

Team

- McKinsey Academy (Product/UX/UI)
- edX Solutions (Platform/Full-Stack/DevOps)
- Xavier Antoviaque/OpenCraft (Open edX general, xBlock specialists)
- Extension Engine (Full-Stack, Custom FED)
- Aribsoft (Back-end dev, QA)

Partnership Overview

- McKinsey and edX started collaboration in January 2014
- McKinsey wanted to provide an online learning platform targeting professional development
 - Selling to large international Enterprises to learn of McKinsey Manage Practices
- Courses for small cohorts of students, ~200-300
 - Heavily TA'd and white-glove service to learners
- Betas through Summer, 2014
- Launch Sept. 2014

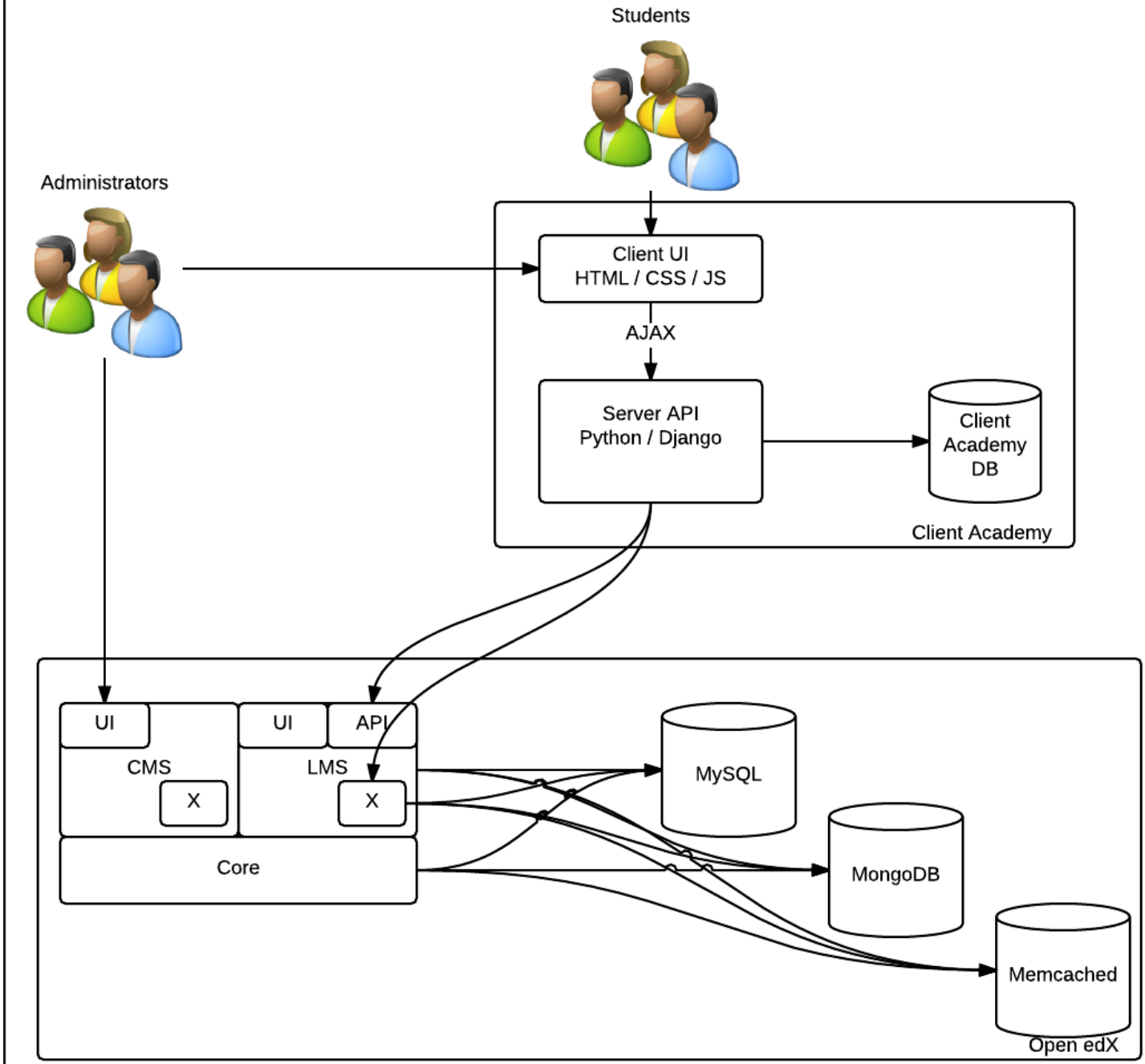
Challenges

- How to use Open edX as a Platform rather than a stand-alone Application
 - Need clear Data/Business Logic separation from Presentation Tier
- Highly security conscious environment
 - Solution must pass muster by Chief Security Officers at Fortune 500 companies

DEMO



Client Installation



Server-to-server API (edx-solutions repo)

- Features of the Server-to-Server API
 - Session: Login, Logout
 - Registration: User Signup, Enroll/Unenroll, Role Assignment
 - Courseware: Course Summary and Detail Information, Content Tree Traversal
 - Gradebooks
 - Company/User: Associate users with companies
 - Metrics: Proficiency (aka Percent Grade), Progress, Engagement, Averages, and Aggregates (by Course and/or Company)
 - Workgroup: Assign Users to Workgroups

xBlocks Innovations

- Eating our dog-food
 - McKinsey Academy courseware is an xBlock only environment*
- jQuery-xBlock (<https://github.com/edx-solutions/jquery-xblock>)
- Conversion of Embedded Discussion as well as Forum to be xBlocks
 - Support for “Private Discussion Boards” as part of the Group Project

Thank you and Q&A



Features

- AGPL, open for re-use on edX/Open edX
 - Several Interactive Exercises
 - MRQ, MCQ, Free Text, Image Explorer, Drag and Drop
 - Group Projects (aka Workgroups)
 - User/Company associations
 - Company Admin Dashboard/Analytics
 - Leaderboards & Additional Metrics
 - Program (aka xSeries) Management
 - From-scratch UI that is highly McKinsey Academy branded
 - Custom Video Player (implemented as Ooyala integration)