SPARXWORKS

# IMPLEMENTING 5D

## INSIDE REAL WORLD CASE STUDIES

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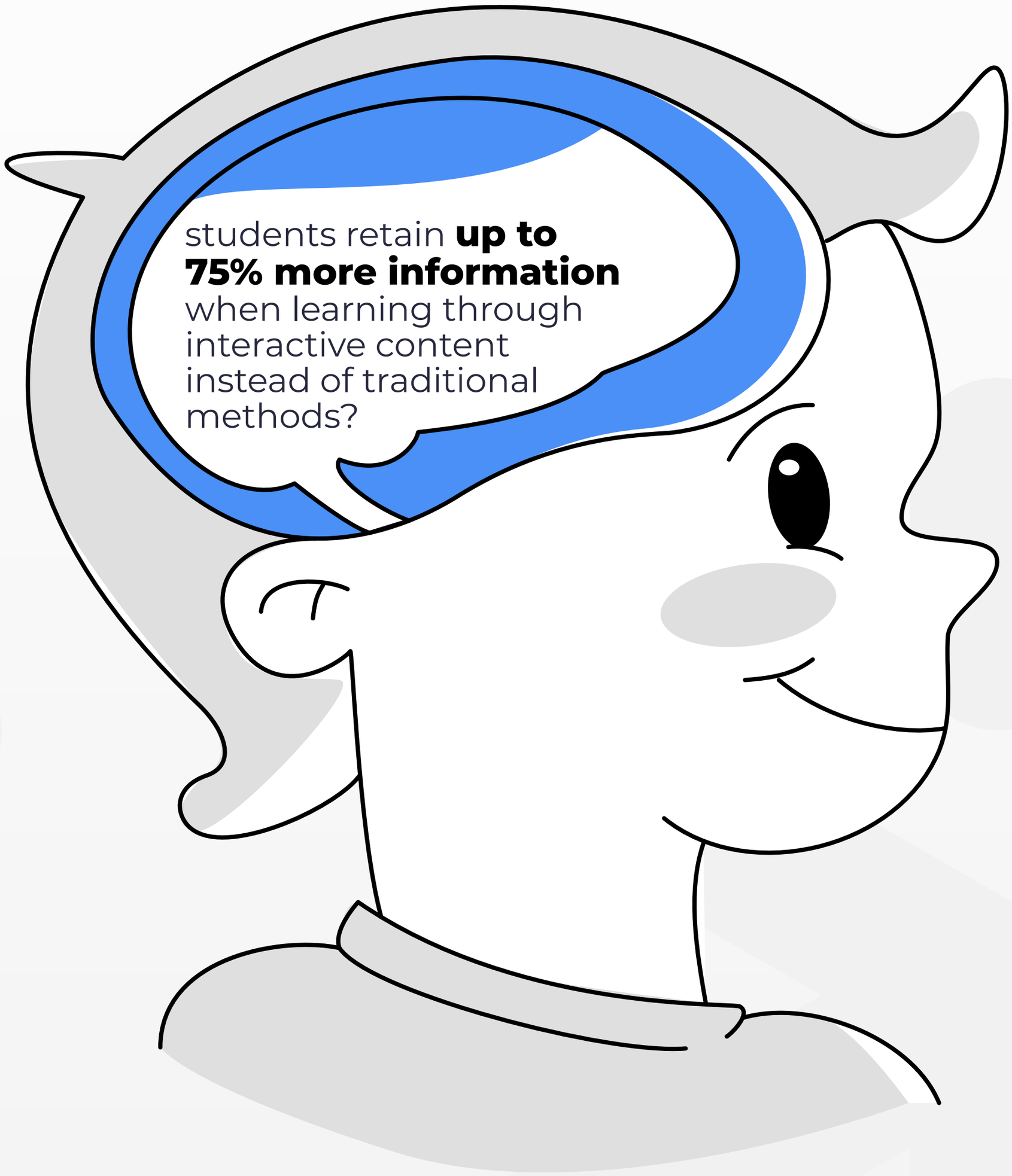
# DID YOU KNOW...




Read this case study on how Sparxworks used 5D to help a global education publisher transform its STEM learning materials.

## PROJECT: NEW WAYS TO LEARN IN THE CLASSROOM

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# THE PROJECT

The client approached us with a specific request:


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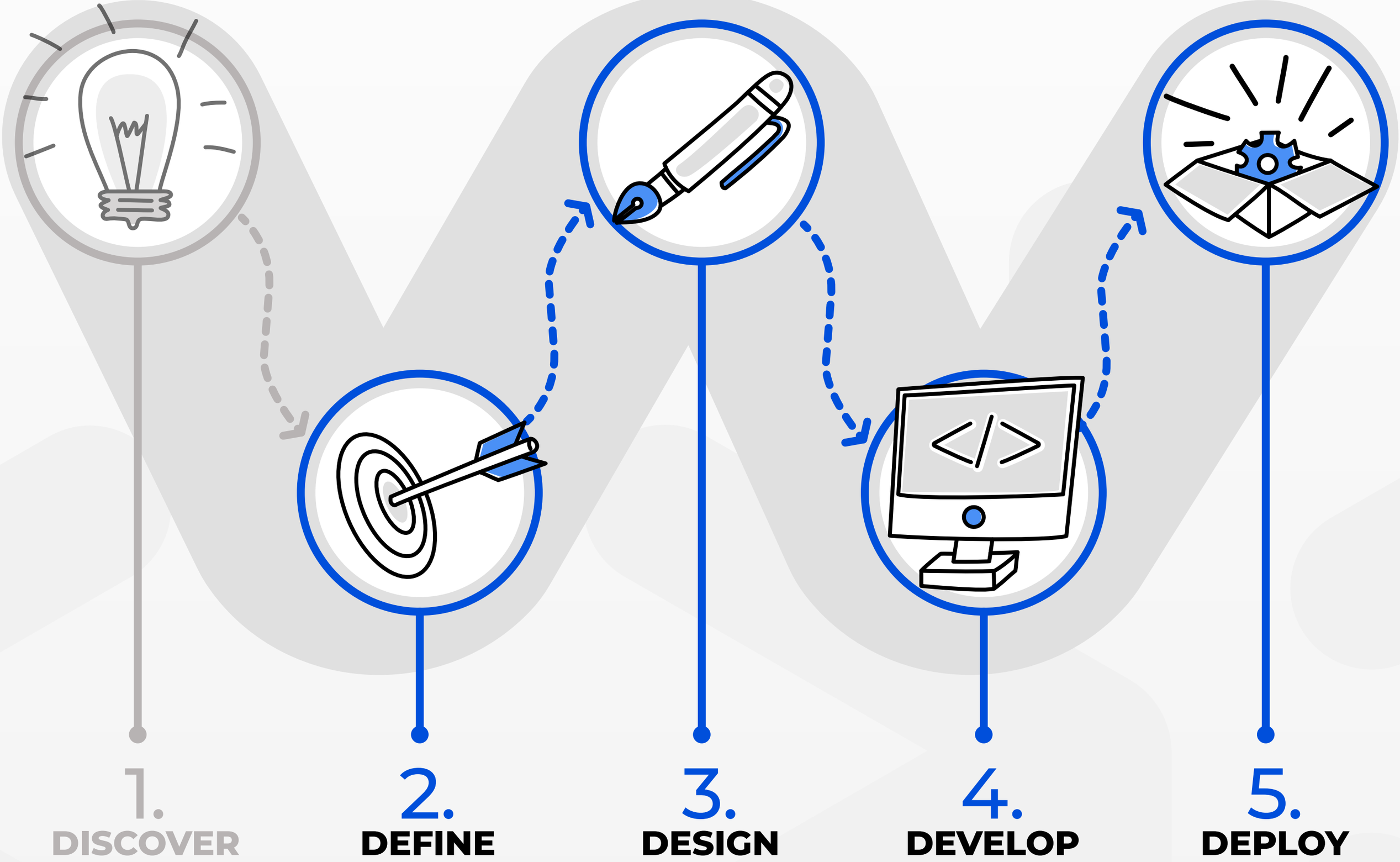
# METHODOLOGY 5D'S

As we will illustrate in this case, we were able to bypass the Discovery phase and proceeded directly to the Define and Design phases.



1. DISCOVER
2. DEFINE
3. DESIGN
4. DEVELOP
5. DEPLOY

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# THE CHALLENGES

## THE CONTENT WAS OUTDATED

As visual trends evolve and interactive content development tools advance, modern audiences expect fresh, engaging visuals that align with their daily digital experiences and instantly capture their attention.

## THE CONTENT LACKED SUFFICIENT ACCESSIBILITY AND DID NOT COMPLY WITH WCAG GUIDELINES

Because it was developed several years ago, accessibility was not a consideration at the time. However, today, ensuring accessible content is not just a smart business decision—it is a mandatory requirement for any content sold in the education market.

## THE CONTENT WAS NOT DESIGNED TO BE USED ON A VARIETY OF DEVICES OR SCREENS

The content was designed for a fixed screen size and lacked adaptability. With today's diverse range of screen formats and resolutions, this became a drawback, as it often appeared too small on larger monitors. This limitation negatively impacted usability, reducing engagement and ultimately affecting sales.

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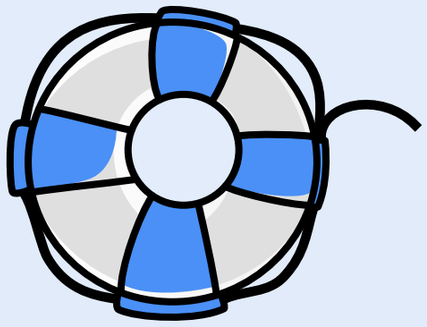
# THE SOLUTIONS

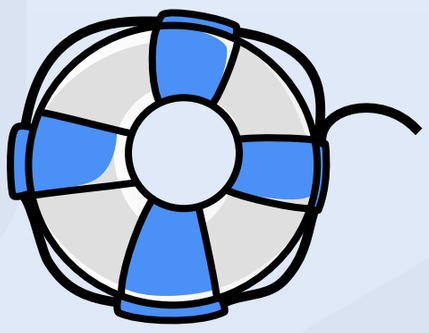
## THE 5D PROCESS IN ACTION



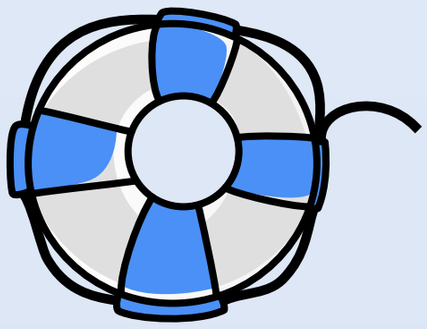
### UPDATE THE CONTENT WITH A FRESH UX/UI

Since this was an existing application with clear user personas, defined goals, and strong supporting data, we were able to skip a formal Discovery phase. We proposed starting with a combined Define and Design phase which allowed us to focus time and resources on refreshing the interface and improving the visual components.

### MADE THE CONTENT ACCESSIBLE AND LOCALIZABLE



During the combined Define and Design phase, we assessed impacts of WCAG guidelines (2.1 AA at that time) to all new interactive content. Additionally, both the design and development were strategically planned to streamline and accelerate the localization process.



### A SOLUTION THAT ADAPTS TO ANY SCREEN SIZE

During the Development Phase, a “responsive development” approach was implemented. Based on the outputs of the Define and Design phase, we knew that we needed to contemplate a variety of screen options and thus created the asset designs as vector graphics preventing quality loss when scaled for future devices.

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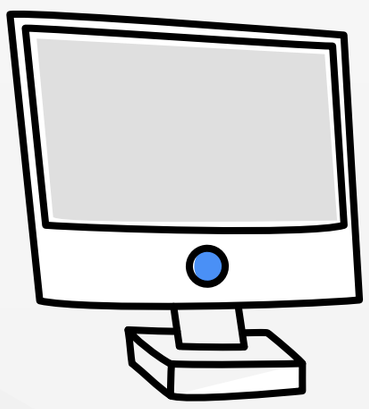
# THE RESULTS

## VISUALLY APPEALING AND USER-FRIENDLY CONTENT

By applying modern visual styles and design principles, the content was more appealing to new generations of students, sparking their interest in interacting with the platform and increasing overall engagement.

## REACH MORE STUDENTS AROUND THE WORLD CREATING NEW GROWTH OPPORTUNITIES

With a more efficient localization process, content can now be seamlessly adapted for different regions. Additionally, improved accessibility ensures that students with disabilities can fully engage with the material, broadening the audience and increasing impact.



## SEAMLESS ACCESSIBILITY ACROSS DEVICES AND SCREEN SIZES

The content can now be accessed from any computer and displayed on screens of any size, enhancing compatibility with current and future formats.

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> This was a **high impact project** that combined UI/UX, illustration, and animation to refresh an existing STEM curriculum, bringing it to life with the level of precision and realism today's students expect from the high-quality multimedia they engage with every day. The 5D production process gave us a structured framework that not only **maximized ROI** for the client but also ensured the curriculum's long-term value.

Satomi Asuy
**ART DIRECTOR**

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www.sparxworks.com