Case Study

Developing a New Games Portfolio Using Unity

Magic EdTech

The Client

The client is the largest digital curriculum provider to K–12 schools in the U.S., reaching over 10 million students and 20,000 schools across 25 of the nation's largest school districts. They are dedicated to personalizing education and delivering innovative learning experiences.
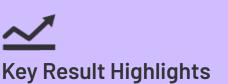
The Challenge

The client aimed to enhance their learning product by developing a portfolio of new educational games in Unity to engage students more deeply. The goal was to create visually appealing, creatively themed games that not only captured students' attention but also reinforced educational content through gamified learning. These games needed to include multi-lingual support, accessibility compliance, and had to be delivered within tight timeframes.

Critical Success Parameters

✓ Develop innovative game concepts with strong visual appeal and creative themes, ensuring each game to be engaging and educationally effective.

✓ Build a robust, scalable and efficient codebase using Unity's advanced features, with an emphasis on reusable components and templates.

✓ Integrate key gamification elements with multi-lingual support, accessibility compliance, and interactive features to drive engagement.

✓ Design games that foster deep user interaction, ensuring both visually engaging and effective in reinforcing learning outcomes.

✓ Deliver high-quality games within critical timelines to keep the client competitive and enhance their curriculum offerings quickly.

Our Solution

✓ Delivered comprehensive services covering every aspect of the game development process, from initial concept and creative design through to full-scale development using Unity.

✓ Developed visually appealing game themes and designs that align with educational goals, promoting students' attention and experience.

✓ Built a robust, scalable framework leveraging in-house accelerators with reusable components ensuring consistency and efficiency

✓ Embedded essential gamification features, including multi-lingual support and accessibility, into the development process, ensuring the games meet the highest standards for inclusivity and engagement.

✓ Maintained a rigorous quality assurance process to ensure each game met the client's high standards for visual appeal, educational efficacy, accessibility and user engagement.

For more details, visit: **www.magicedtech.com**

Key Result Highlights

Multi-year Engagement

30+ Games Developed: Successfully created a portfolio of new educational games, each featuring strong visual appeal and creative themes designed to engage students.

Multi-lingual and Accessible: All games were built with multi-lingual support and accessibility features, making them inclusive and adaptable to a diverse student population.

Enriched Learning Experiences: Delivered games that provided visually engaging, gamified learning experiences, significantly enhancing user engagement and reinforcing educational content.