

HUDK 4050:CORE METHODS IN EDM

Case Study:



KNEWTON

[https://www.youtube.com/
watch?v=fQrhilT5Ylw](https://www.youtube.com/watch?v=fQrhilT5Ylw)

Case Study: Knewton

Visit <https://www.knewton.com/> and spend some time reviewing their materials

- What service does Knewton provide?
- Who is their customer? Who are the stakeholders?

Case Study: Knewton

<https://www.youtube.com/watch?v=qRqgyyxjcqo>

Case Study

Knewton created a partnership with Pearson & Arizona State University

- What obstacles do you see could jeopardize their business?
- How should they validate their claims?

Assignment 5