

Case Study

Automated QTI Conversion

Magic
EdTech

The Client

The client is one of the world's leading learning content providers in the US.

The Challenge

The client was looking to transform and distribute excel-based assessment content into a QTI format that is acceptable by third-party assessments platforms.

Critical Success Parameters

- ✓ The solution needed to be capable of generating output in the latest QTI format, suitable for multi-channel delivery.
- ✓ Conversion of multiple assessments into QTI packages at scale.
- ✓ Establishing a feasible long term, mass volume project workflow.
- ✓ Enabling strong governance and quality management standards.

Our Approach

- ✓ Automation delivered through a template-based approach for dynamic metadata.
- ✓ Built flexible templates that could be modified or altered.
- ✓ Created an interface to select the right QTI type (1.2, 2.1 or 3.0) for conversion to QTI Packages.
- ✓ Automated validation of items against IMS Global Standards to ensure compliance in the pre-ingestion phase.
- ✓ Easy upload process to Canvas and other QTI-supported LMS. All further QTI-converted questions would render in these platforms.



Key Result Highlights

Successfully converted **150K+** questions in 5K assessments into 375 QTI packages.

Magic EdTech's automated process cut the client's overall costs by **70%**

90% of the conversion process is automated for seamless build quality.

The automated process reduced turnaround time by **75%** as we are able to simultaneously execute all 3 QTI versions (v1.2, v2.1, and v3.0).