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CASE STUDY · MACMILLAN LEARNING

CAN A TEXTBOOK PUBLISHER WIN STUDENTS DIRECTLY?



tivity.ai, an AI app that turns a student's coursework and calendar into a daily plan, was a new direct-to-consumer bet for Macmillan Learning.

RESEARCH · CONCEPT · TEST · RETOOL

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THE APPROACH · BR8K INCUBATION SYSTEM

BRIEF IN.
DECISION OUT.

BRIEF
NOV '24
Launch an AI time-management app for college students

1 **RESEARCH**
NOV–DEC '24
Alpha study with 14 students to probe product-market fit

2 **CONCEPT**
JAN–FEB '25
3 identities tested with 100+ students; core UX in a 5-week sprint

3 **TEST**
SPRING–FALL '25
2 paid market tests, then an iOS launch across 8 channels

4 **RETOOL**
SEP–NOV '25
Kill metrics set; spend shifted to what converted

DECISION
NOV '25
Readout and recommendation to the client

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CONCEPT · BRAND BY BR8K

A BRAND THAT STUDENTS LOVE

The clear favorite of 100+ students across 3 identities

tivity

BRAND PLATFORM

We've got you.



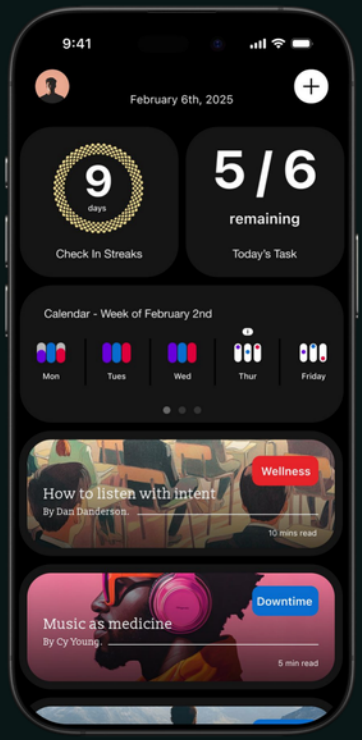


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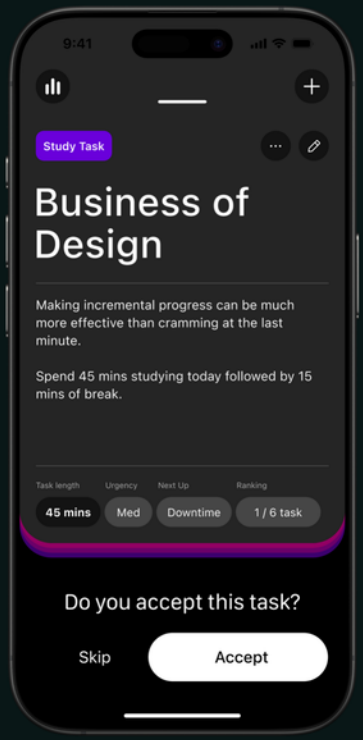
CONCEPT · PRODUCT DESIGN

DESIGNED BY BR8K

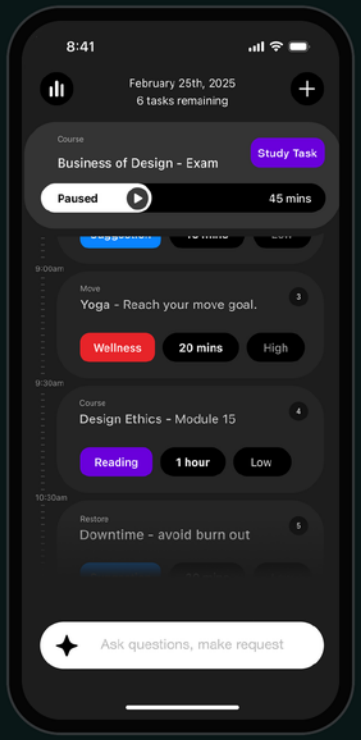
CORE UX IN A 5-WEEK SPRINT



1 HOME



2 TASK CARD

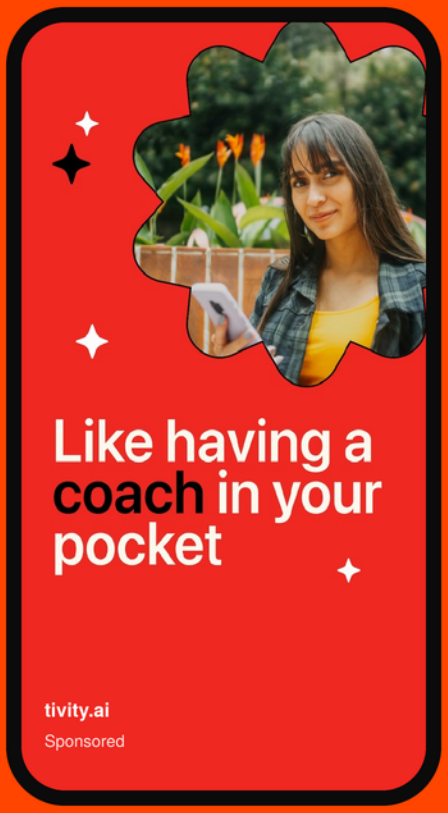


3 SCHEDULE OVERVIEW

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TEST · 8-CHANNEL LAUNCH BY BR8K

SCROLL STOPPED. INSTALLS STARTED.



1 TIKTOK · VIDEO

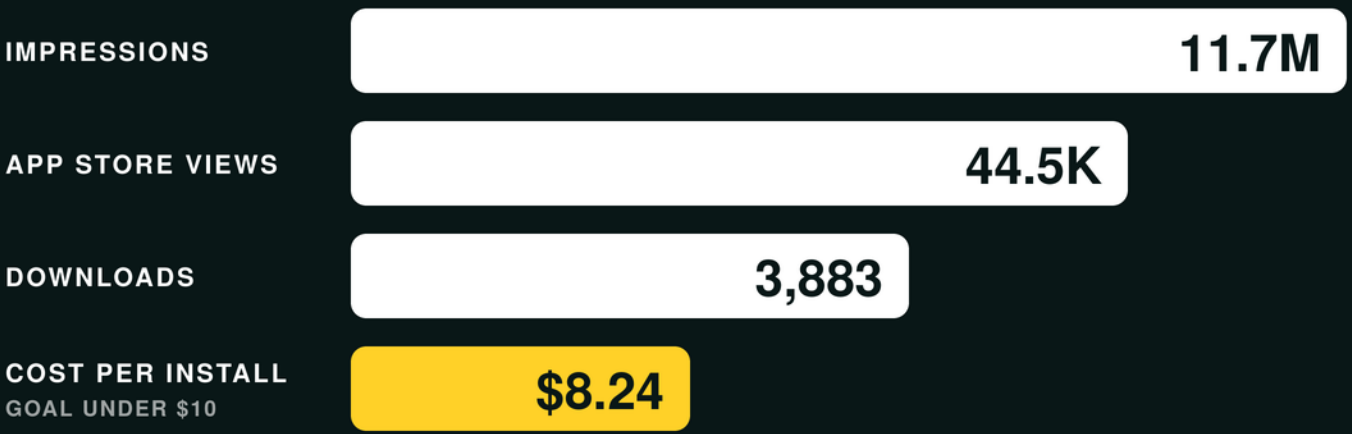


2 INSTAGRAM · FEED

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THE RESULT · DEMAND, AUG–NOV 2025

STUDENTS SHOWED UP

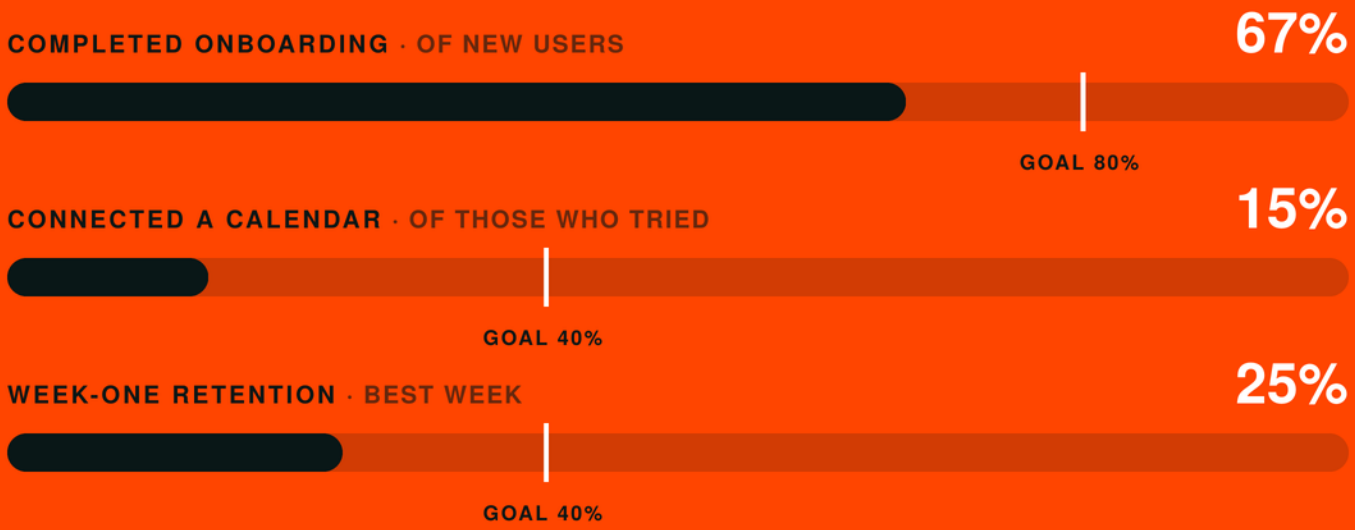


We optimized week by week, moving spend to the channels that converted, and cut cost per install from $32 to $8.24.

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THE RESULT · PRODUCT, AUG–NOV 2025

DATA IN. DIRECTION OUT.



CLIENT RECOMMENDATION

Pivot from a pure scheduler to optimizing time based on life goals.



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