STX NEXT × macmillan education

Strategic Partnership Through Digital Transformation

Macmillan Education is a global education publisher that is dedicated to enhancing learning by collaborating closely with students, teachers, institutions, and educational authorities worldwide.
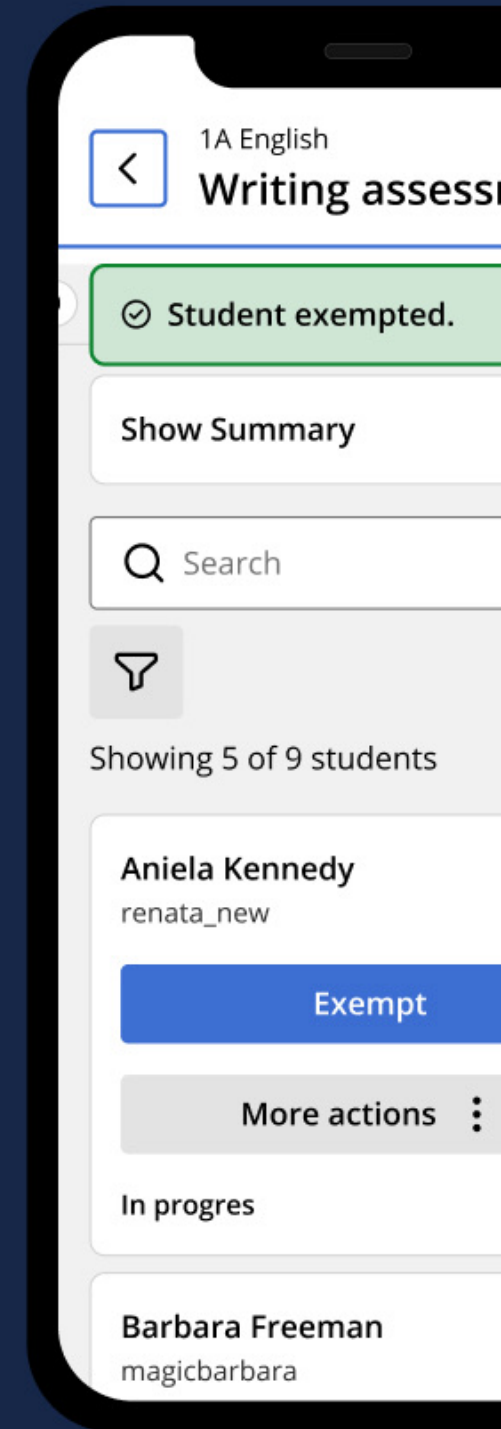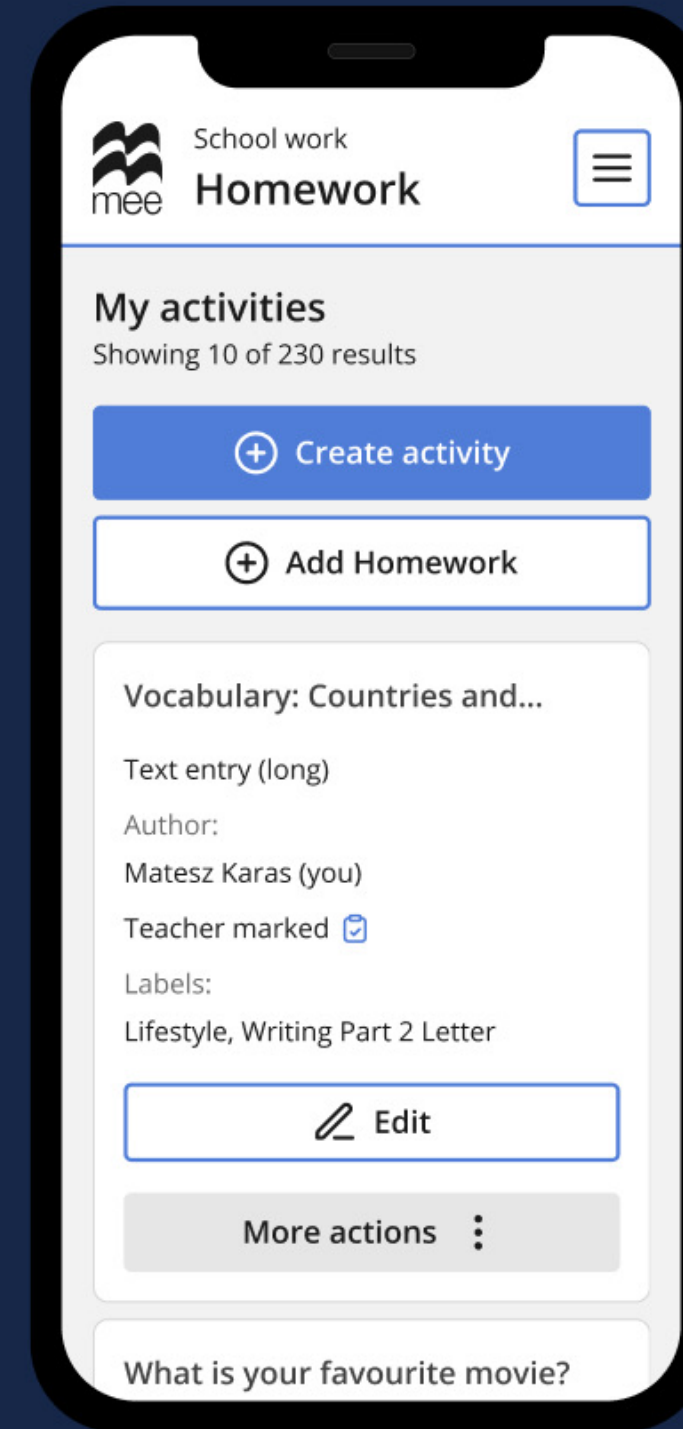
School work
Grading

< Menu

Assessment >

Homework >

Progress

Grading

Calendar

Messages

< Back to classes

1A Maths

Items require grading: 60 ⓘ   Students require grading: 48

Requires grading 12   Completed 23

All courses ▼

🔍 Search by student

Sort by: Oldest first ▼   View by: All ▼   ▽ Filters

Assessment
Assessment for class 1A   End date: 15 Jan 2023, 9:00 AM
Course: Speak Your Mind Level 1   Graded: 0/16 students   Format: Paper   16 students require grading
View details

Assessment
Writing assessment   End date: 16 Jan 2023, 3:00 PM
Course: Speak Your Mind Level 1   Graded: 0/10 students ⓘ   Format: Digital   10 students require grading
View details

Main Course book
Writing practice: write a review of a movie   Last attempt: 16 Jan 2023, 5:38 PM
Course: Speak Your Mind Level 1   Graded: 4/20 students ⓘ   16 students require grading
View details

Homework
Countries- Class 4C   End date: 17 Jan 2023, 3:00 PM
Course: Speak Your Mind Level 1   Graded: 5/6 students ⓘ   1 student requires grading
View details

View homework

nsequat eu libero eu, interdum malesuada lacus. Sed vitae odio
estibulum mi nisl,cursus placerat odio cursus cursus placerat odi...

⬇ Export

Sort by: First name (A-Z) ▼   ▽ Filters

	2	3	4	Feedback	Actions
5		✓	30/45 updated	👁 View	⋮
8		✓	30/45	👁 View	⋮
-		-	-	👁 View	⋮
3		✓	-	👁 View	⋮
7		✓	30/45	👁 View	⋮
10		✓	30/45	⊕ Give	⋮
6		✓	30/45	👁 View	⋮
6		✓	30/45	👁 View	⋮

Welcome

📚 Bookshelf

👥 Class Admin

💼 School Work

🔔 Notifications

⚙ Settings

❓ Help & Policies

↦ Log Out

Language Hub
Beginner

Language Hub
Pre-intermediate

Language Hub
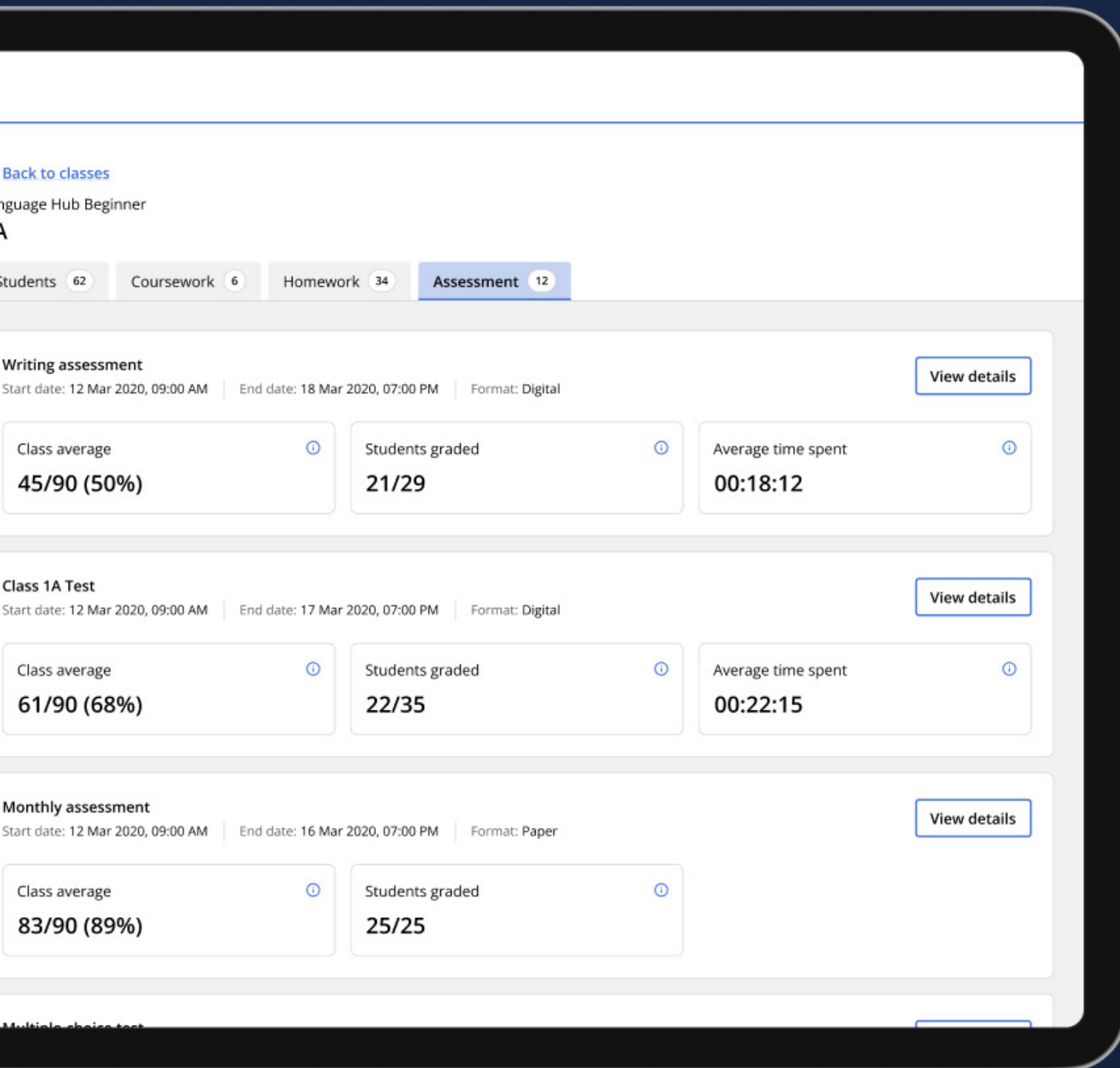Elementary

Language Hub
Advanced

Language Hub

Impact on Business

Through our strategic partnership, STX Next's Product Design Department played an important role in transforming Macmillan Education's digital landscape.

Our involvement went beyond mere design; we became integral in shaping the vision, functionality, and overall user experience of their platforms.

Back to classes

nguage Hub Beginner

Students 62 | Coursework 6 | Homework 34 | **Assessment 12**

Writing assessment
Start date: 12 Mar 2020, 09:00 AM | End date: 18 Mar 2020, 07:00 PM | Format: Digital | View details

Class average	Students graded	Average time spent
45/90 (50%)	21/29	00:18:12

Class 1A Test
Start date: 12 Mar 2020, 09:00 AM | End date: 17 Mar 2020, 07:00 PM | Format: Digital | View details

Class average	Students graded	Average time spent
61/90 (68%)	22/35	00:22:15

Monthly assessment
Start date: 12 Mar 2020, 09:00 AM | End date: 16 Mar 2020, 07:00 PM | Format: Paper | View details

Class average	Students graded
83/90 (89%)	25/25

Multiple choice test

Business Needs

Macmillan Education sought to consolidate their various learning applications into a singular, cohesive platform.

They needed a platform that was not only user-friendly but also versatile, catering to both educators and students. Moreover, they wanted to ensure that the platform was built on a robust foundation, ensuring consistency, flexibility, and scalability.

Team Structure

Our cooperation began with a UX and UI tandem in a team extension format, whose task was to provide production support for the main project.

It quickly became apparent that our experience and specialization were undervalued in the transformation process, which led to the scaling of the team, which at its peak consisted of up to 5-6 designers.

The entire collaboration evolved towards a partnership, and Macmillan increasingly sought support from our team for other initiatives.

1st year

2nd year

3nd year

Single platform

Team Extension

Macmillan Poland Website

UX Writing Audit

Prototypes

Team Extension

Discovery Workshops

Team Extension

Our Scope of Work

Single Platform

The default initiative

Our Product Design team, consisting of around 5 designers specializing in both UX and UI, embarked on the Single Platform project.

This project aimed to merge existing learning applications into one platform named "Macmillan Education Everywhere."

Design Transfer

We transitioned from Sketch to Figma, creating a unified space for collaboration and establishing a single source of truth for multiple development teams.

Design System Creation

The STX Team developed a modern, cohesive design system that adheres to accessibility principles, ensuring a consistent platform and accelerating the development phase.

COLORS

TYPOGRAPHY

DESIGN TOKENS

SPACING

ELEVATION

RADII

Module-specific Teams

Our designers worked in smaller teams, each responsible for specific modules, ensuring specialized attention to each aspect of the platform.

DESIGN SYSTEM

GRADING
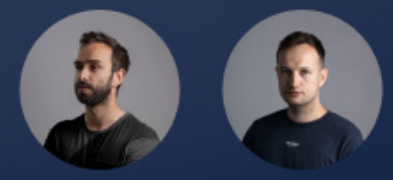
LENGES
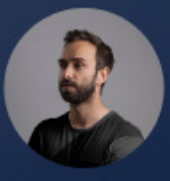
PROGRESS TRACKER

CALENDAR

S ADMIN

USER MANAGEMENT

HOMEWORK
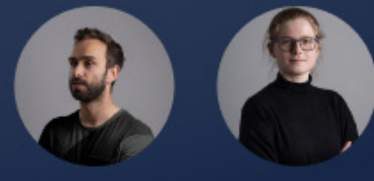
ASSESSMENT

Development Team Support

Development Team Support: We collaborated with Business Analysts and Technical Leads, ensuring timely delivery of pixel-perfect specifications.

Label

8px | 02:00 | 12px
8px | | 12px

Helper Text

16px | 8px | 8px

02:00

8px
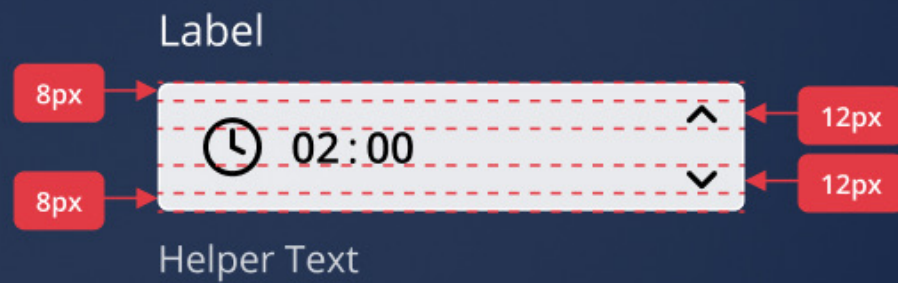
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        "blur": 0,
        "spread": 0
    }, "type": "boxShadow"

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        "spread": 0
    },
    "type": "boxShadow"
```

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$context--breakpoints: (
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    'xs-max': 599px,
    'sm': 600px,
    'sm-max': 767px,
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    'md-max': 1023px,
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    'xl': 1440px,
    'xl-max': 1919px,
    'xxl': 1920px
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      }
    },
    {
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```

Detailed Insights

	Homework Module	Grading Experience
OBJECTIVE	Redesign the homework module to enhance its functionality and flexibility.	Improve the overall grading experience, making it more intuitive and consistent.
SOLUTION	Introduced a new model for creating homework, allowing teachers to customize activities and add parts of homework in any order they prefer.	Proposed a centralized grading hub/dashboard, enabling teachers to efficiently manage and track student grading.

UX Writing Audit

OBJECTIVE

Standardize and unify microcopy across the MEE Platform.

SOLUTION

Conducting a thorough audit of UX writing, to help to identify any inconsistencies in text elements. Based on the insights obtained from the audit, a glossary was integrated into the project documentation, which should help to maintain consistency in texts across all project components.

Glossary

Action

Use verb from header if it is possible.

Use
Save
Delete
Remove

Do not use
Yes
Continue

For canceling use button 'Cancel'.

Use
Cancel

Do not use
No
Close

Use 'Close' button with dialog window that does not require additional action.

Use
Close

Do not use
Ok
Done

Use 'Close' button with dialog window that does not require additional action.

Use
Close

Labels

Don't use colon at the end of labels

Use
Location
Date and time

Do not use
Location:
Date and Time:

Use only nouns for labels if it is possible

Use
Event title

Do not use
Add event title

Be precise where possible

Use
Event title
Organisation name
First name

Do not use
Title
Name

Use '(optional)' instead of '*'

Use
Reference text (optional)

Discovery Workshops

Providing support to the Product Management team.

Specifically, assisting them by developing and presenting improvement concepts including AI solutions, that will be considered for implementation in the future for various modules.

At the heart of this transition is a rich and robust discovery phase, where we are meticulously working on market segmentation, preparing wireframes, and exploring markets, personas, and competitors.
This encourages the synthesis of solutions that are as informed as they are innovative, ensuring the app is finely tuned to meet the exact needs of the audience.
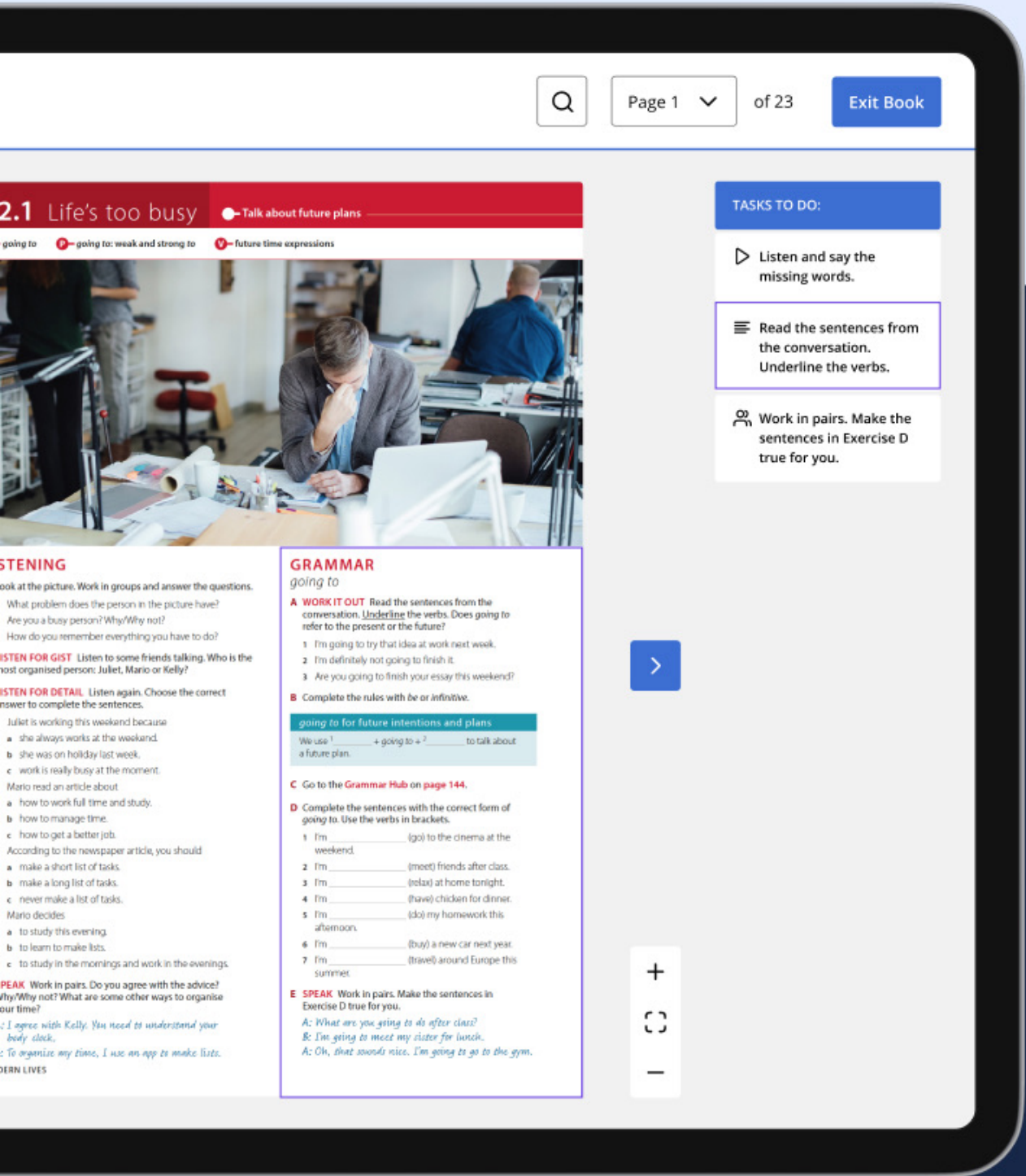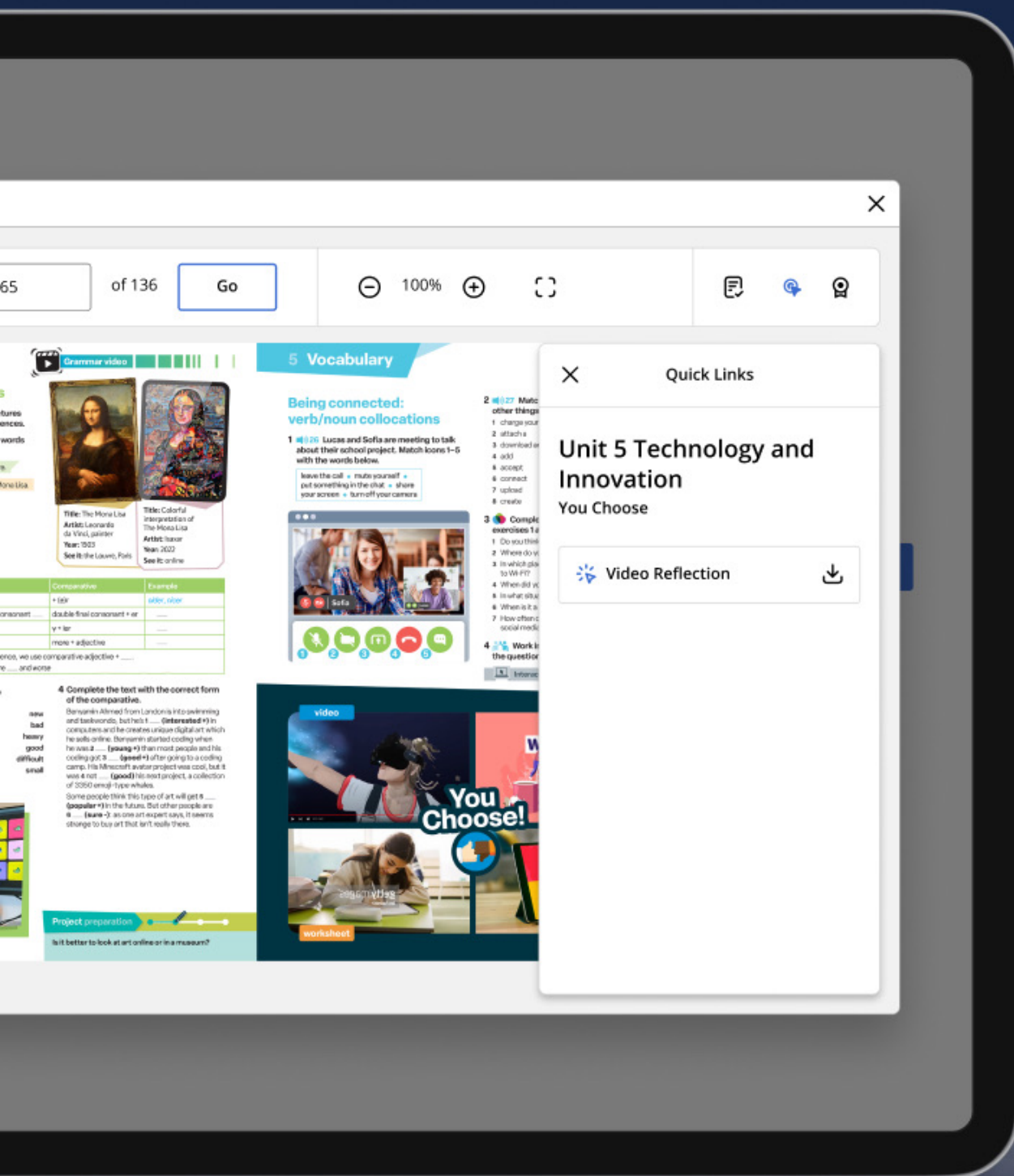
Supporting
Sales Departments

4

We assisted in the development of user-friendly prototypes, which facilitated the sales team in presenting the product more effectively to potential customers.

These prototypes helped them to better engage with the product, improving their understanding of its features. Our efforts simplified the process of conveying the product's value to customers for the sales team.

Macmillan Poland - Website Audit

Our team executed a thorough UX and UI audit for macmillanenglish.com, pinpointing areas for enhancement and delivering actionable recommendations.

This initiative culminated in a redesign concept that streamlined user pathways, optimized information architecture, and elevated the overall user experience

OBJECTIVE

Redesign the homework module to enhance its functionality and flexibility.

SOLUTION

Our team Introduced a new model for homework creation, allowing teachers to customize activities and add parts of homework in any order they prefer.

My Bookmarks

(22/22)
tended /

29

(so far)
Professional Development Training Hours

157h 45m

(school year 21/22)
Recommended future webinars

1

USEFUL LINKS

Where to buy?
OneStopEnglish
Dictionary
Macmillan Education Everywhere (MEE)

Macmillan Education Limited,
part of Springer Nature

Macmillan Campus,
4 Crinan Street, London
N1 9XW

Events & Trainings

Upcoming Events

Global teachers festival 2023

Adults and Young Adults | 12.03.2023 | 1h 45m

advancing >learning
Fast-forward

Advancing Learning Roundtable Discussion: Education for Sustainable Development and Citizenship

Matt Hayes, Mariela Gil, Zarina Subhan, Harry Waters, Jessica Gedamu

SIGN UP

Past Events

Sort by: newest

Search...

Theme	Topic	Programme	Target Students' Age	Format
All	All	All	All	Webinars

Format: Webinar ✕

advancing learning
>academic programme

The Advancing Learning Academic...
Mirrors and Windows: Raising

GLOBAL TEACHERS FESTIVAL 2023
Global teachers festival 2023
Promoting interculturality in

GLOBAL TEACHERS FESTIVAL 2023
Global teachers festival 2023
What Makes Young People

GLOBAL TEACHERS FESTIVAL 2023
Global teachers festival 2023
Children's writing: Pictures,

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macmillan education | MACMILLAN ENGLISH | ONESTOPENGLISH ↗ | DICTI

Home | Resources | Programmes | Events & Trainings | Products

Bebop and Friends

Play and learn with Bebop and Friends

Bebop and Friends is a 3-level pre-primary course which brings together mus a well-paced language syllabus to help teachers ensure a positive start to lea English for their youngest learners.

American
English type

3
Number of levels

Course information | Levels & Samples | Bebop Backstage

Level 1

Name

Bebop and Friends Level 1 Student's Book with Navio A and Digital Student's Book

Bebop and Friends Level 1 Digital Student's Book with Navio App
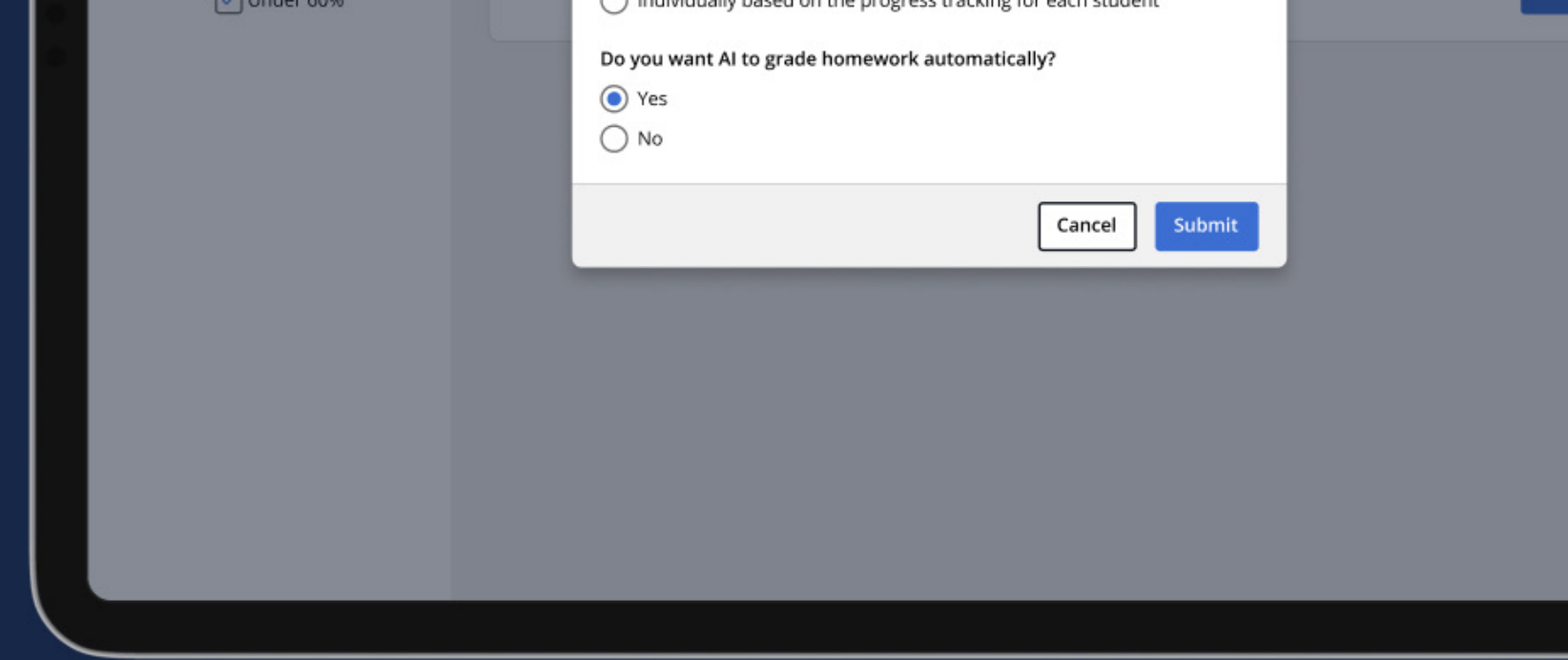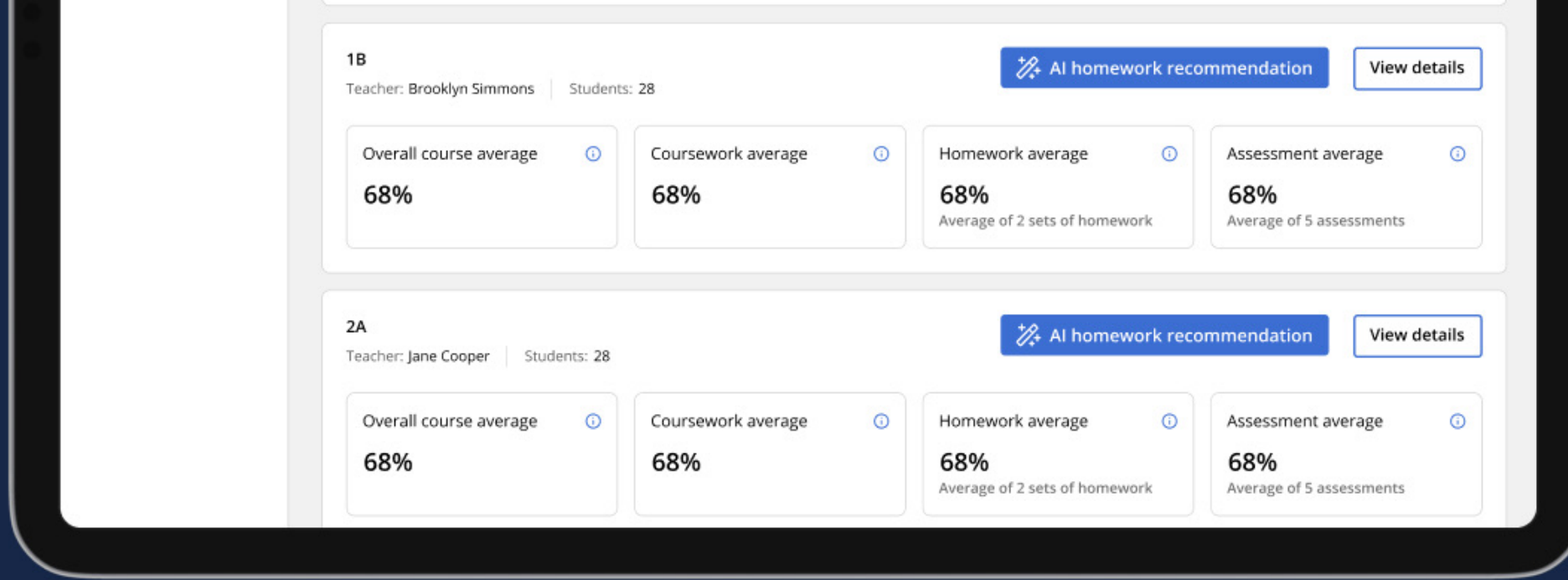
Artificial Intelligence

AI-driven Solutions

Integrating AI features into the Macmillan Education app represents a transformative step that not only elevates the user experience but also addresses crucial business imperatives.

As we progress through the ongoing discovery phase, we continue to unearth specific user pain points and requirements, enabling us to craft AI-driven solutions that precisely target these challenges.

1B
Teacher: Brooklyn Simmons | Students: 28

AI homework recommendation | View details

Overall course average ⓘ
68%

Coursework average ⓘ
68%

Homework average ⓘ
68%
Average of 2 sets of homework

Assessment average ⓘ
68%
Average of 5 assessments

2A
Teacher: Jane Cooper | Students: 28

AI homework recommendation | View details

Overall course average ⓘ
68%

Coursework average ⓘ
68%

Homework average ⓘ
68%
Average of 2 sets of homework

Assessment average ⓘ
68%
Average of 5 assessments

Under 60%

individually based on the progress tracking for each student

Do you want AI to grade homework automatically?
◉ Yes
◯ No

Cancel | Submit

A Strategic Necessity

The infusion of AI capabilities into the Macmillan app transcends mere technological enhancement; it emerges as a strategic necessity.

It, in essence, transcends mere competitiveness; it signifies a profound shift in the educational landscape. By harnessing the potential of AI, we optimize personalization, streamline operations, empower data-informed decision-making, and amplify overall user satisfaction.

# To Enrich User Satisfaction and Engagement

The ongoing discovery phase plays a pivotal role in comprehending user pain points and requirements, serving as the guiding force behind the development of AI features that harmonize with our business objectives.

These AI-driven enhancements not only enrich user satisfaction but also drive heightened engagement and retention, establishing our English app as an invaluable asset in the educational marketplace.

Design System

Foundations

Color palette (10 rows of color swatches ranging dark to light)
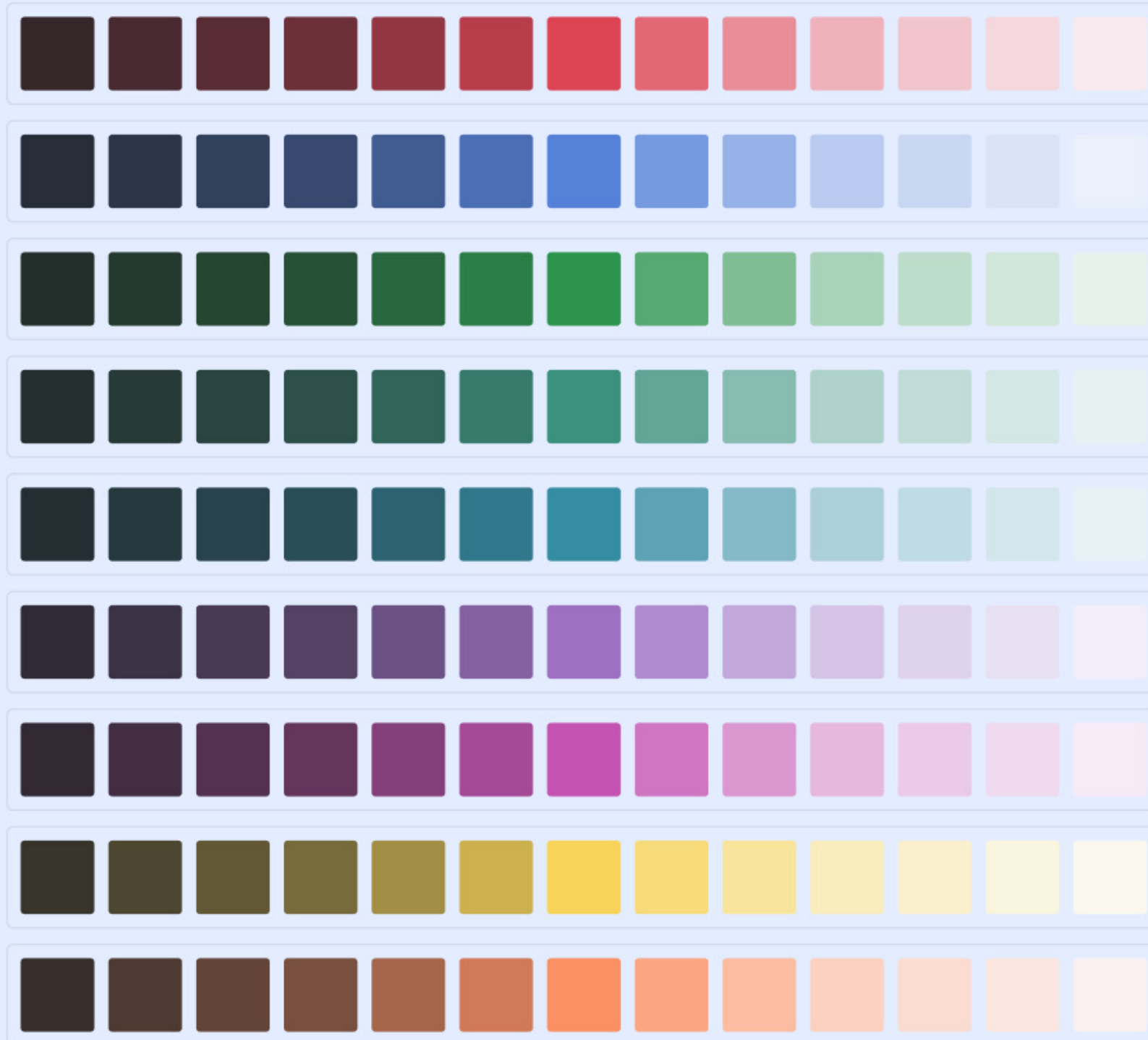
Spacing-100	4px	0.25rem
Spacing-200	8px	0.5rem
Spacing-300	16px	1rem
Spacing-400	24px	1.5rem
Spacing-500	32px	2rem
Spacing-600	40px	2.5rem
Spacing-700	48px	3rem
Spacing-800	64px	4rem
Spacing-900	80px	5rem

0dp	2dp	4dp	8dp
N1000 I 25% X0 Y0 Blur 0	N1000 I 25% Y0 Blur 2	N1000 I 25% Y2 Blur 4	N1000 I 25% Y4 Blur 8

12dp	16dp	24dp
N1000 I 25% Y6 Blur 12	N1000 I 25% Y8 Blur 16	N1000 I 25% Y12 Blur 24

Font size: 36px / 2.25rem I Line height: 44px / 2.75rem

Open Sans 36px/44px

Font size: 32px / 2rem I Line height: 40px / 2.5rem

Open Sans 32px/40px

Font size: 28px / 1.75rem I Line height: 36px / 2.25rem

Open Sans 28px/36px

Font size: 24px / 1.5rem I Line height: 32px / 2rem

Open Sans 24px/32px

Font size: 22px / 1.375rem I Line height: 28px / 1.875rem

Open Sans 22px/30px

Font size: 20px / 1.25rem I Line height: 28px / 1.75rem

Open Sans 20px/28px

Font size: 16px / 1rem I Line height: 24px / 1.5rem

Open Sans 16px/24px

Font size: 14px / 0.875rem I Line height: 20px / 1.25rem

Open Sans 14px/20px

Font size: 12px / 0.75rem I Line height: 16px / 1rem

Open Sans 12px/16px

Components and patterns

Active	Call to Action	Call to Action	Call to Action
Hover	Call to Action	Call to Action	Call to Action
Pressed	Call to Action	Call to Action	Call to Action
Disabled	Call to Action	Call to Action	Call to Action
Focused	Call to Action	Call to Action	Call to Action

Active	Label
Focused	Label
Disabled	Label

Info	Label	Label
Success	Label	Label
Warning	Label	Label

Label

Default
Placeholder text
Helper Text

Label

Active
Helper Text

Label

Filled
Placeholder text
Helper Text

Label

Disabled
Placeholder text
Helper Text

Label

Read only
Placeholder text
Helper Text

Default	✓
Hover	✓
Focused	✓
Error	✓
Disabled	✓

Label   Label   Label
Label   Label   Label

Error   ● Label   ● Label
Neutral   ● Label   ● Label

Label
Error   Placeholder text
Helper Text

Error   ✓
Unchecked   ☐

Enter formula   Save

+   ×   ÷ $\log x$ $\log_a b$ ±
$\sqrt{x}$ $\sqrt[n]{x}$ $\frac{x}{y}$ x^n x_a x_m^n
$\sin x$ $\cos x$ $\tan x$ $\csc x$ $\sec x$ $\cot x$

Item title   Grade
Score: -/0   Teacher marked   ⓘ Requires grading

✓ Student name   — Unassign
Placeholder Text

Card Name   4 days ago   Primary action
Placeholder Text
Label: Placeholder Text | Label: Placeholder Text

A   A   A   A

🕐 02:00   ⌃ ⌄

Text Colour   >
Background   >

◌ Label ✕   ⌄

Label   Label   Label

B   i   U   ☰   ☰   x₂   x² f_x

Compose your message

Grammar Hub
Unit 12 Modern lives
Page 144-145

Label   •••
Description goes here
Page 0 - 1

Link label   •••
Page 0 - 1

September 2023
Mon Tue Wed Thu Fri Sat Sun
1   2   3
8   9   10   11   12   13   14
15   16   17   18   19   20   21
22   23   24   25   26   27   28
29   30   31   1   2   3   4

✓ Label
☐ Label
☐ Label
☐ Label
Label   Label