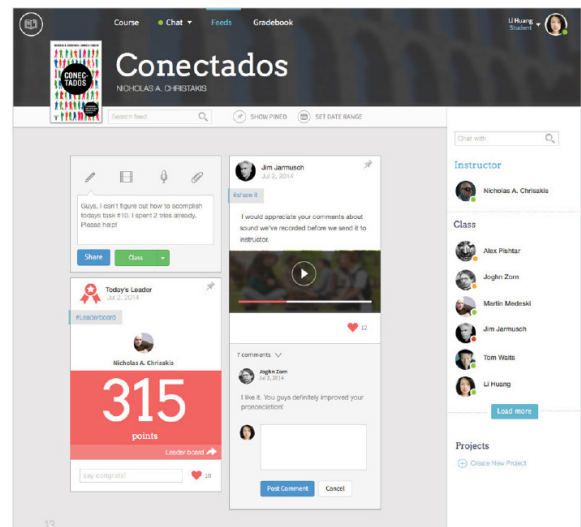

Cengage Learning partnered with SoftServe to develop an easy-to-use UI/UX design of the application with the goal to make all the workflows, communications, and interactions between students and instructors more visible and easily accessible. Application is aimed to support all the students' and instructors' activities and pedagogical approaches related to language teaching and learning.

Project Description

Within 3 months, SoftServe's team of a Senior UX designer and a UI designer was to create responsive UI/UX design. The key challenge was to keep the existing functionality while changing all the workflows, which were hard to navigate and use. The process of the UI/UX design development was built on InVision prototyping, which allows to:

• Create simple clickable HTML prototype easy and fast
• Receive early feedback from focus groups and stakeholders
• Communicate through handy system of comments.
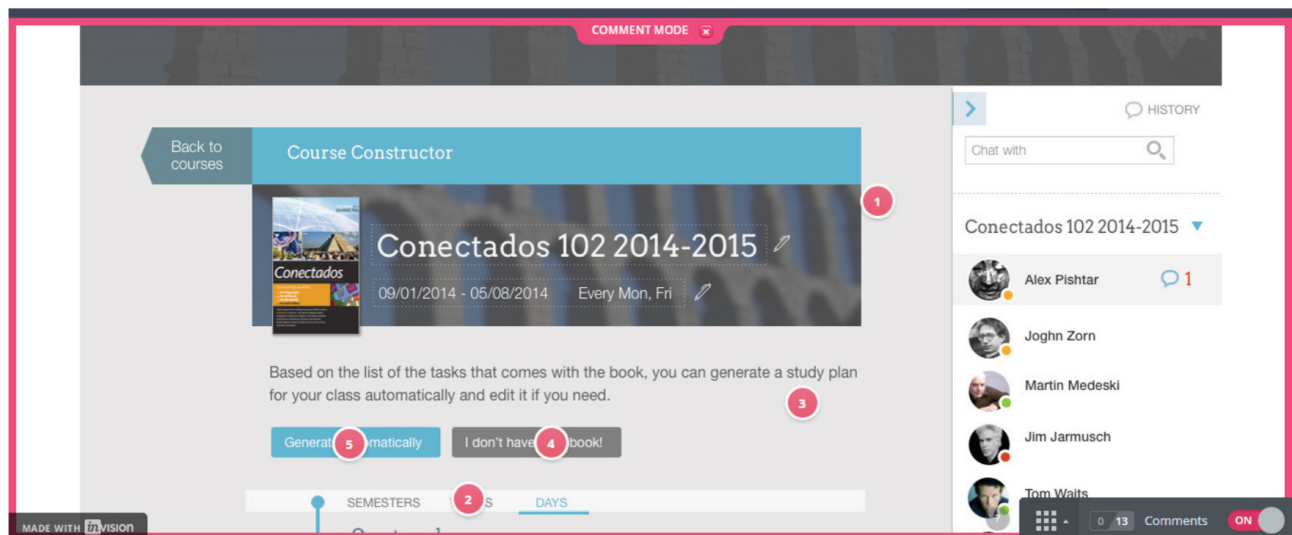
Within the framework of the project, SoftServe's team created instructor and student workflows incorporated with:

- **Communication concept**, which includes chatting with different users or groups, possibility to share different content, create comments, use feeds, include gamification pieces into everyday communication, and convenient search;
- **Gamification concept** comprised of badges for different activities (contribution to the community, fulfilment of assignments and assessments, etc.), leaderboards created for individual users and schools, and a special store with different options to spend earned points.

The project was based on the Lean UX methodology, which puts less emphasis on deliverables, but a greater focus on the actual experience that is being designed. SoftServe's team applied up-to-date tools andtechnologies such as Balsamiq, Sketch, Lino, InVision, HTML, Jira, and Confluence. As a result, there were 95 screens created, including 26 screens with wireframes and 69 detailed mock-ups.

Value Delivered

SoftServe created a modern user-friendly UI/UX design and branding with wireframes for students and instructors workflows as well as HTML prototype of the upgraded application. It helped Cengage achieve significant cost optimization, especially in terms of new titles creation.
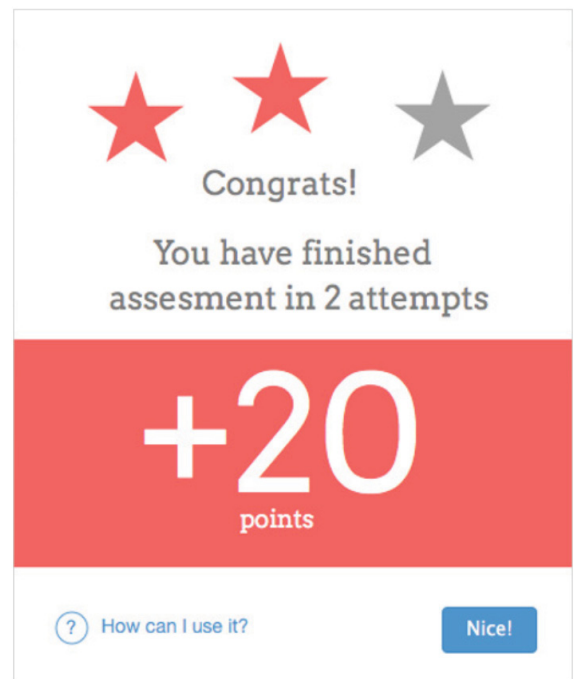
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ABOUT US

SoftServe is a global digital authority and consulting company, operating at the cutting edge of technology. We reveal, transform, accelerate, and optimise the way large enterprises and software companies do business. With expertise across healthcare, retail, media, financial services, software, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation – from generating compelling new ideas, to developing and implementing transformational products and services. Our work and client experience is built on a foundation of empathetic, human-focused experience design that ensures continuity from concept to release.

Ultimately, we empower businesses to re-identify their differentiation, accelerate market position, and vigorously compete in today's digital, global economy.

Visit our **website**, **blog**, **Facebook**, **Twitter**, and **LinkedIn** pages.

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