

The Challenge

Learnosity began as a direct response to the fact that innovations in technology had outpaced those in education. The effect of this was an increase in untapped potential as students' everyday learning experiences were at odds with their technology-rich social realities. Learnosity decided that focussing on one areas was the best way to make a difference.

The idea was to build a solution that offered educators the means of creating assessments capable of truly gauging a learner's development. This on its own however wasn't enough. The solution had to be available to as many students as possible so by default this meant that Learnosity couldn't be the single solution provider - we needed to enable all companies to offer high quality online assessments.

The Solution

We noticed that all assessment products had the same core requirements - authoring content, delivering content and reporting on content. By offering a suite of APIs (Application Programming Interfaces), Learnosity enables any organization to quickly and easily incorporate interactive question types along with authoring, reporting and analytical capabilities into any digital product, whether new or existing. Because Learnosity looks after the difficult technical elements required by all assessment solutions, organizations can instead focus on what makes their online product unique rather than spending time and effort reinventing the wheel. Designed to be both extensible and customisable, the Learnosity APIs offer customers total creative freedom in deciding how their assessments look, feel and perform. From audio response and image highlighting to Cartesian graphing and intelligent Math auto-scoring, Learnosity's Technology Enhanced Items (TEIs) give educators virtually endless opportunities to gain actionable insights into students' critical thinking processes and understanding.

Learning Outcomes

By supplying the building blocks required for any assessment solution, Learnosity customers are afforded the flexibility to tailor their assessments so that they can be used as part of an overall learning strategy rather than merely as a culmination of one. In one client success story, student audio responses via Learnosity increased from 667 thousand in 2014 to 8.4 million in 2016 - an increase of 1,163% in just two short years.

Return on Investment

Learnosity provides immediate access to market-leading assessment technology, gives clients more time to focus on the core USPs of their digital product, decreases overall costs and significantly increases speed to market. With **23 million** active users from **207 distinct countries**, an average of 185 million uses of its APIs per month and having delivered **½ a billion assessments in 2016** alone, Learnosity is silently powering the assessment offerings of many of the biggest names in edtech and significantly impacting the learning journeys of students across the globe.

Learnosity offers immense economies of scale to our clients - access to all APIs as well as hosting, maintenance, support and free fortnightly upgrades is included in the licence fee. Because we focus on one thing, and one thing only, we also go deeper into many areas than it would make economic sense for any single client to do on their own. Customers also benefit from the fact that Learnosity's APIs are subject to continual development and improvement behind the scenes. This means that technological innovation comes with the territory for Learnosity users. As a practical illustration, Learnosity made 235 feature releases in 2015 and 359 in 2016. Over the next 5 years, all Learnosity clients can expect a further 1,795 feature releases, completely free of charge.