

**Client:** Product Development for Educational Toys Company

**Location:** USA

## Client Description

The client is a leader in the educational toys market in the US having pioneered the concept of “Paper Based Multimedia”. The client’s typical toy consists of educational books that operate in a Touch and Talk mode with a high level of interactivity.

## Business Need

The client develops and releases several educational books every quarter and was rapidly expanding its product line. The “Infant Pad” books were the latest product packed with several exciting features.

The scope of the project was to develop the “Infant Pad” books, using the client’s well-defined development methodology and proprietary languages/tools. The client was looking at increasing its vendor base and Blue Star Infotech (BSI) fitted the bill perfectly mainly due to its offshore model, flexible approach to project execution and its prior expertise on developing learning systems.

## Solution Offered

A collaborative approach was adopted for building the Infant Pad books:

- Each book (referred to as Producer) is broken into modules called pages or spreads (spread is two pages facing each other). The Requirements/Design document (referred to as PDD), which describes the interaction at each spread of the book, was provided to Blue Star Infotech.
- The client provided the Art, which was verified for correctness by Blue Star Infotech. The developer would compare the Art for his Spread against the PDD in order to check for any inconsistencies.

- The Audio to be integrated with the book was supplied by the client. Audio sequences were then created as specified in the PDD. For e.g. if on a spread, a touch on the mouse says “Hi, I’m Jerry”, “Would You like to Play?” then the audio sequences would be first “Hi, I’m Jerry” and the second sequence would be “Would You Like to Play”.
- Following this, the code was written in the client’s language called “QnA4”, to link the Audio sequences to Art.
- The code was built and then the ROM image was downloaded on the pad where it was tested.
- The final ROM image, which includes all the spreads, was delivered after testing.

## TECHNOLOGY

- Windows NT
- MS-Exchange
- Languages: Leapfrog script language “QnA4”
- Configuration Tools: SourceSafe

## Benefits to Client

- Reduced time to market for its new line of “Infant Pad” books
- Minimized development cost
- Leveraged technical expertise for incorporating new concepts/features into the line of books
- Effective solutions requiring minimal to no rework

### For more information about Blue Star Infotech:

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