

CASE STUDY

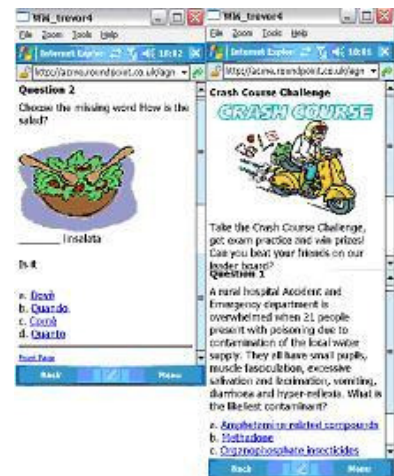
Crash Course Quiz Revision Aid – The Lancet

Background and Client Objectives

In 2005, Roundpoint worked with Reed Elsevier – the publishers of The Lancet and other medical journals to develop a series of mobile educational revision courses for aspiring doctors to refresh their knowledge base. Group activity was encouraged with a 'challenge a friend' feature for students to invite their contemporaries to play the game and beat their score.

Roundpoint's Solution

The Crash Course challenge was built on a general purpose mobile question-and-answer engine which allows a mixture of answer types, including multiple choice - both single selection and multiple selection and plain text responses. The service allows individuals to register and complete sets of test questions. High scores are recorded and users may then send a challenge text to a friend to invite them to take the test themselves and compare scores. Initially not all questions are visible to the user, but more become available on a daily basis as the user visits the site.



New questions can be added to the system over time and questions can be grouped into logical series.

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