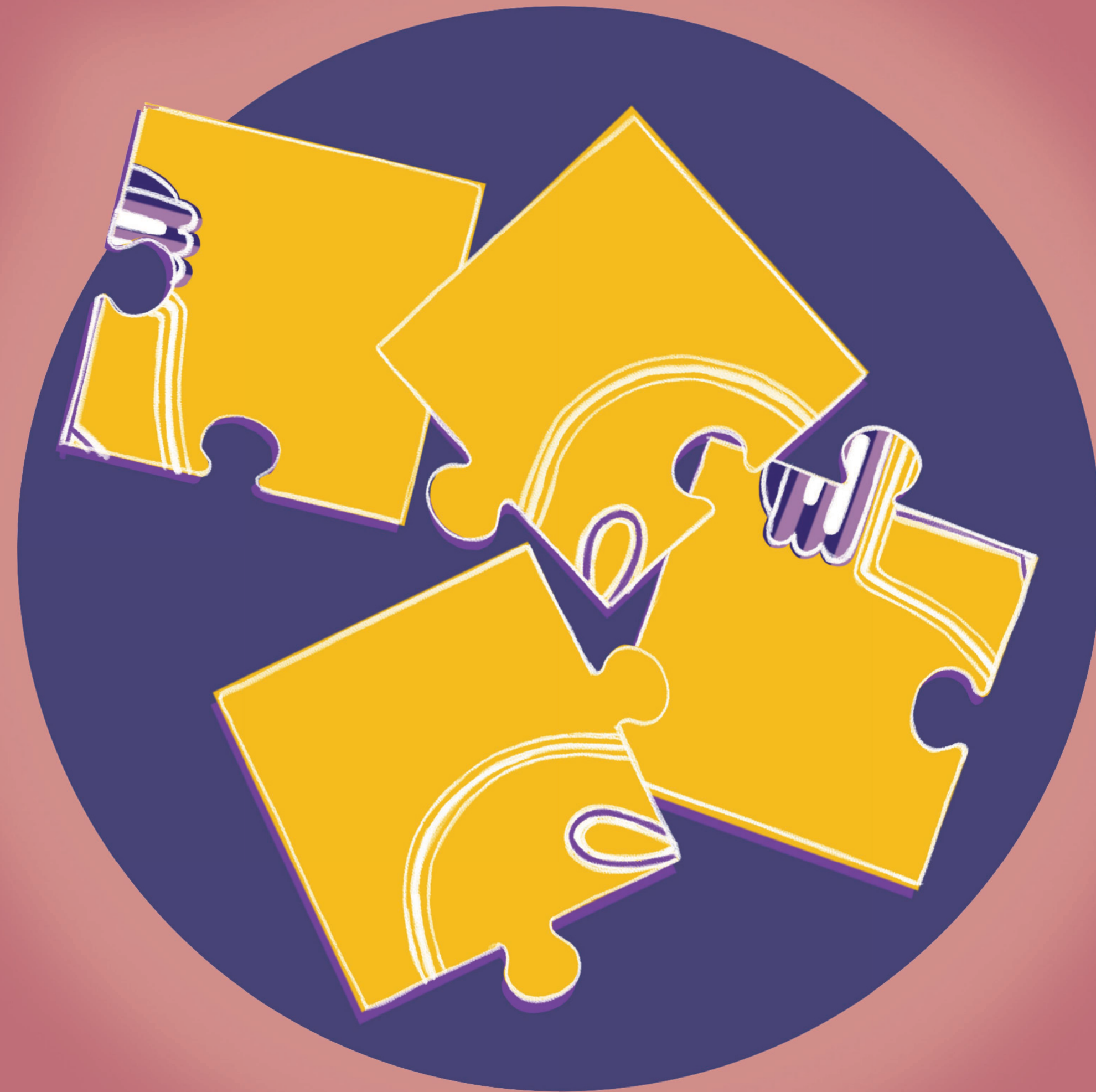


# Case Study: Amica Interactive



# our brief

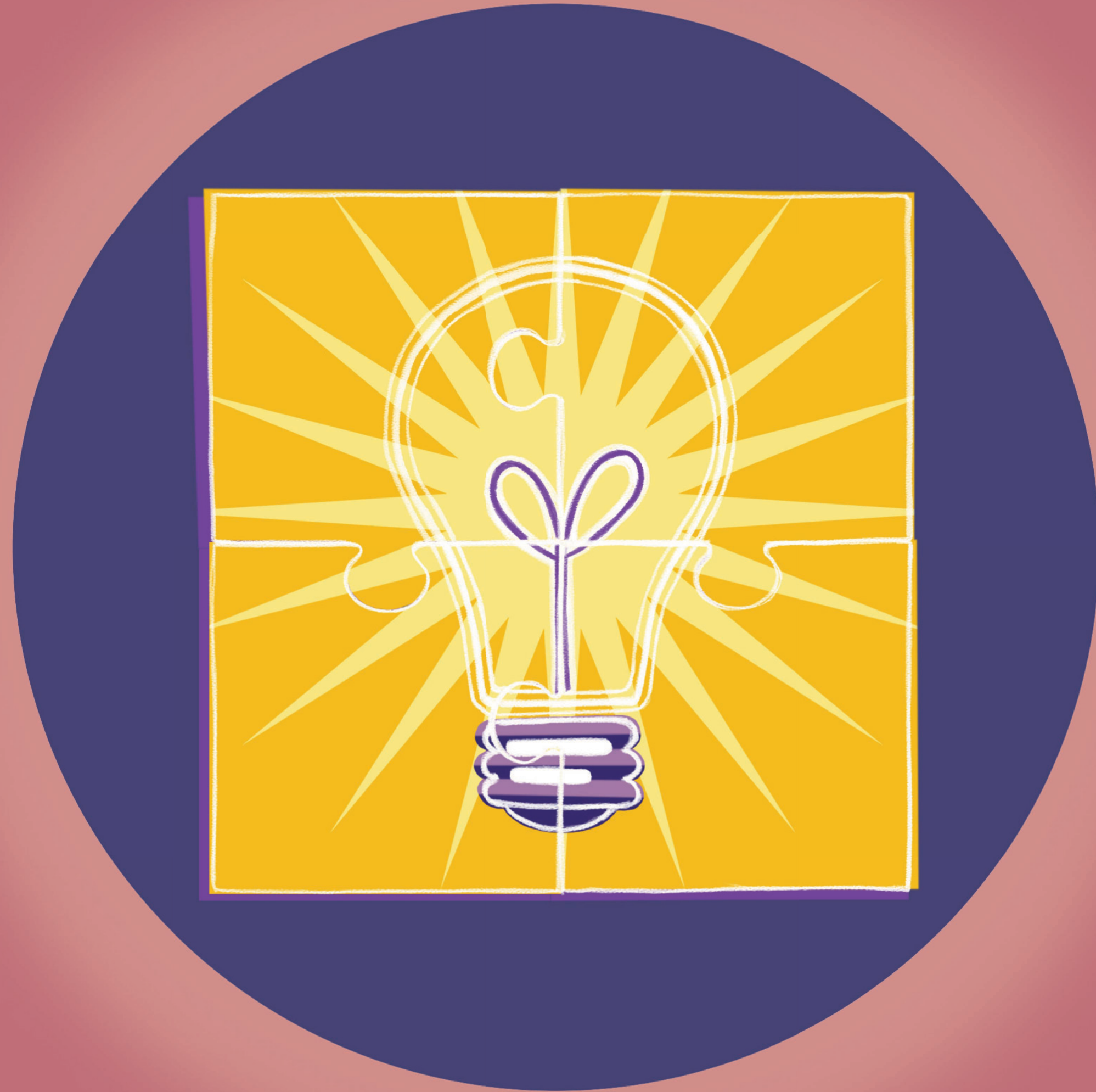
Our client wanted to align their learning platform more effectively with the requirements of higher education providers. To make their platform more attractive to universities and colleges, they required a more comprehensive understanding of the needs of tutors and students in the education sector.

Although digital technologies can bring many benefits to learning, they can often get in the way and prevent learning from happening. Without a deep understanding of the student experience and higher education cycle, technology vendors find it difficult to convince budget holders of the potential value of their solutions.

Some of the common problems are:

- **Language**
- **Relevance**
- **Data protection**
- **Longevity**





## our approach

We began by outlining the key strategic priorities for the higher education sector. This gave our client a clear understanding of the opportunities and challenges currently facing education providers.

We then mapped the features of their platform with specific university priorities. This made it possible for our client to begin talking about their platform in the language of their target customers.

We also provided our client with an overview of the tutor experience in universities. This enabled them to see which aspects of their platform had the greatest potential to make tutors' lives easier, and thus achieve buy-in from key stakeholders.

Having clarified the higher education environment, we proceeded to rebrand our client's platform and marketing materials in an appropriate language and format. By aligning the platform's diverse functions under one core brand name, our client was able to present it as a complete solution that could be purchased in its entirety or as specific, yet related, applications. This increased the potential for upselling.



## our impact

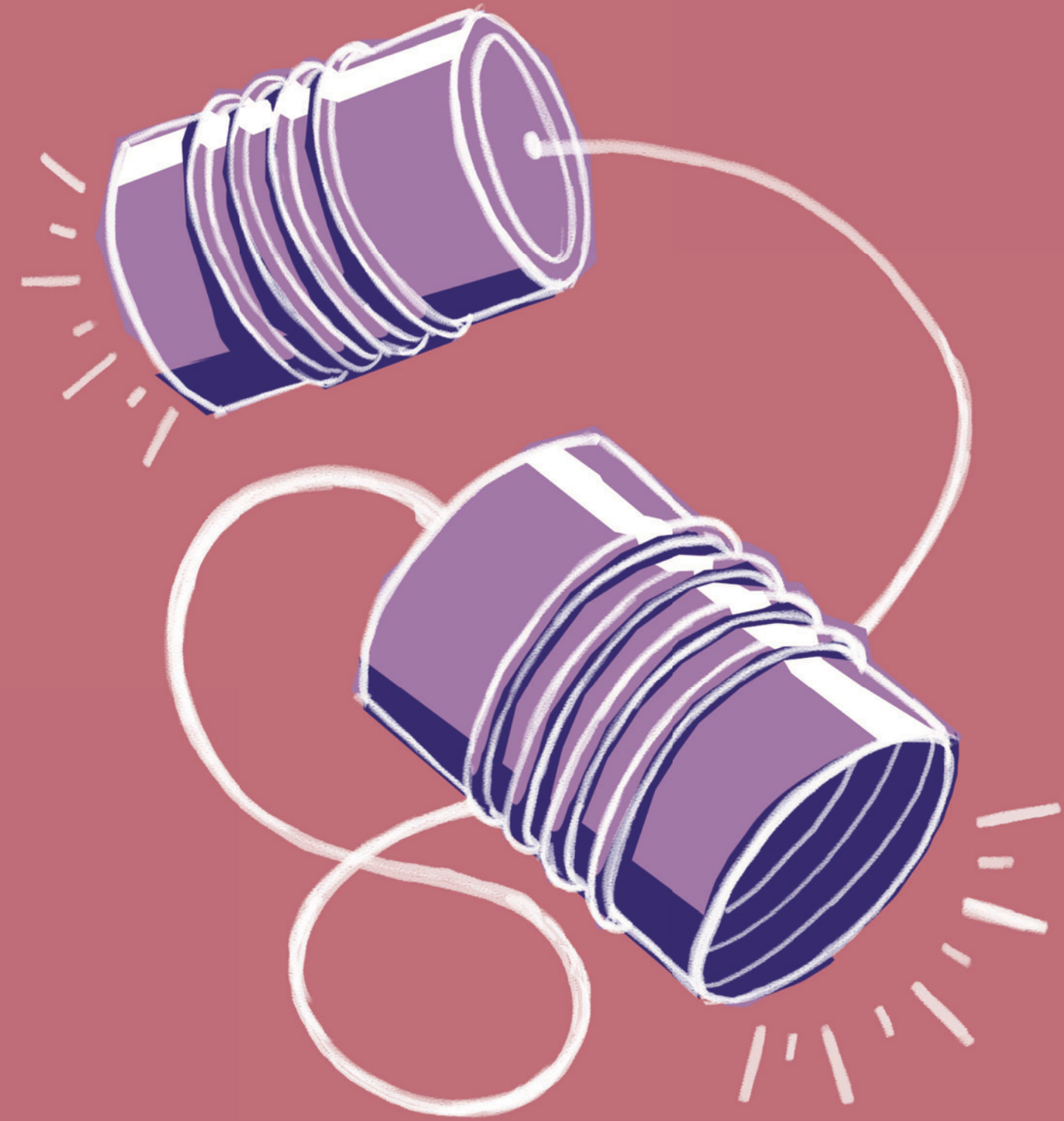
Our work gave our client an in-depth understanding of how their product could address specific needs and issues in higher education teaching and learning.

Our rebranding of their marketing and communications materials enabled our client to pitch their product more effectively to potential customers in the higher education sector. .

"Ding provided some excellent, out of the box thinking to determine which of our products sat where within the Higher Education framework, and how best to showcase them. They listened and understood what we wanted, went away and delivered exactly that. We would highly recommend working with them if you need expert advice pertaining to understanding and delivering in the HE sector."

Neill Friend  
CEO, Amica Interactive





**we can help you too.**

**Ding!**

**creative learning design**