

CASE STUDY

Transforming Digital Strategy for the leader in special education

Millipixels worked with Stanfield to design, develop, deploy, and manage their eCommerce infrastructure, serving 5000+ school districts in the United States and Canada with their special education curriculum.

Project Overview

As digital education needs evolve, JSC sought to modernize its eCommerce and digital delivery platform, serving over 5,000 school districts across the U.S. and Canada with specialized curriculum solutions.

With our proven expertise in the Digital Transformation and Digital Commerce initiatives, Millipixels designed and delivered a reimagined web platform that enables JSC to lay the foundation for its future endeavors.

Millipixels collaborated with JSC to transform its digital strategy by reimagining the customer experience and developing a scalable eCommerce infrastructure that meets diverse customer needs.

Starting with an extensive UX Audit, our team collaborated with the JSC Team to design and build an eLearning platform that scales as needs grow. We were involved with designing the solution architecture, visual strategy, and development of the platform.

Our Services for Peer Mentoring

Detailed UX Audit

Auditing existing UX practices and libraries for repeatable patterns consistent with the brand.

User Research & Brainstorming

Researching user needs, behaviors, critical workflows and pain points; brainstorming for ideation and problem-solving

Information Architecture

Working with the technical leadership to define and architect the 'Core UX' of the application environment.

Interaction Design

Optimising user journeys for thousands of interactions on the system every day.

Reimagining the eCommerce Infrastructure

Providing a consistent and distinctive omnichannel experience was central to JSC's strategy of expanding the reach of its Special Learning products. JSC had to think beyond just a pretty interface for their eCommerce initiatives. The reworked model had to be aligned with the customers' needs, spread over 5000 school districts in the United States.

Millipixels worked with JSC in a full-service engagement to rejuvenate JSC's core value proposition with an omnichannel experience. We combined the advantages of headless eCommerce with a deep focus on an optimized user journey that reinforced JSC's position as an industry leader.

Laying the foundations of a better customer experience

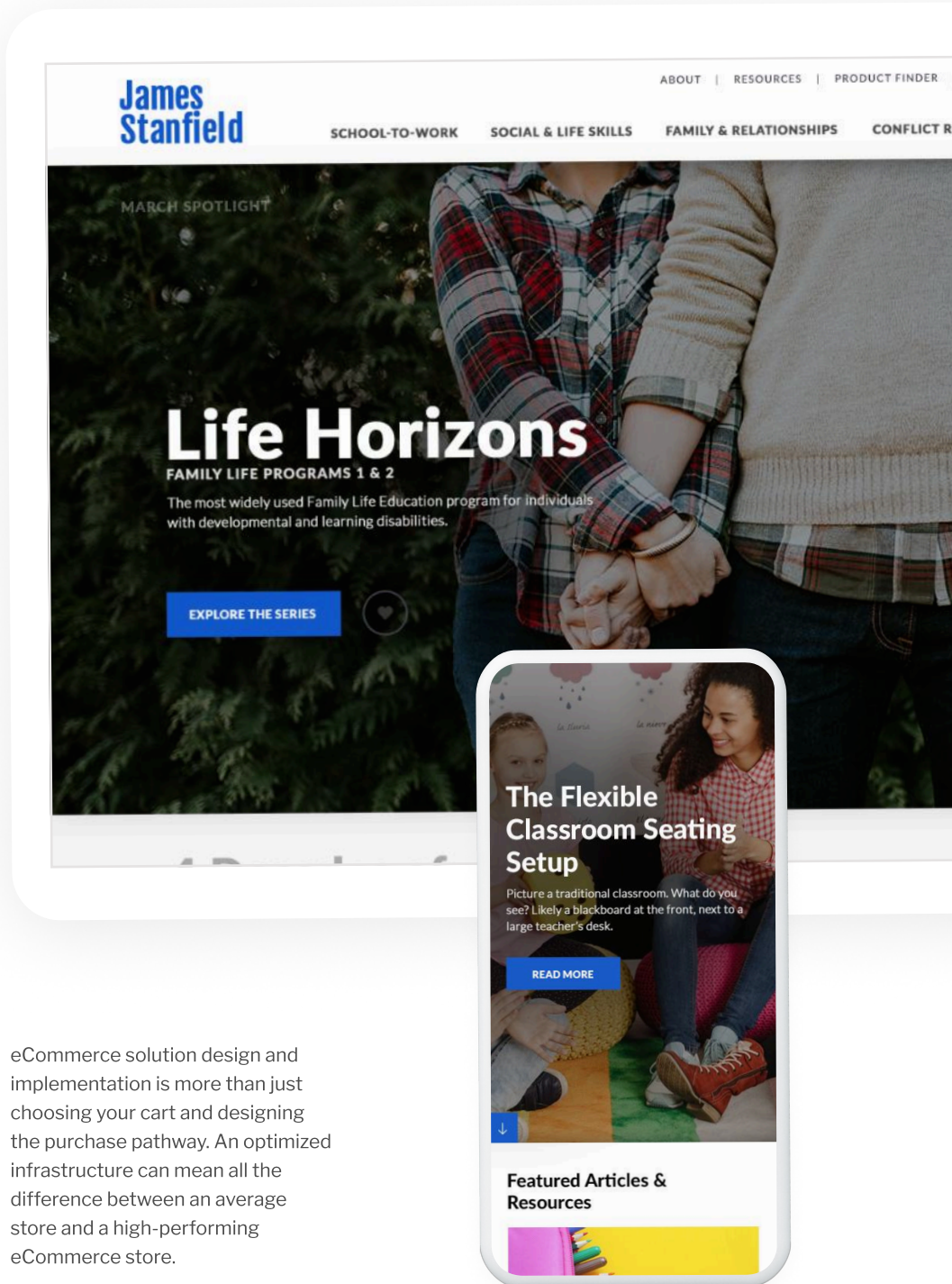
Our engagement started with a detailed UX Audit of JSC's existing processes and website. We identified essential areas to focus on while reimagined customer experience. User Research and iterative strategy sessions enabled us to organize our effort around the elements that mattered the most.

With most of the site's traffic originating from mobile browsers, our design teams focused on creating a seamless, consistent customer experience across multiple devices and form-factors. The result was a fully responsive and fluid UX architecture that would enable the site to grow in a planned manner.

A robust, scalable eCommerce Infrastructure

eCommerce solution design and implementation is more than just choosing your cart and designing the purchase pathway. An optimized infrastructure can mean all the difference between an average store and a high-performing eCommerce store.

Our team designed the JSC eCommerce infrastructure from the ground up on scalable open-source technologies, emphasizing cloud-native deployment. The result has been a blazingly fast, mobile-optimized experience for users with conversions up 23% within the first month of the web platform's relaunch.



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Ongoing Infrastructure Management and Maintenance

Once the solution was designed and deployed, it was time to consider the best way to manage the technology infrastructure. JSC opted to continue working with Millipixels to help support its transition to a more agile way of managing its digital assets and stay in control of the customer experience as it plotted its course through customer feedback and emerging requirements.

Our team's 24x7 support and maintenance services for the AWS platform enabled JSC to continue its focus on growing the business while we curated the technology infrastructure to support its growth. Ongoing enhancements sprints ensured we were a step ahead of evolving customer requirements.



Enabling the transition to OTT eLearning

Transitioning a 40-year legacy of selling education products to thousands of schools nationwide to a cloud-native eLearning model was an aspirational goal for JSC when we started the digital transformation journey.

Our consulting teams worked with JSC to define its OTT model, digitization, and monetization strategies and to lay the groundwork for the technical infrastructure. We analyzed JSC's courseware and devised the right way to approach its eLearning journey.

From the evaluation of possible OTT architecture options to the actual design and rollout of the program in 2020 through the COVID-19 crisis, ensured JSC had the technical agility to be more proactive in addressing macro-environment changes.

Focused on Outcomes



The child who is 'left behind' most is the one who leaves school without transition readiness.



Dr. James Stanfield, Ed.D.

Founder and CEO
James Stanfield Company

Working with JSC was also a transformational moment for our team when we realized the impact its products have had on grooming young minds to be better prepared for the life that awaits them once they finish school. The solution delivered on its promise of agility, technical resilience, a robust infrastructure to power JSC's growth, and a reimagined customer experience to help JSC build stronger bonds with its customers.

Transform Your Digital Presence with Millipixels

Elevate your online presence with Millipixels. We specialize in transforming websites into powerful digital experiences that captivate and engage users. Whether it's a complete website overhaul or designing a new site from scratch, we blend creativity with cutting-edge technology to deliver stunning results.

With a track record of success across various industries, our team of experts is dedicated to turning your vision into reality. Collaborate with us to transform your website into a powerful tool for business growth.

From startups to global enterprises, we help organizations achieve digital excellence worldwide. Let's build something remarkable together.

Join the tribe!



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