

UX + DEV
B-LINE MEDICAL

PERSONAS

PERSONAS

- administrators
- proctors
- faculty/
instructors
- deans
- secretaries
- learners
- technicians
- standardized
patients
- B-Line Medical

GLOBAL PERSONA CHARACTERISTICS

- dashboard + applicable widgets depending on user type
- 3 main pain points each
- # times access per day?
- task to be accomplished?
- reporting priorities?
- notifications
- declutter + prioritize viewable features for each

THINGS TO CONSIDER

- users are older, not the most tech savvy
- users are reluctant to change
- take advantage of simpler UI to ease change
- make features more evident- no digging
- tooltips, lightboxes, auto-tutorials videos, etc.
- take full advantage of whitespace to decrease # of clicks + pages

SURVEY QUESTIONS

1. which B-Line Medical product do you currently use?
2. what is your role for _____ ?
3. what would you like to see first when logging in?
4. what is your primary reason for logging in throughout the day?
5. how many times do you access _____ a day?
6. would you be willing to participate in future surveys?

DASHBOARD

- should be unique to each persona/login portal
- must only show relevant information, permissions, + data
- reports seem relevant to everyone
- should include personal settings

INTERNAL TRAINING: PERSONAS

ADMIN.

- doctors/nurses
1st
- admin 2nd
- arrogant
- female
- lite/moderate
tech savvy
- love training

PROCTOR

- ghost
- impatient
- irritable
- minimal
interaction
- does 1 thing, a
few times a
semester

FACULTY

- automation
- “the worst”
- minimal tech
savviness
- want
dashboards
- “I just want it to
work”

INTERNAL TRAINING: PERSONAS

DEAN

- money bags
- yelling + lobbying
- wants the power
- to not use the power
- minimal tech savviness
- reports!

SECRETARY

- bothered
- “who broke it this time”
- lite tech savviness
- “it’s 5’o’clock somewhere”

STUDENTS

- mac users
- looking for loopholes
- quite tech savvy
- terrified of unreliability
- “bruh.. I just want my grades”

INTERNAL TRAINING: PERSONAS

TECHNICIAN

- tool
- stubborn + mediocre
- hi level system setup
- calls support
- simghosts

STANDARDIZED PATIENTS

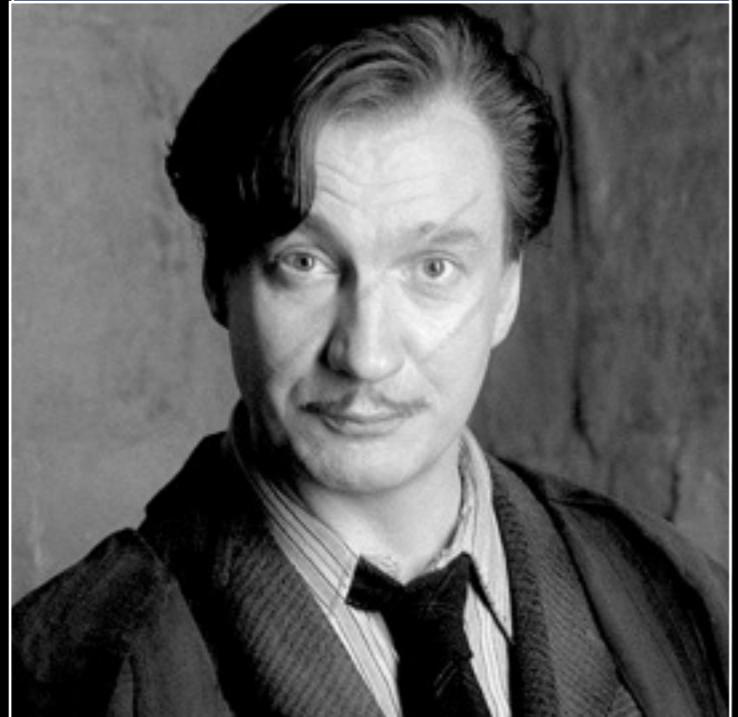
- from kids to oldies
- lowest denominator
- no tech savviness
- “I’ve got this.. oh shit.”

B-LINE MEDICAL

- “we’re all 26”
- too comfortable with our tech
- the most tech savvy
- must fix inconsistencies
- “by intelligent design”

PERSONA OVERVIEW

**ARROGANT
ADMINISTRATOR** 38



Creates Curriculum

modules used

permissions level

time allotted

data load

**IRRITABLE
PROCTOR** 50



Assigns Curriculum

modules used

permissions level

time allotted

data load

**THE WORST
FACULTY** 34



Manages Participants

modules used

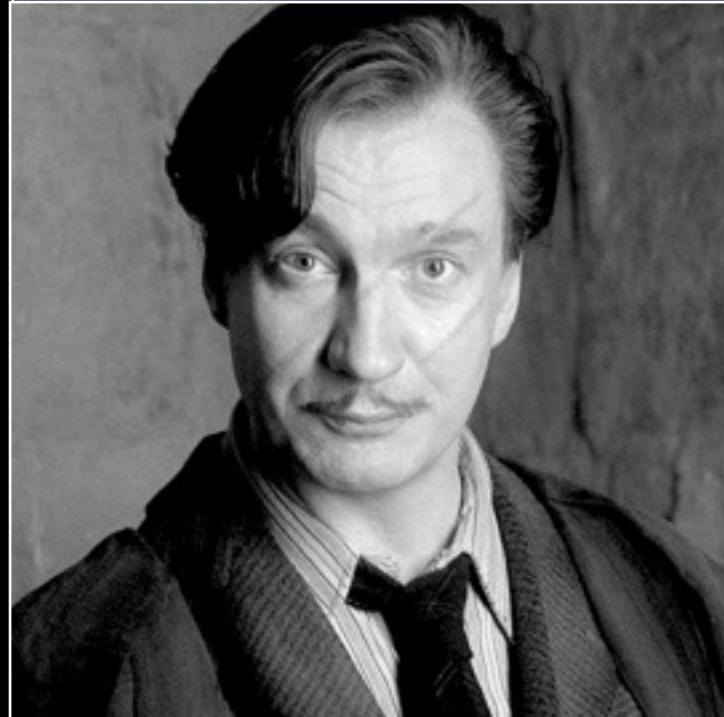
permissions level

time allotted

data load



**DOCS + NURSES
ADMINISTRATOR**



38

Creates Curriculum

personal tech comfort

B-Line tech comfort

**PART TIME
PROCTOR**



50

Assigns Curriculum

personal tech comfort

B-Line tech comfort

**LAST MINUTE
FACULTY**

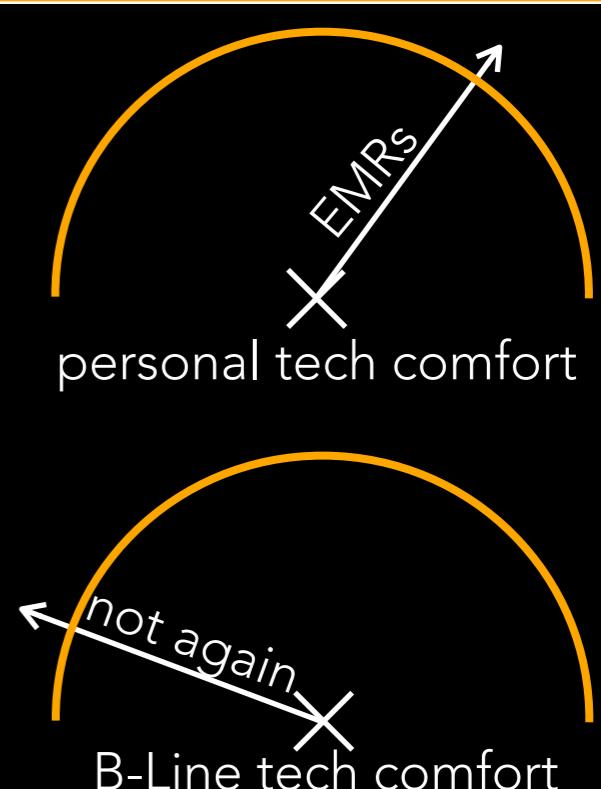
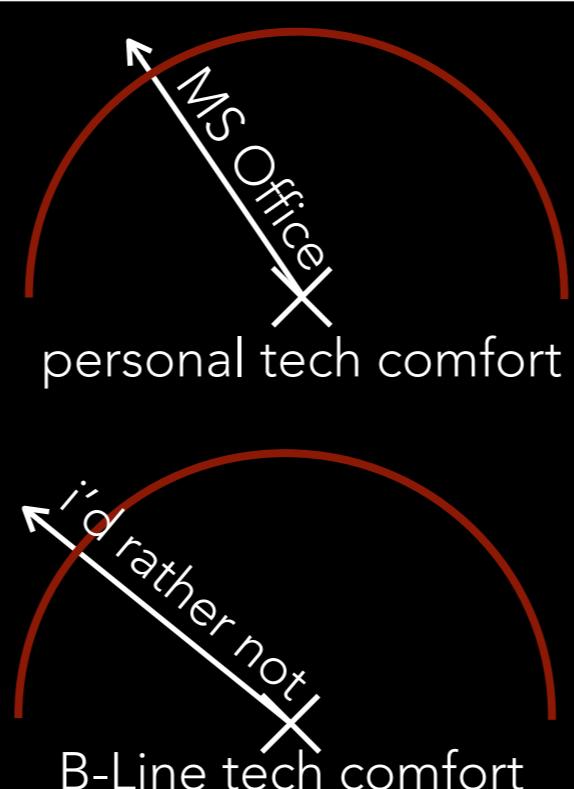
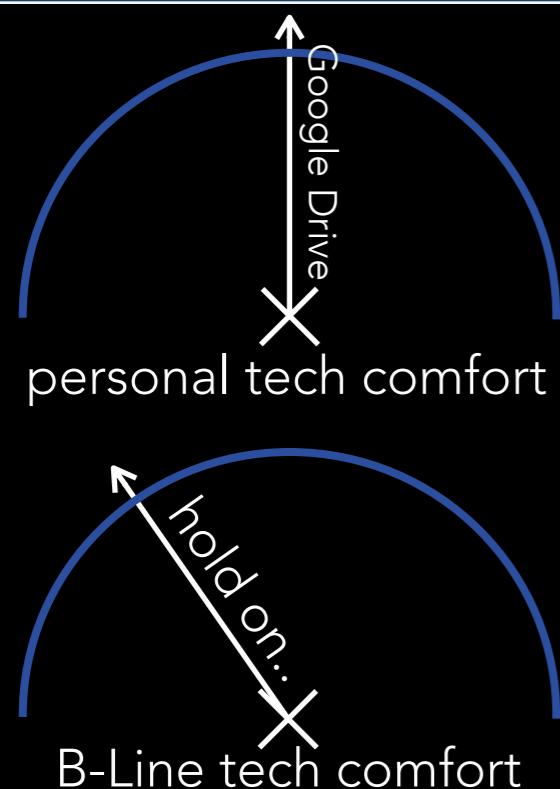


34

Manages Participants

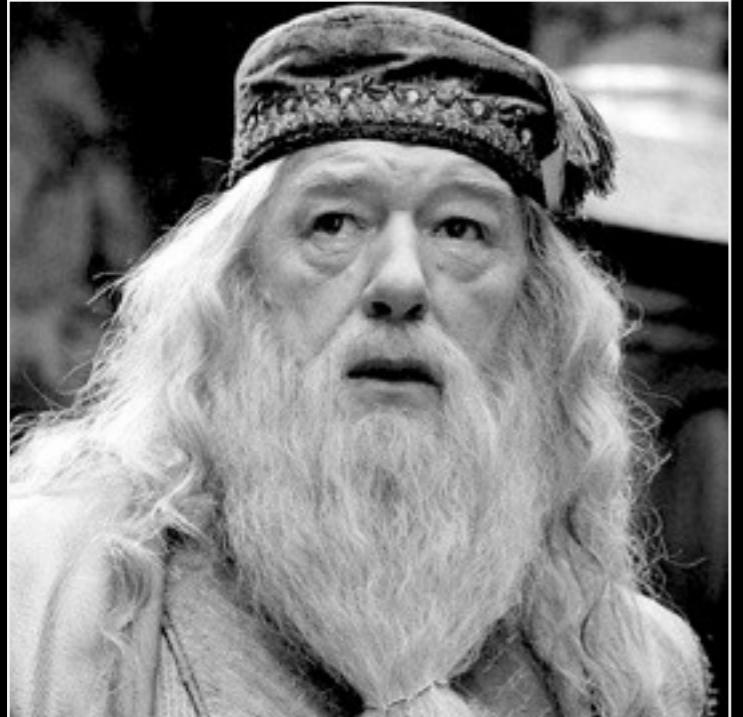
personal tech comfort

B-Line tech comfort



PERSONA OVERVIEW CONT'D.

LOBBYIST
DEAN 61



KEEPS TABS

modules used

permissions level

time allotted

data load

PACIFIST
SECRETARY 55



KEEP SUBTABS

modules used

permissions level

time allotted

data load

EXPLOITER
LEARNER 24



VICTIMS OF CURRICULUM

modules used

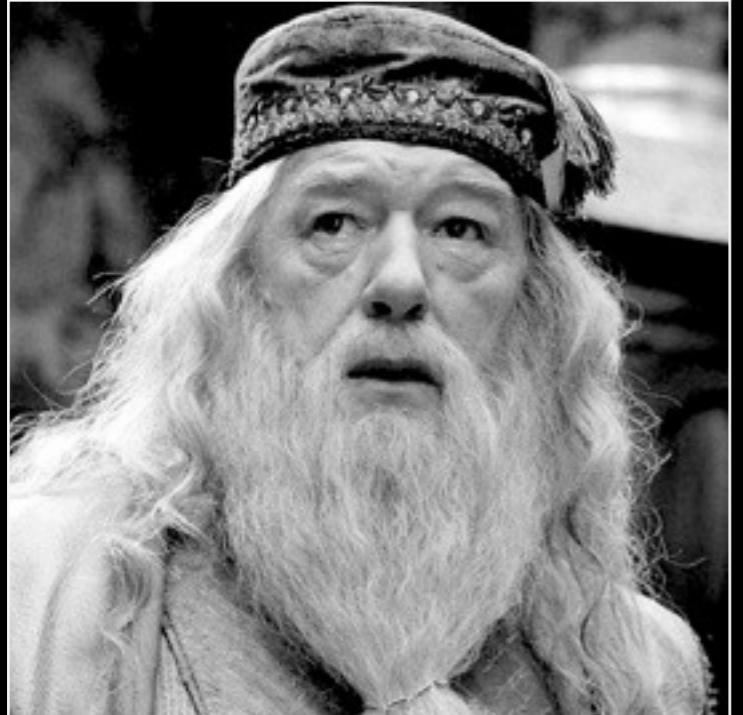
permissions level

time allotted

data load

REPORTS

DEAN



61

KEEP TABS

WHO BROKE IT

SECRETARY



55

KEEP SUBTABS

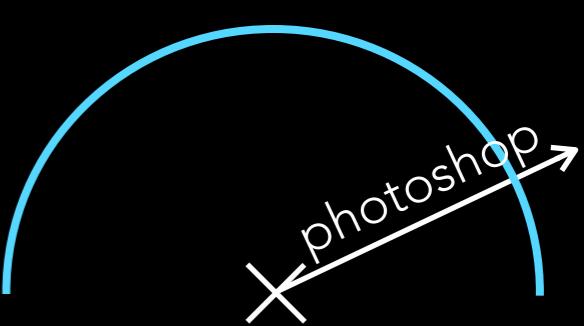
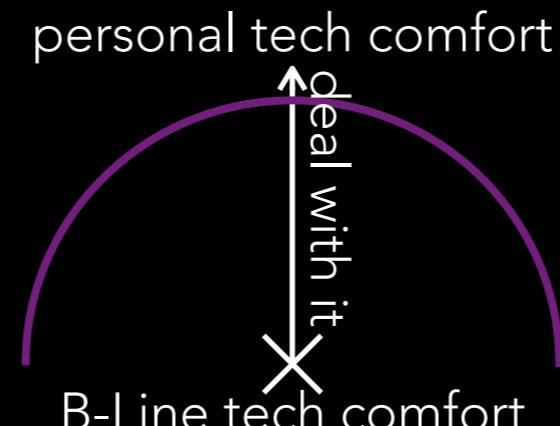
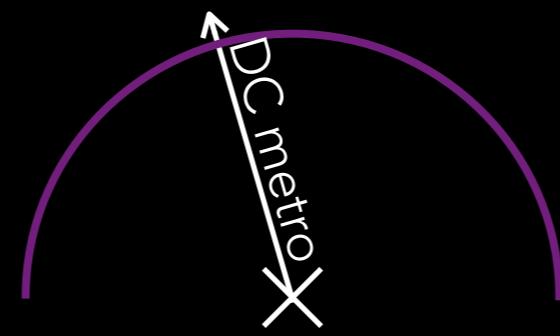
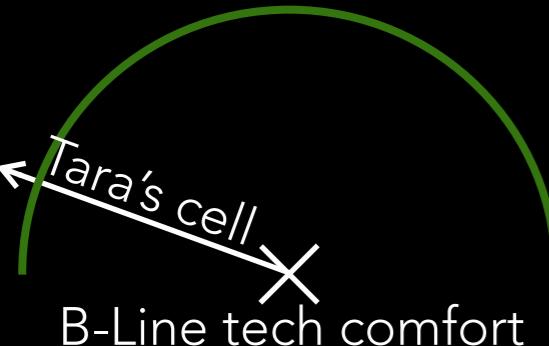
BRUH.. GRADES

LEARNERS



24

VICTIMS OF CURRICULUM



TOOL TECH

32



**SETUP + SYSTEM
INTEGRITY**



TECH ILLITERATE

SP

X



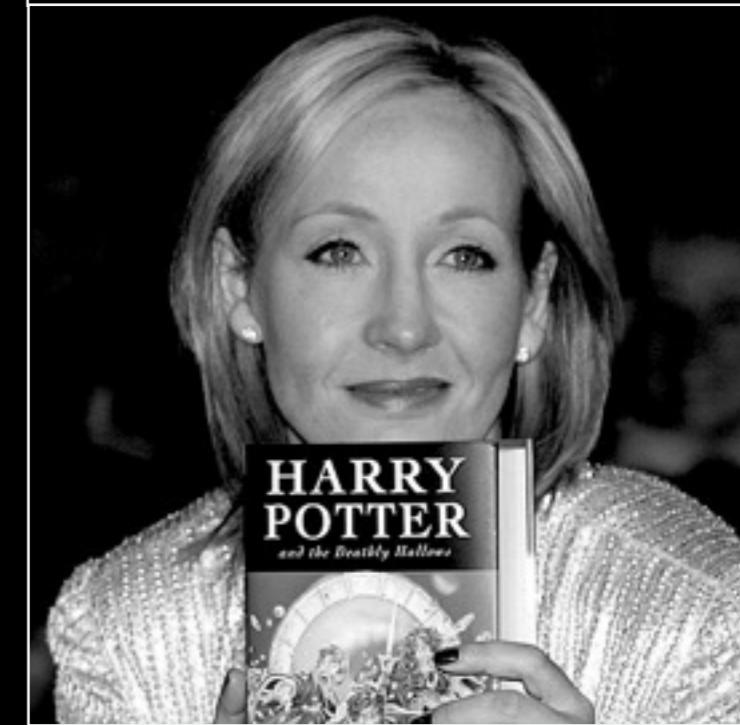
**STANDARDIZED
PATIENT**



COMFORTABLE

B-LINE MEDICAL

26



**THE HIGHER
POWER**

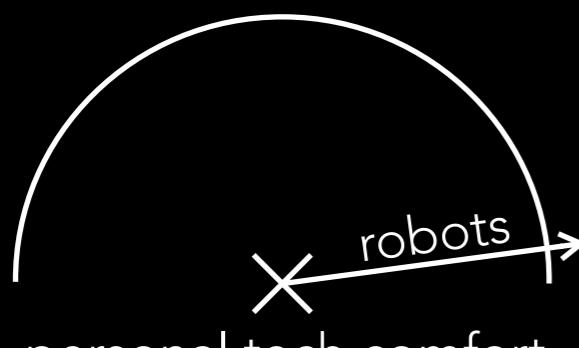


STUBBORN TECH

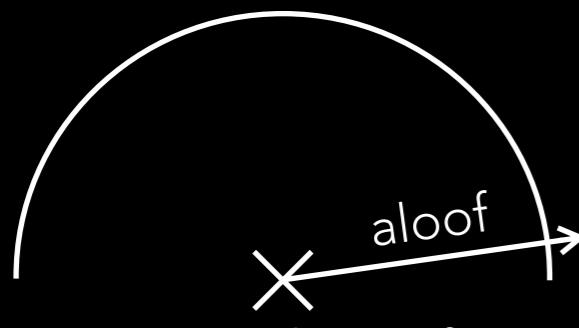
32



SETUP + SYSTEM
INTEGRITY



personal tech comfort



B-Line tech comfort

I DUNNO..

SP

X

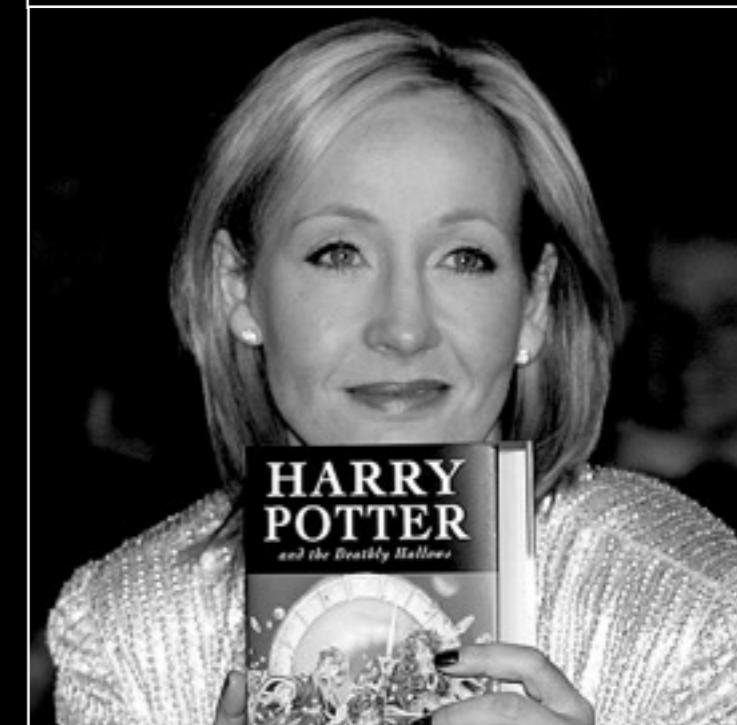


STANDARDIZED
PATIENT

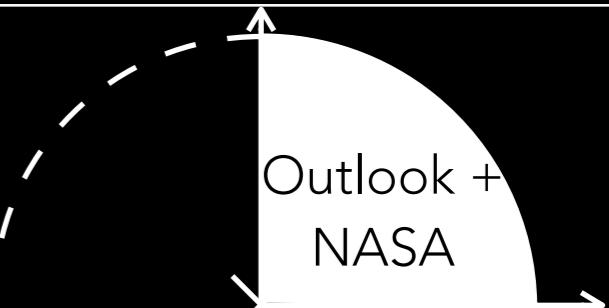
IT'S FINE..

B-LINE MEDICAL

26



THE HIGHER
POWER



personal tech comfort



B-Line tech comfort

I need my glasses

wait.. what?

ADMIN.
LUPIN

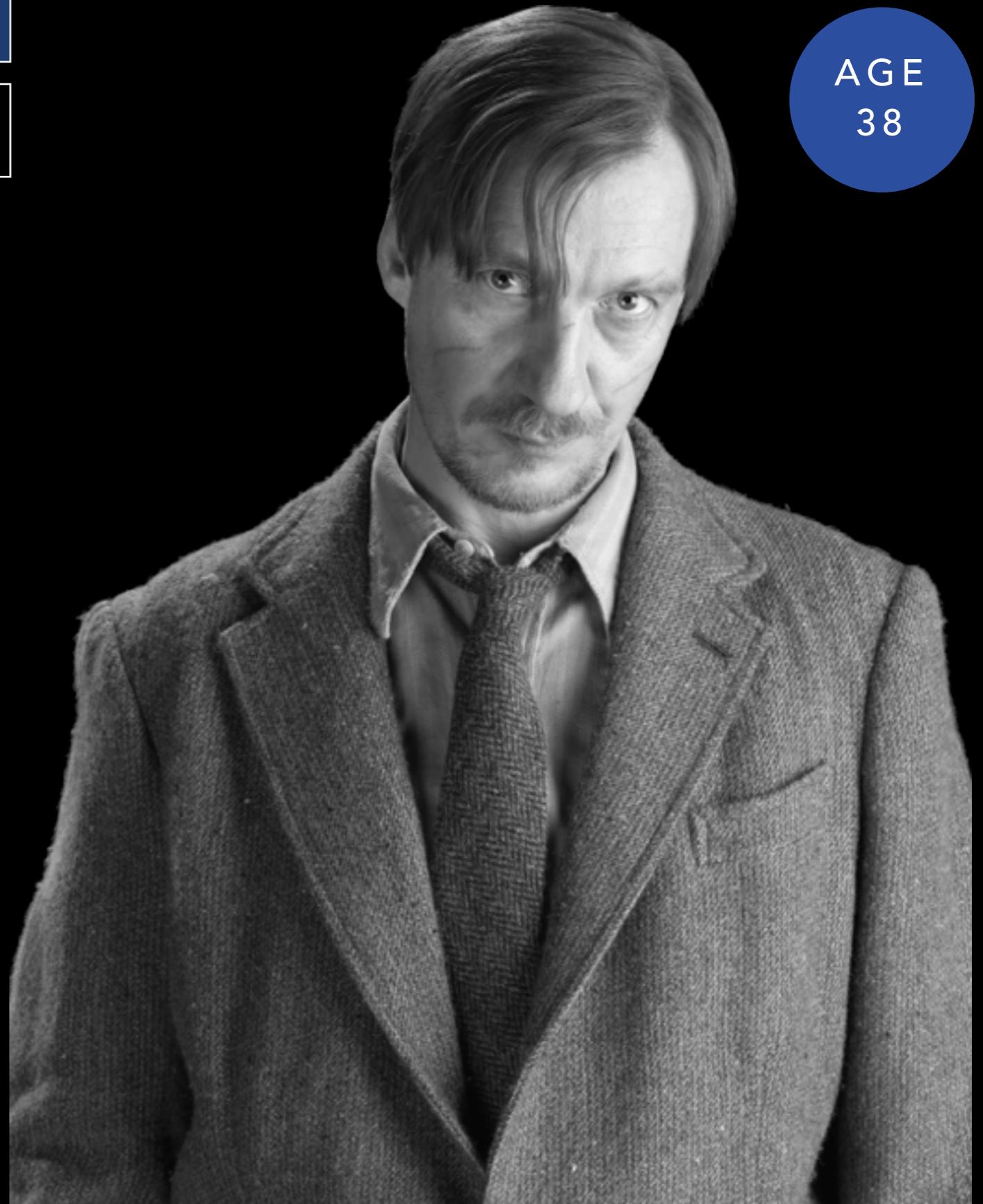
GOALS

- quick!
- create curriculum for large class(es)
- manage multiple portal + evaluation permissions
- enter + manipulate large datasets
- monitor learner progress + activity + integrity
- quickly configure room org.- more intuitive uploading for preconfigured rooms- database
- **manage tasks- checklist for each relevant project?**

modules used

permissions level

AGE
38



**"I LOVE IT, BUT I SEE
TOO MUCH.."**

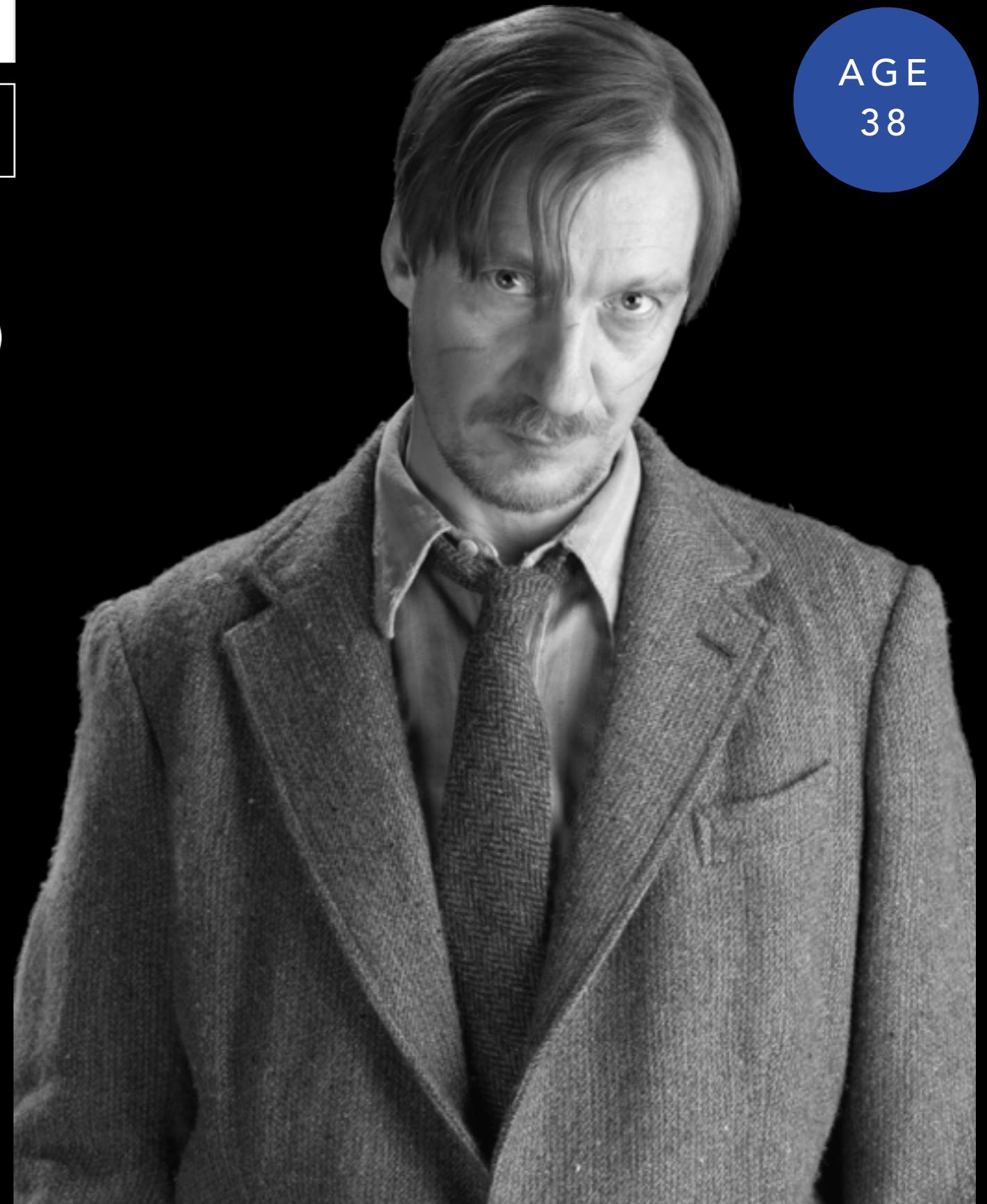
modules used

permissions level

GOALS

AGE
38

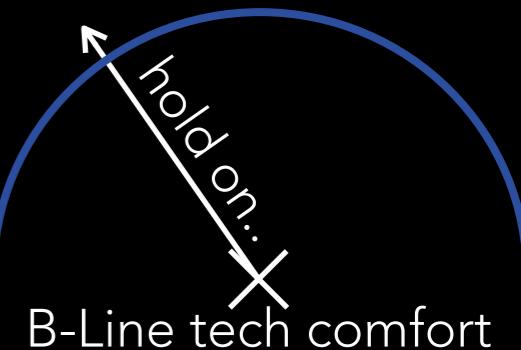
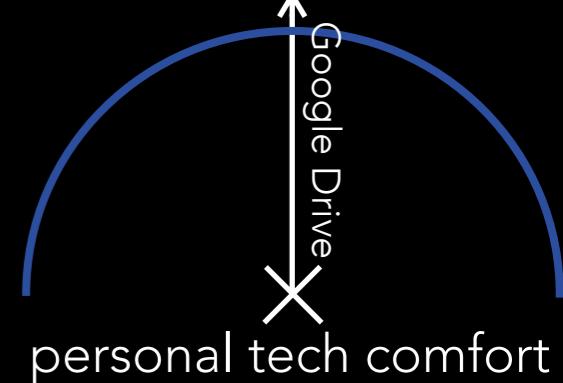
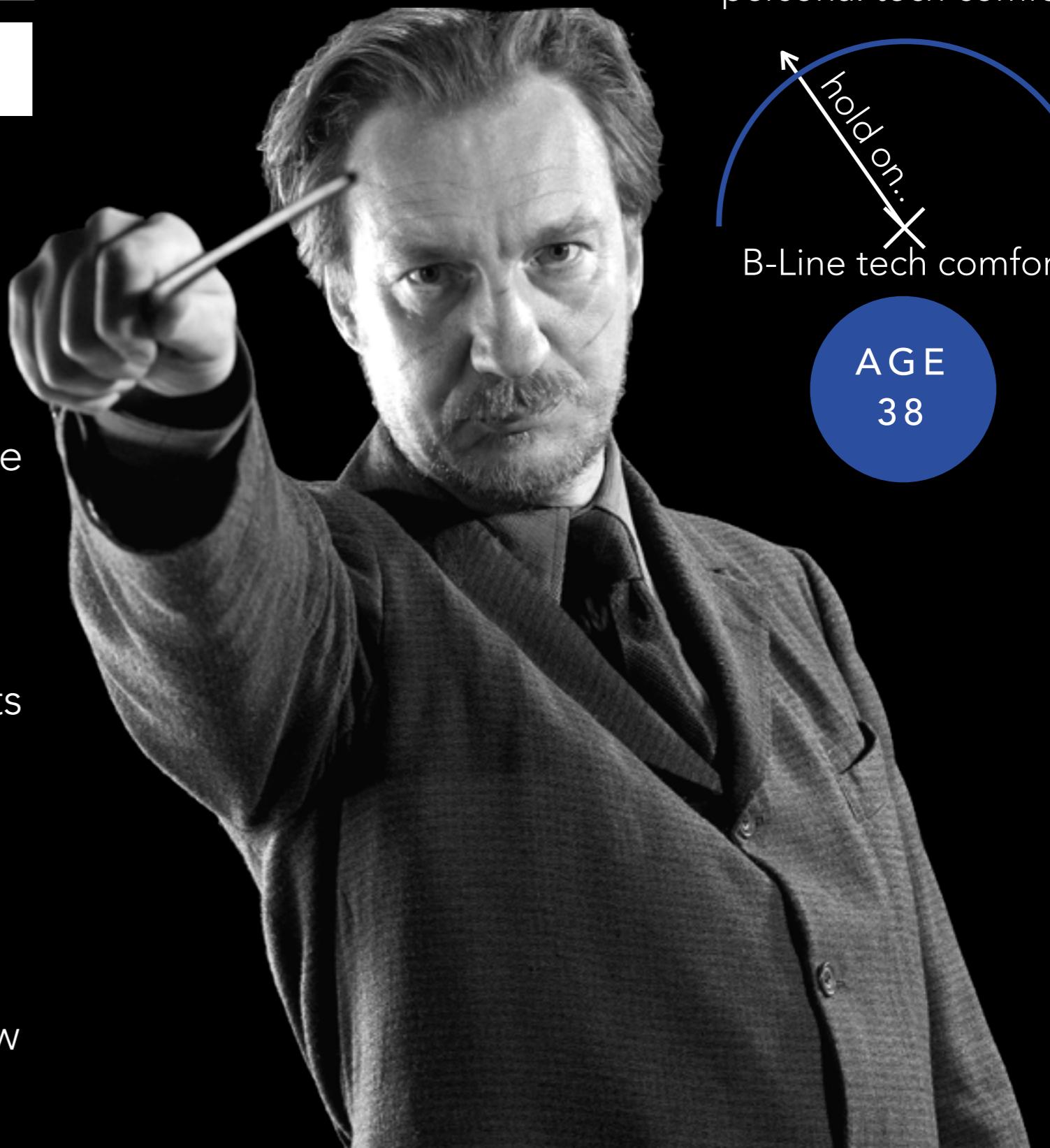
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ADMIN. LUPIN

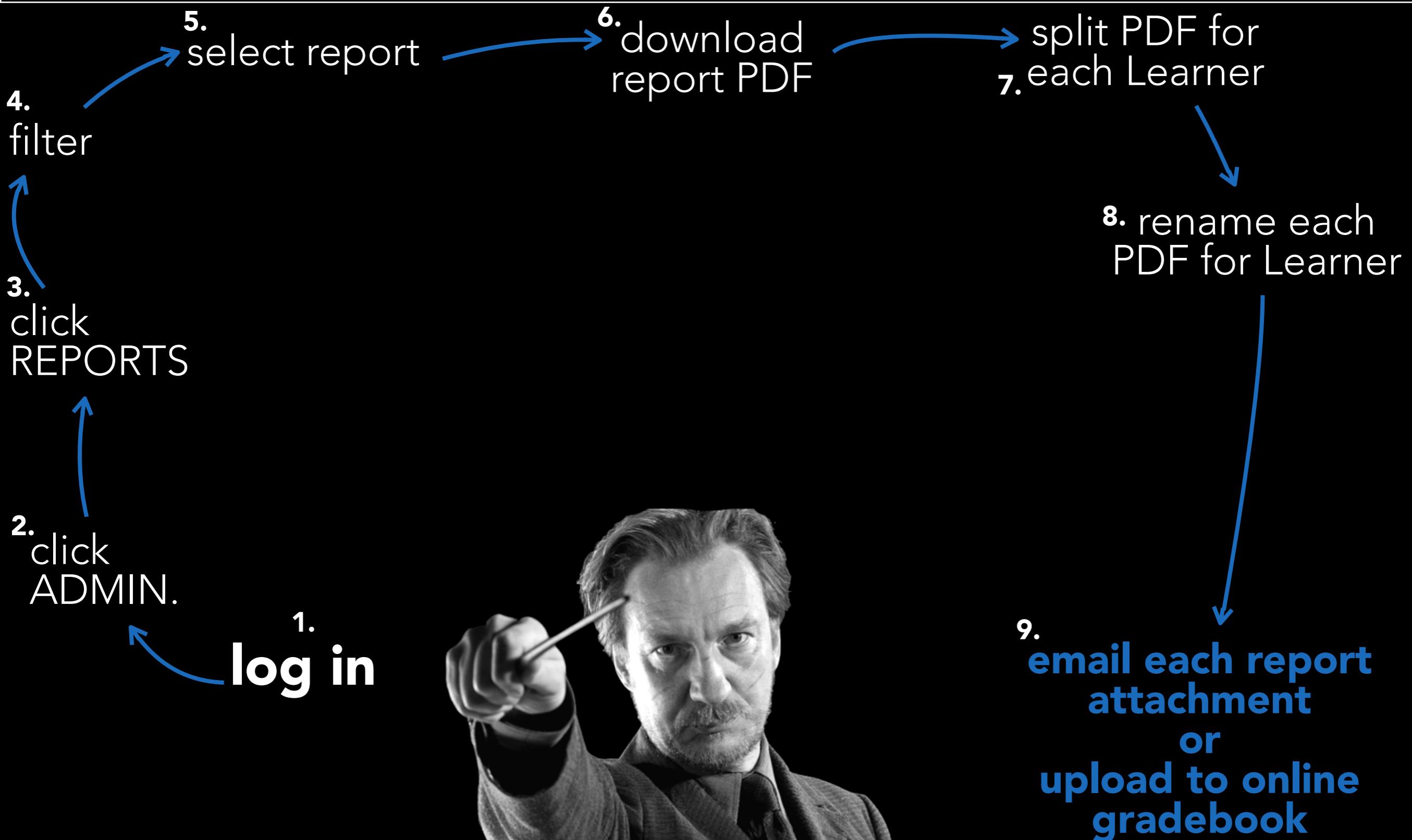
WANTS

- communicate + share data + videos internally with designated admin. **(google drive style?)**
- share specific videos with specific learners within specific project/course
- redesign exam builder to reflect industry edu requirements
- include comments in raw data reports
- assign avatars to specific SP's for specific scenarios
- see all users + permissions statuses
- add Monitor to Participant list to view + evaluate sessions



AGE
38

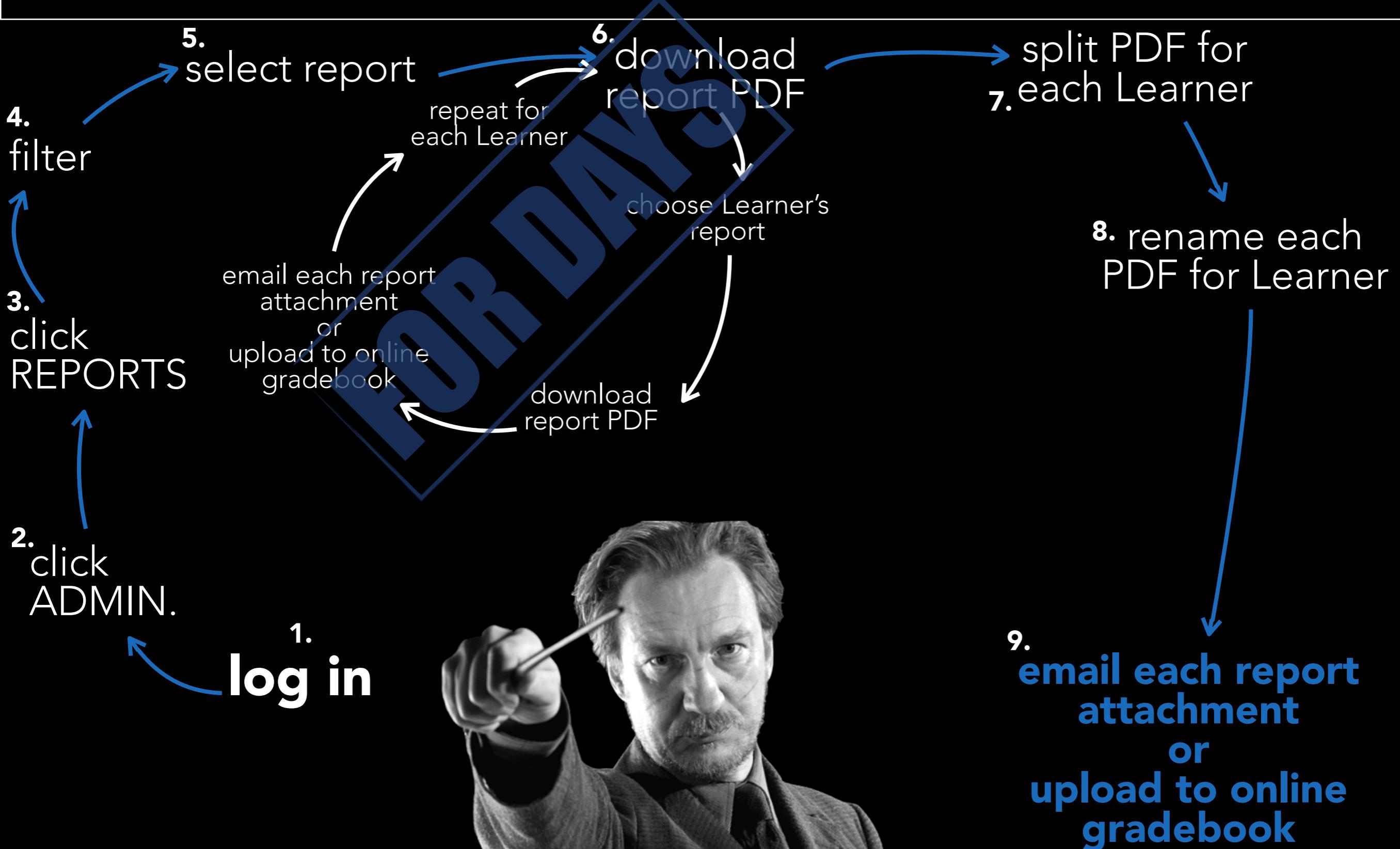
CURRENT: RELEASING SCORES TO LEARNERS



ADMINISTRATOR

REMUS LUPIN

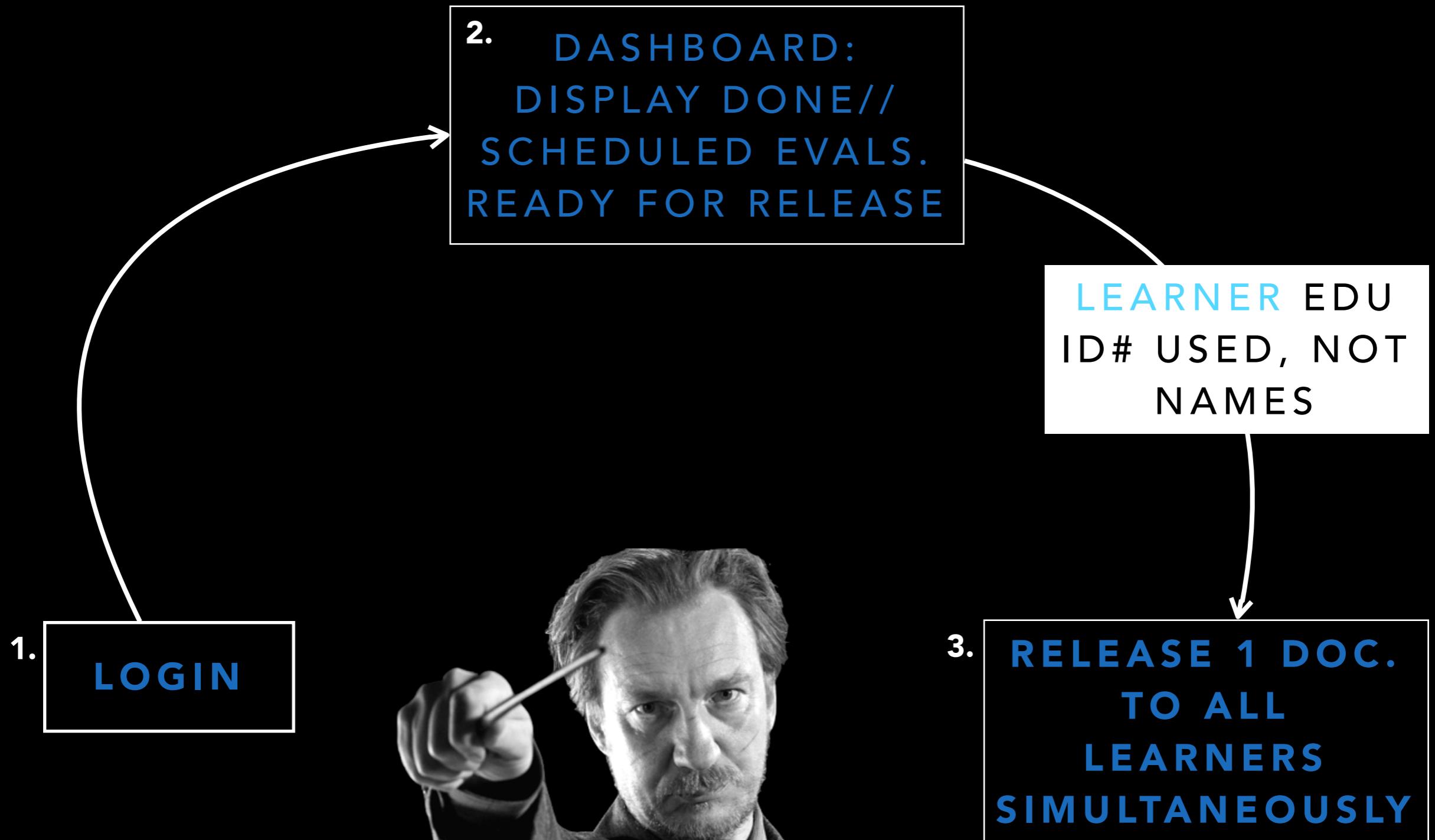
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ADMINISTRATOR

REMUS LUPIN

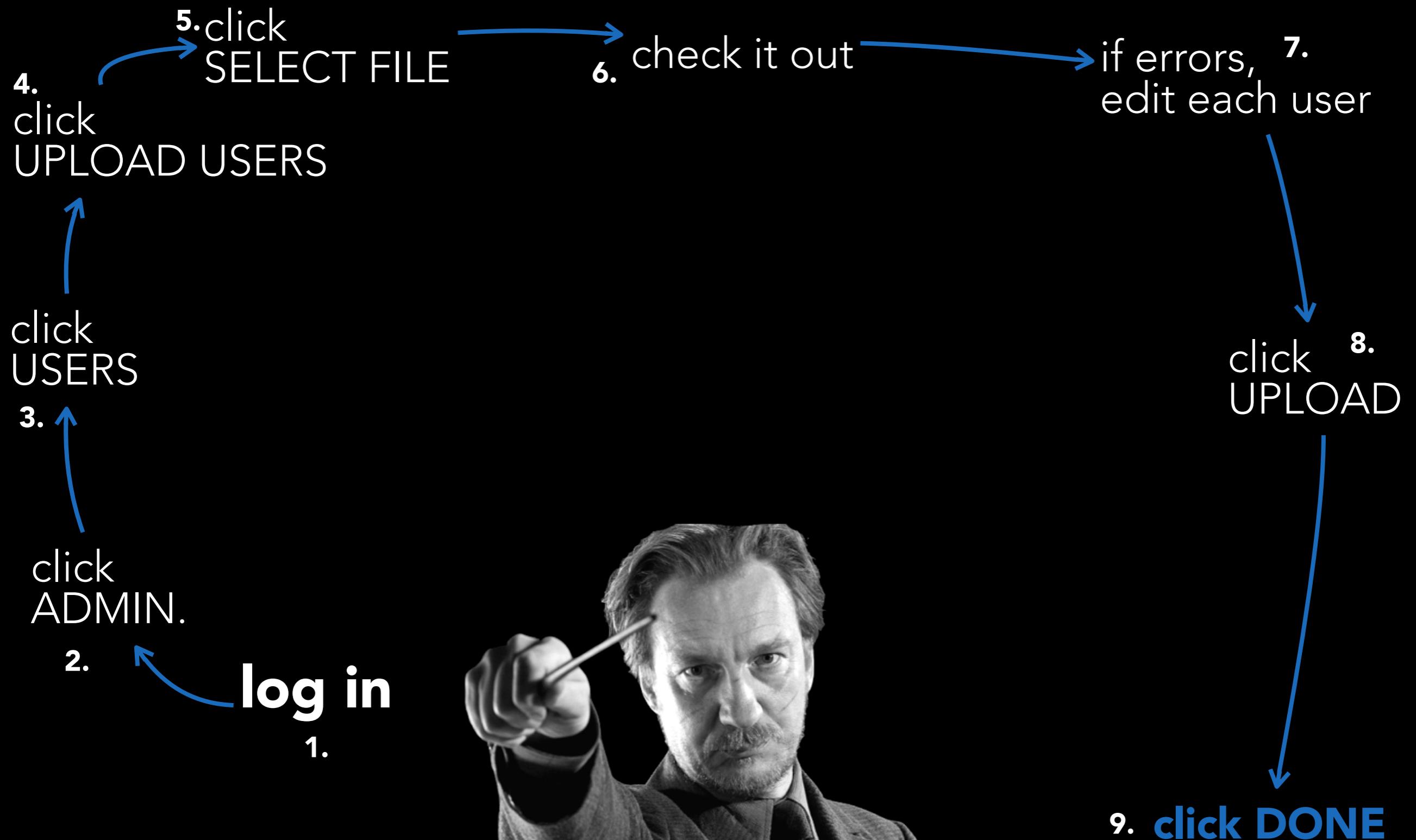
FUTURE: RELEASING SCORES TO LEARNERS



ADMINISTRATOR

REMUS LUPIN

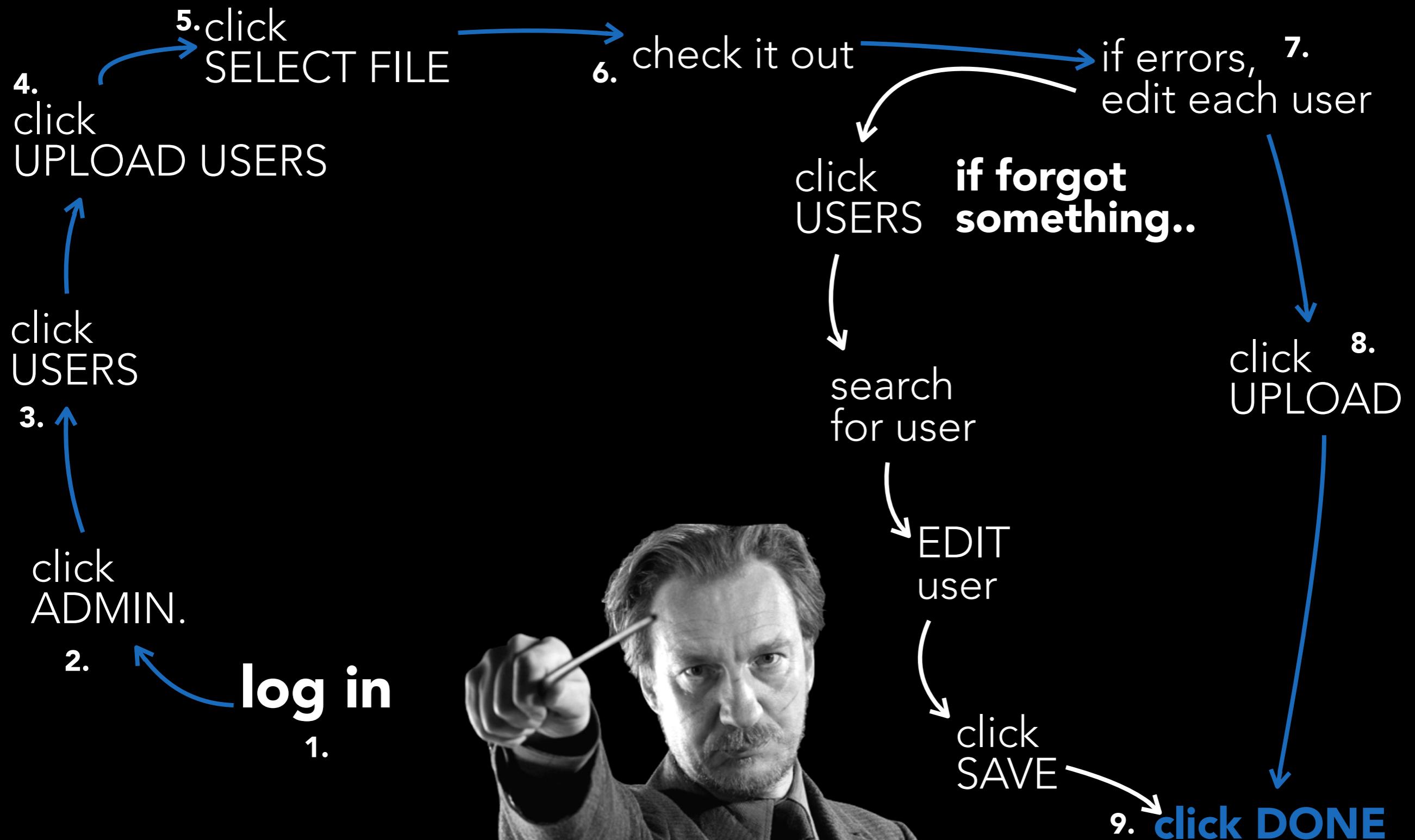
CURRENT: ADDING MANY NEW USERS



ADMINISTRATOR

REMUS LUPIN

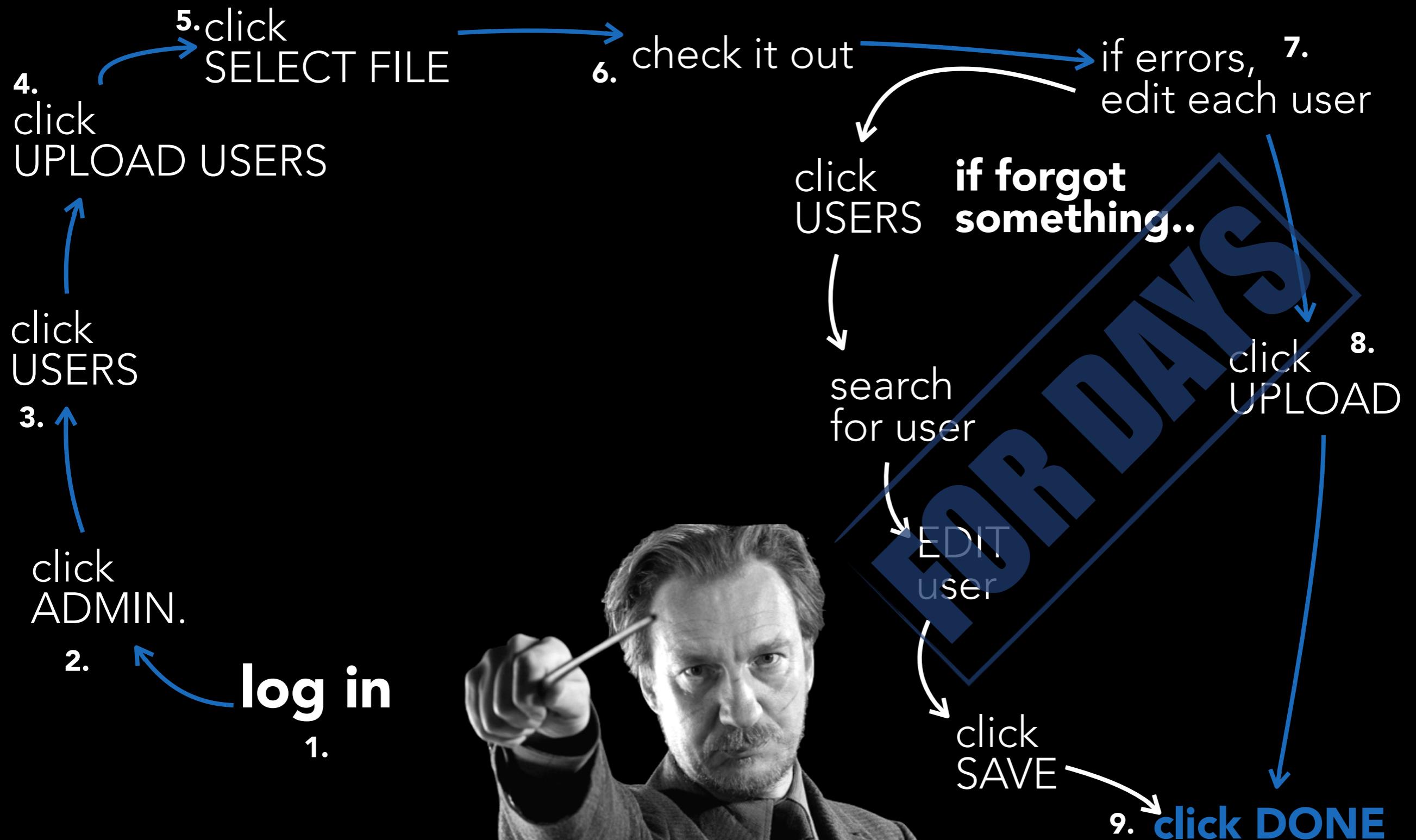
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ADMINISTRATOR

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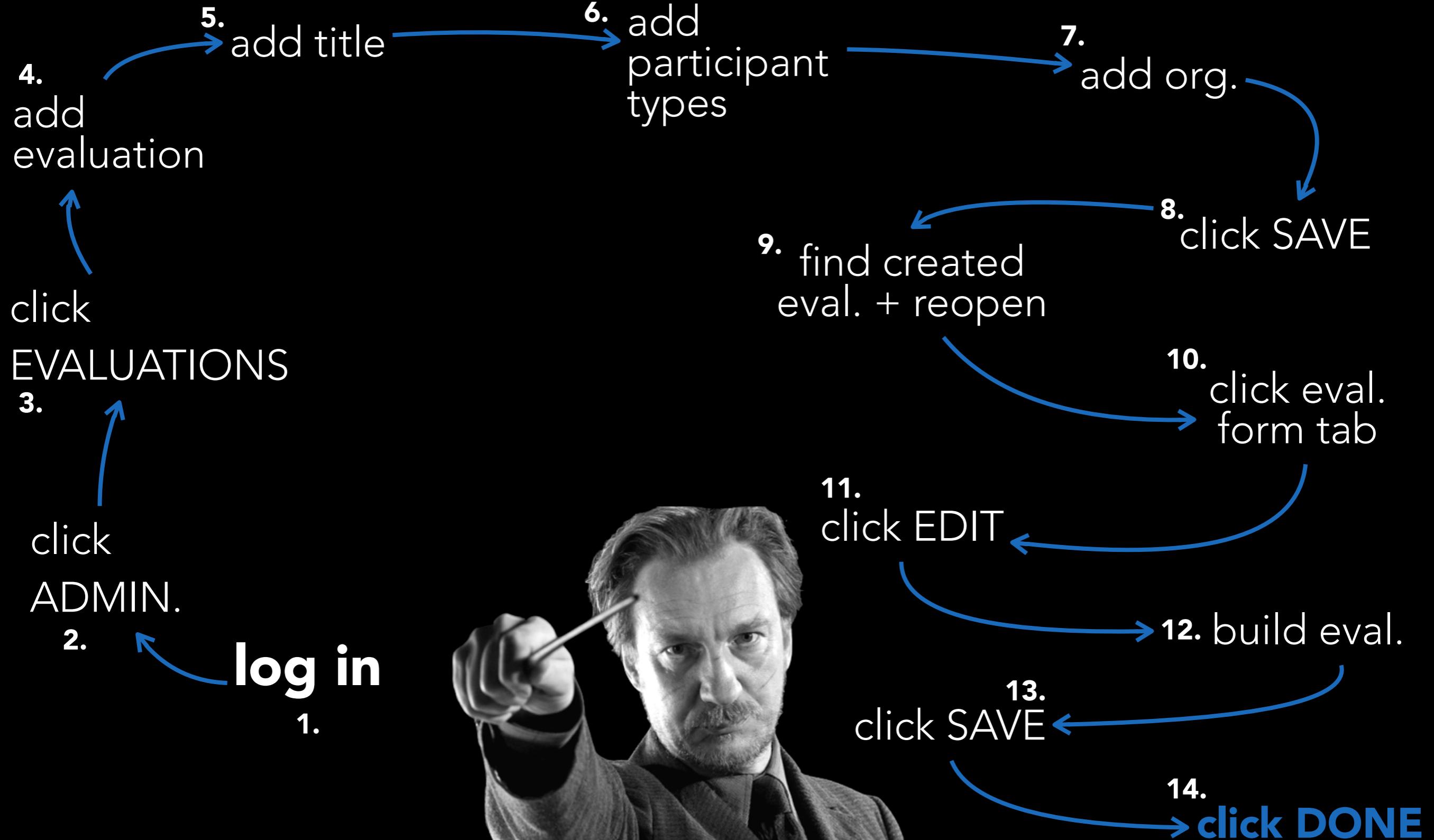
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ADMINISTRATOR

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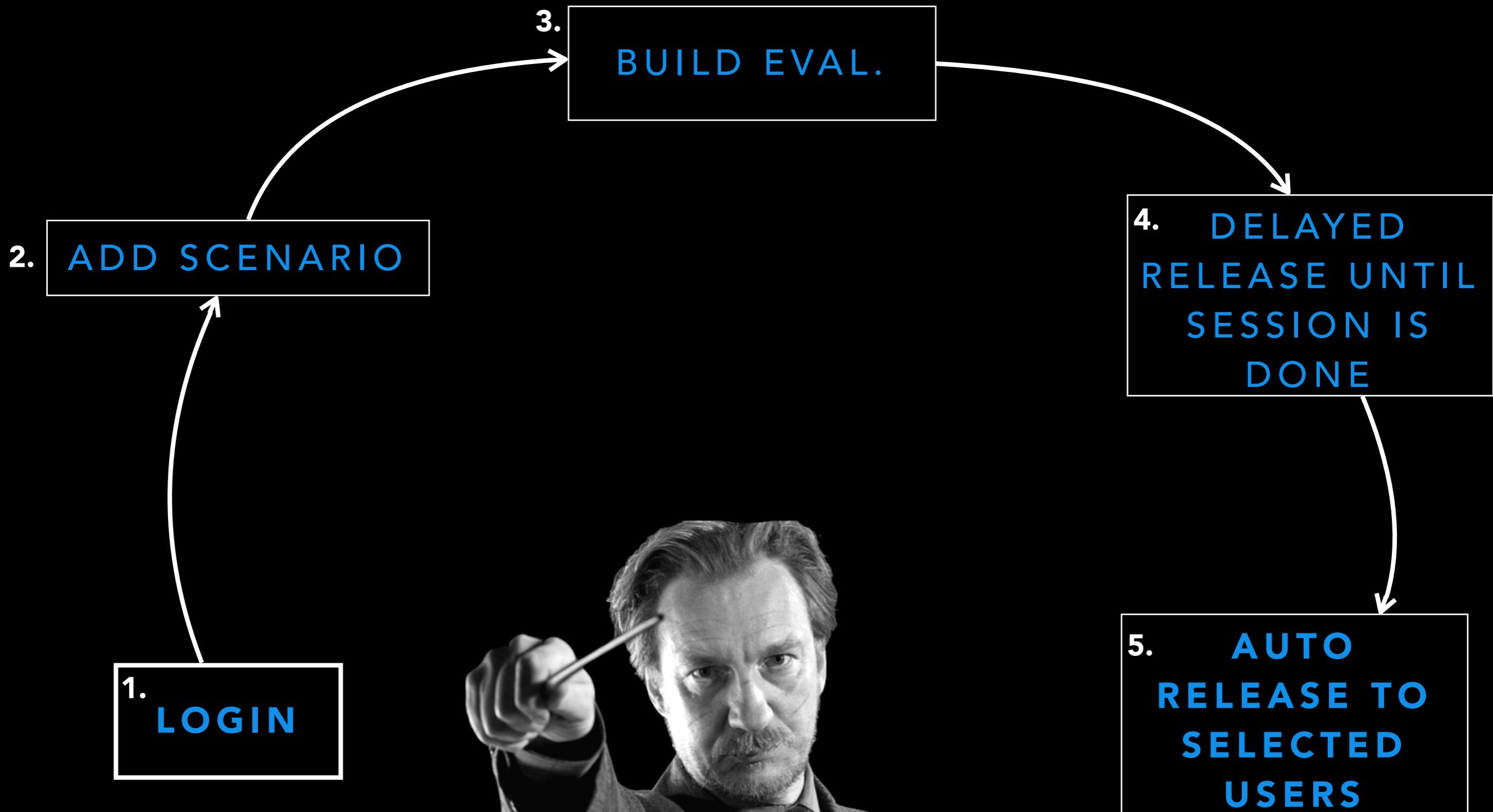
CURRENT: Q. // EVAL. BUILDER



ADMINISTRATOR

REMUS LUPIN

FUTURE: Q. // EVAL. BUILDER



ADMINISTRATOR

REMUS LUPIN

PROCTOR SEVERUS SNAPE

GOALS

- quick!
- curriculum release scheduling + events tracking + notifying Learners to complete
- internal Proctor/Admin. communication
- internal Proctor/Admin. data sharing from central location
- status overview of all learners + filters to look closer at projects



modules used

permissions level

AGE
50

**"HOW DO I DUPLICATE
THAT ACTION FOR ALL
OF THESE?"**

GOALS

- quick!
- curriculum release scheduling + events tracking + notifying Learners to complete
- internal Proctor/Admin. communication
- internal Proctor/Admin. data sharing from central location
- status overview of all learners + filters to look closer at projects



modules used

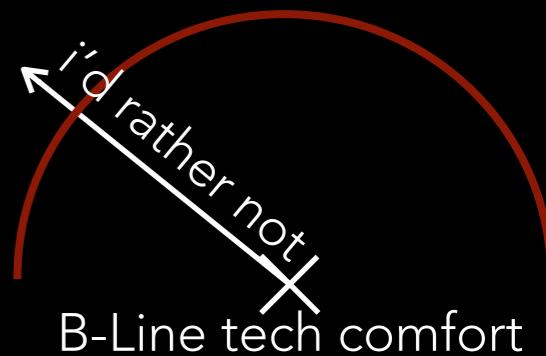
permissions level

AGE
50

PROCTOR SEVERUS SNAPE

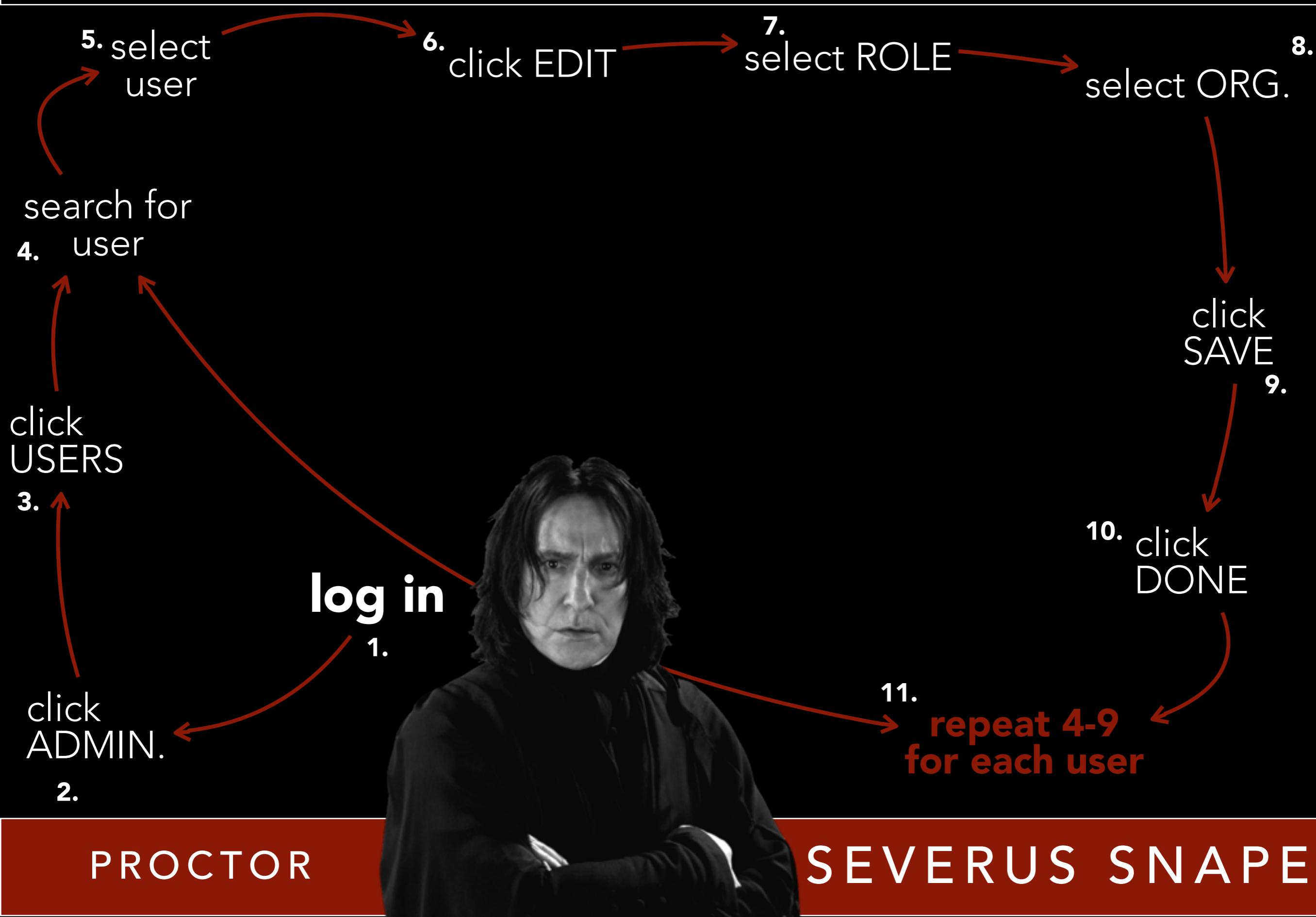
WANTS

- disable learner abilities: cut/copy/paste on exam interface
- non-LDAP users should be able to reset own passwords
- SP directors should be able to pull each other's cases from central location
- don't round off $n > 1$ score data to integers- keep decimal integrity
- universal 'help' button to directly contact **Techs + B-Line**
- comment display options- show who generated comment, but not case info



AGE
50

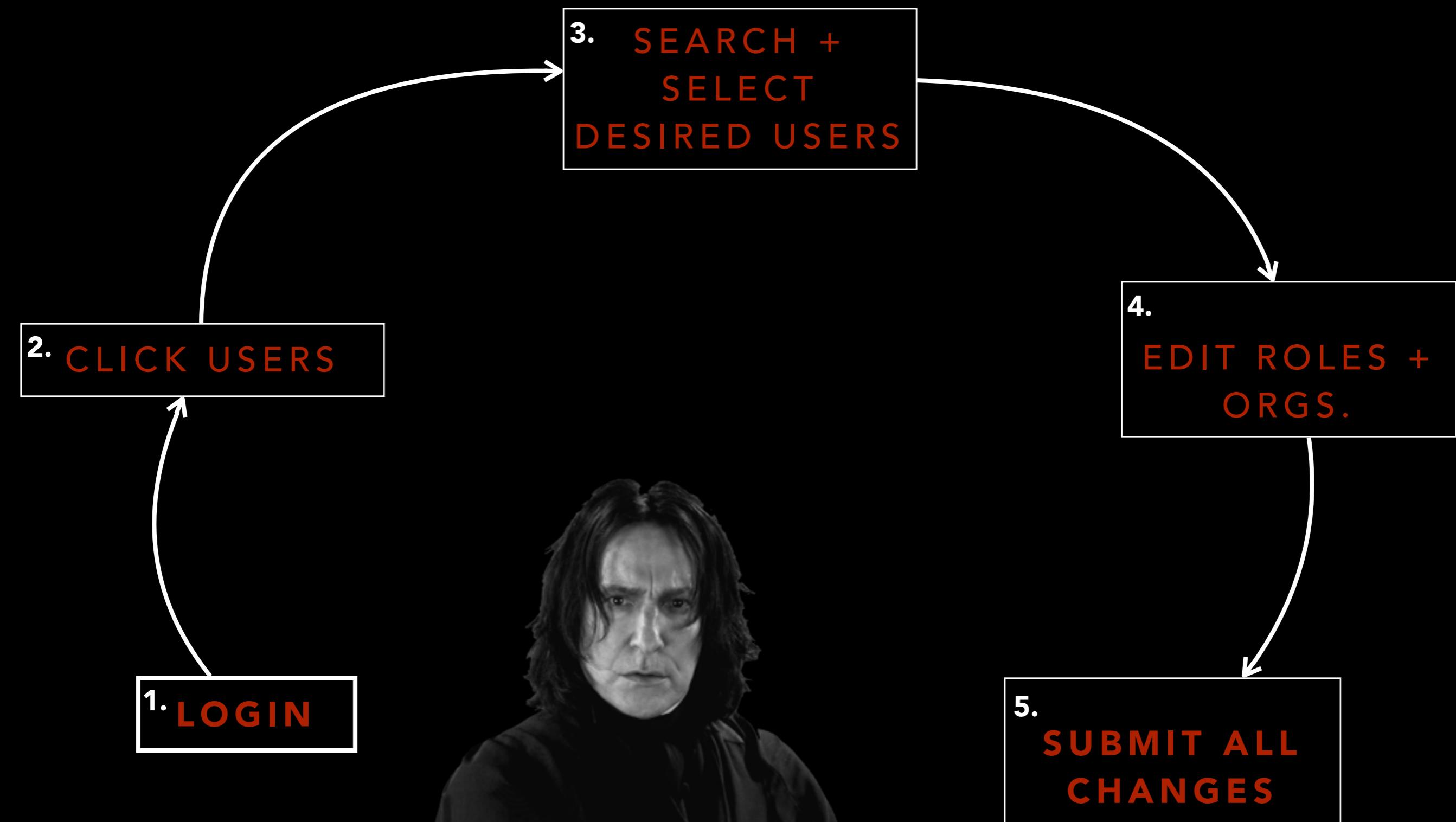
CURRENT: MANAGING ROLES + ORGS. FOR MANY USERS



CURRENT: MANAGING ROLES + ORGS. FOR MANY USERS



FUTURE: MANAGING ROLES + ORGS. FOR MANY USERS



PROCTOR

SEVERUS SNAPE

FACULTY McGONAGALL

GOALS

- relevant reporting
- needs to easily track individual + overall learners' progress
- needs to easily communicate with large class(es) + individual learners
- communicate with Proctor + Admin.?



**"I JUST WANT IT TO
WERK..."**

modules used

permissions level

GOALS

- relevant reporting
- needs to easily track individual + overall learners' progress
- needs to easily communicate with large class(es) + individual learners
- communicate with Proctor + Admin.?

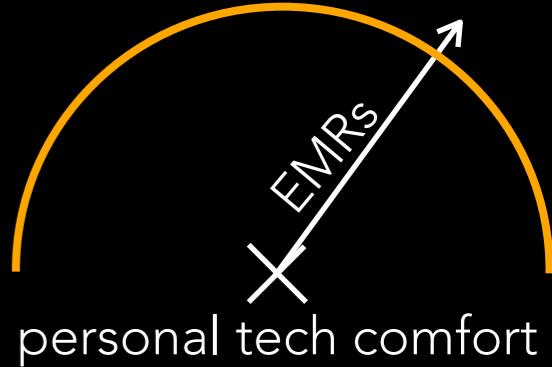


AGE
34

FACULTY McGONAGALL

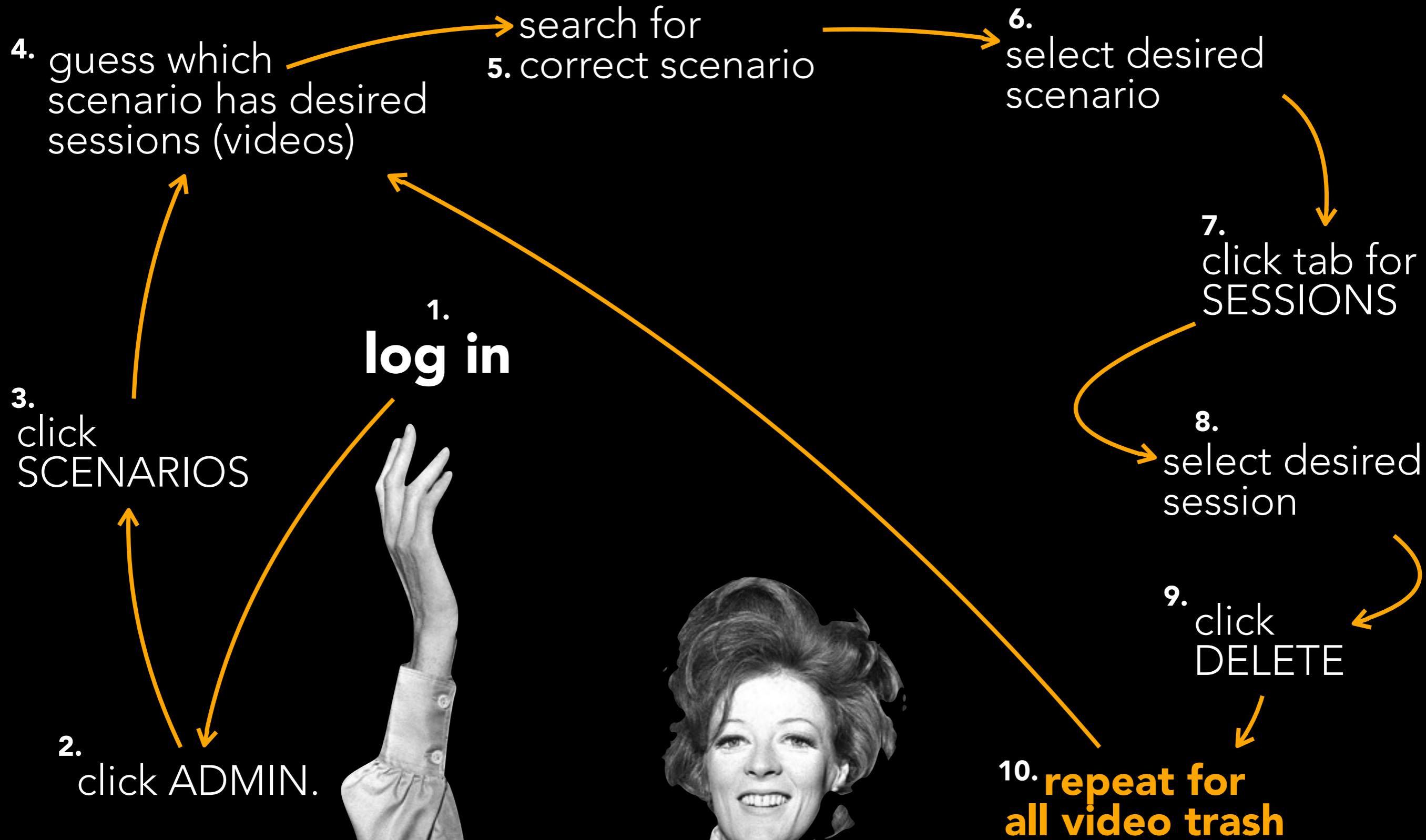
WANTS

- reports should be seen first
- easily export reports into excel, pdf, image, etc.
- easily release scores + notify all learners
- assign evaluator + evaluatee from preselected participants list
- allow evaluator to be anonymous during report generation
- delete multiple evaluations at once (checkbox)
- communicate + share data with other faculty



AGE
34

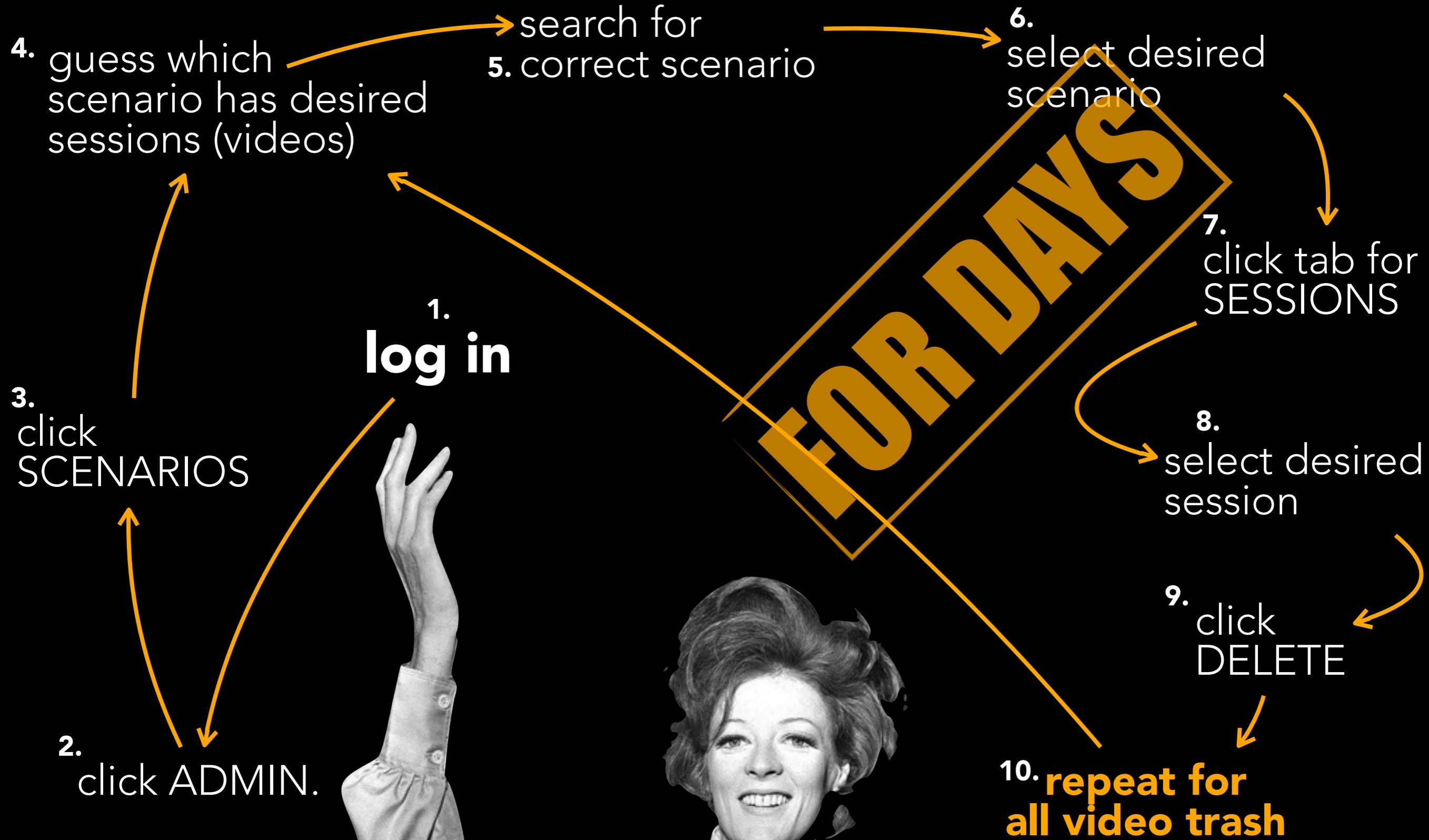
CURRENT: BATCH DELETION OF MANY SESSIONS



FACULTY

McGONAGALL

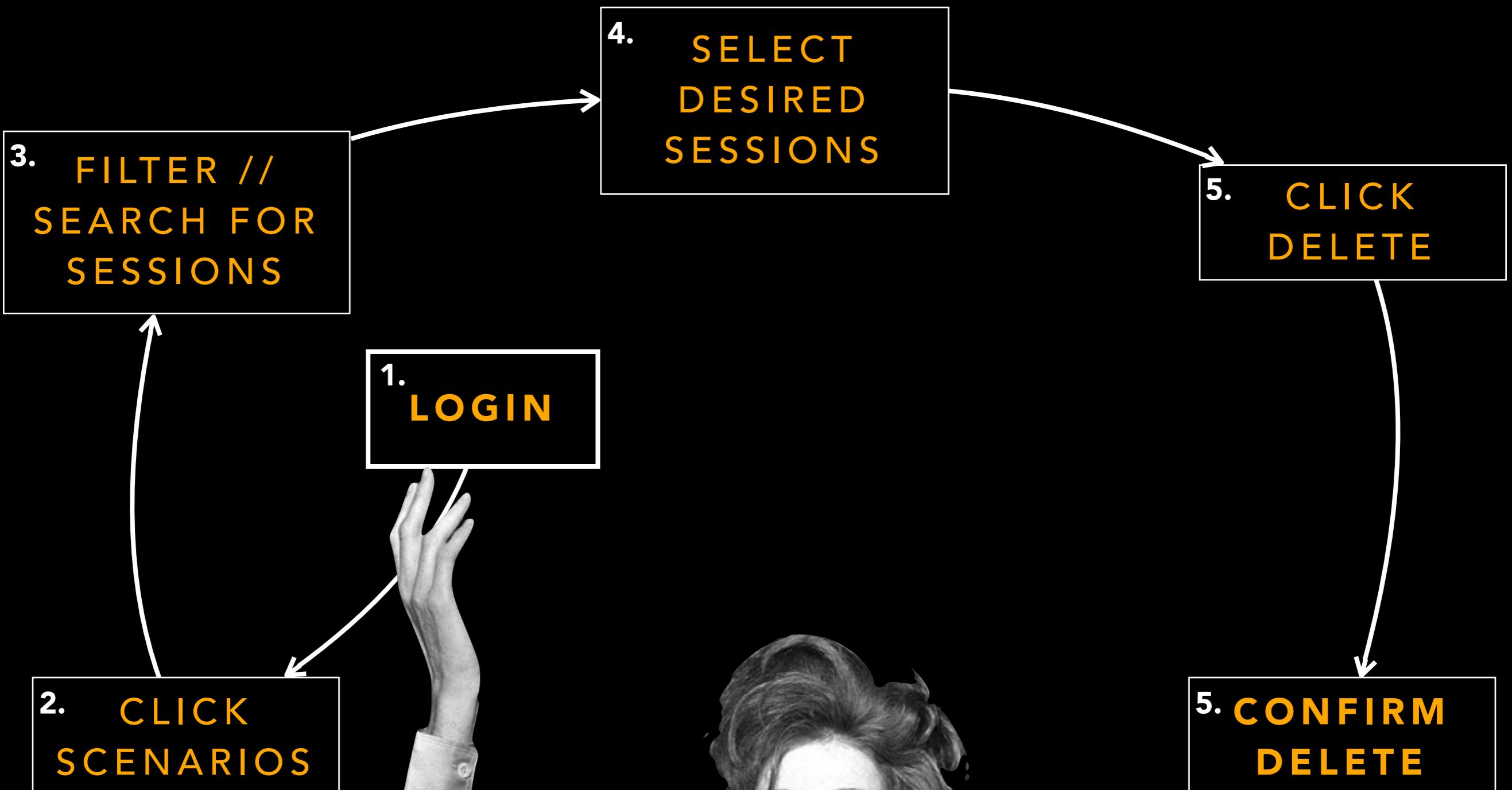
CURRENT: BATCH DELETION OF MANY SESSIONS



FACULTY

McGONAGALL

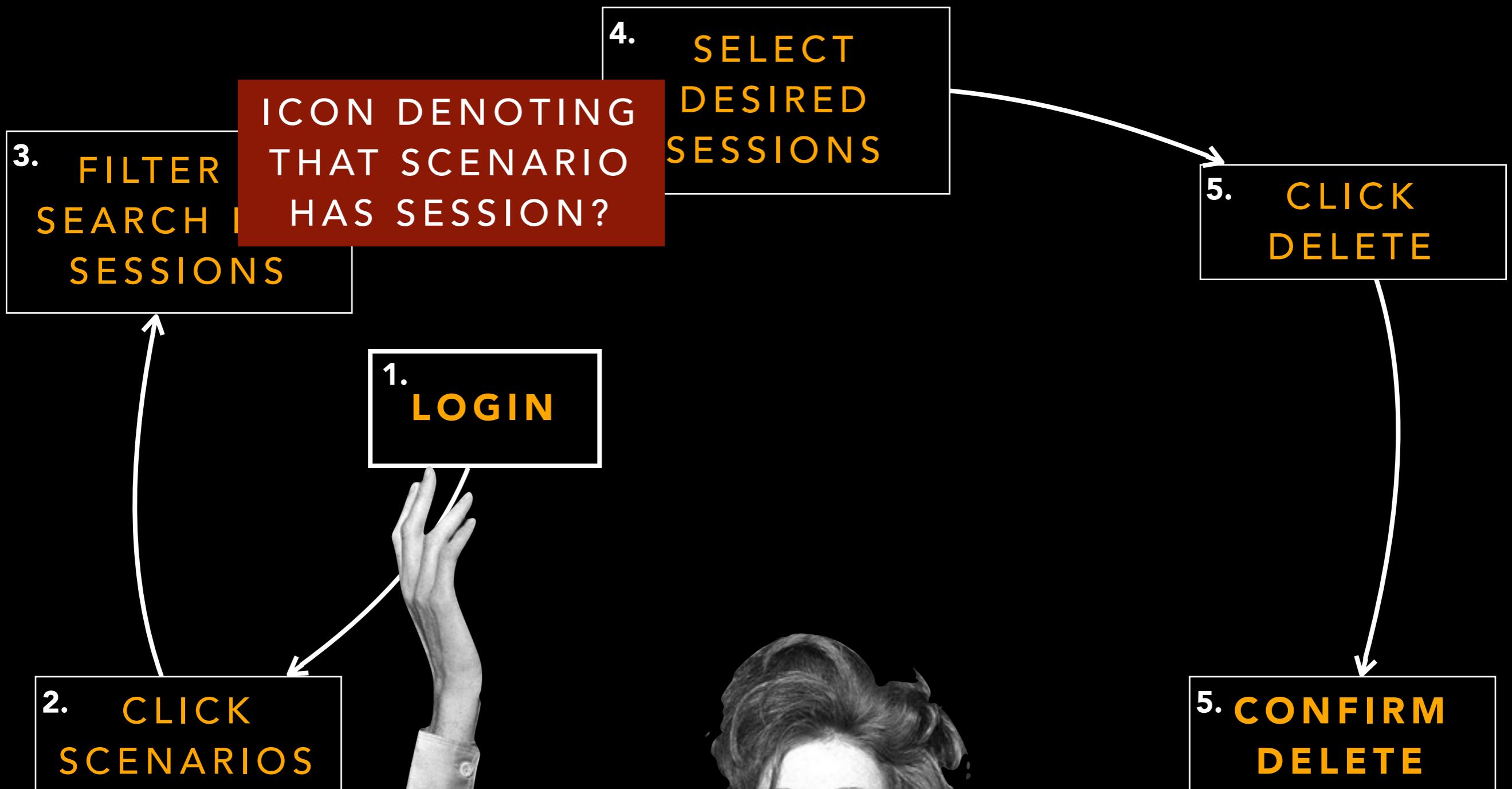
FUTURE: BATCH DELETION OF MANY SESSIONS



FACULTY

McGONAGALL

FUTURE: BATCH DELETION OF MANY SESSIONS



FACULTY

McGONAGALL

DEAN DUMBLEDORE

GOALS

- quick!
- easily view large datasets + reports
- export + manipulate large datasets + reports



modules used

permissions level

AGE
61

**"THIS WAS WORKING
LAST WEEK.. WHAT DID
YOU DO THIS TIME"**

GOALS

- quick!
- easily view large datasets + reports
- export + manipulate large datasets + reports



modules used

permissions level

AGE
61

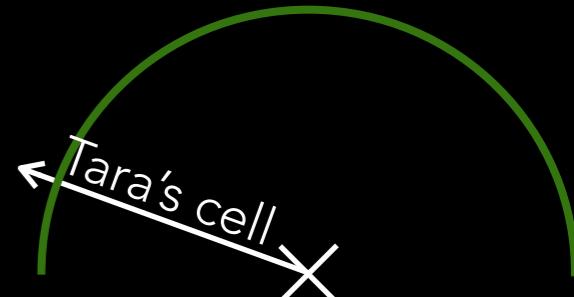
DEAN DUMBLEDORE

WANTS

- easily compare datasets across classes + projects
- easily view outliers + monitor integrity of users
- declutter- display only relevant info



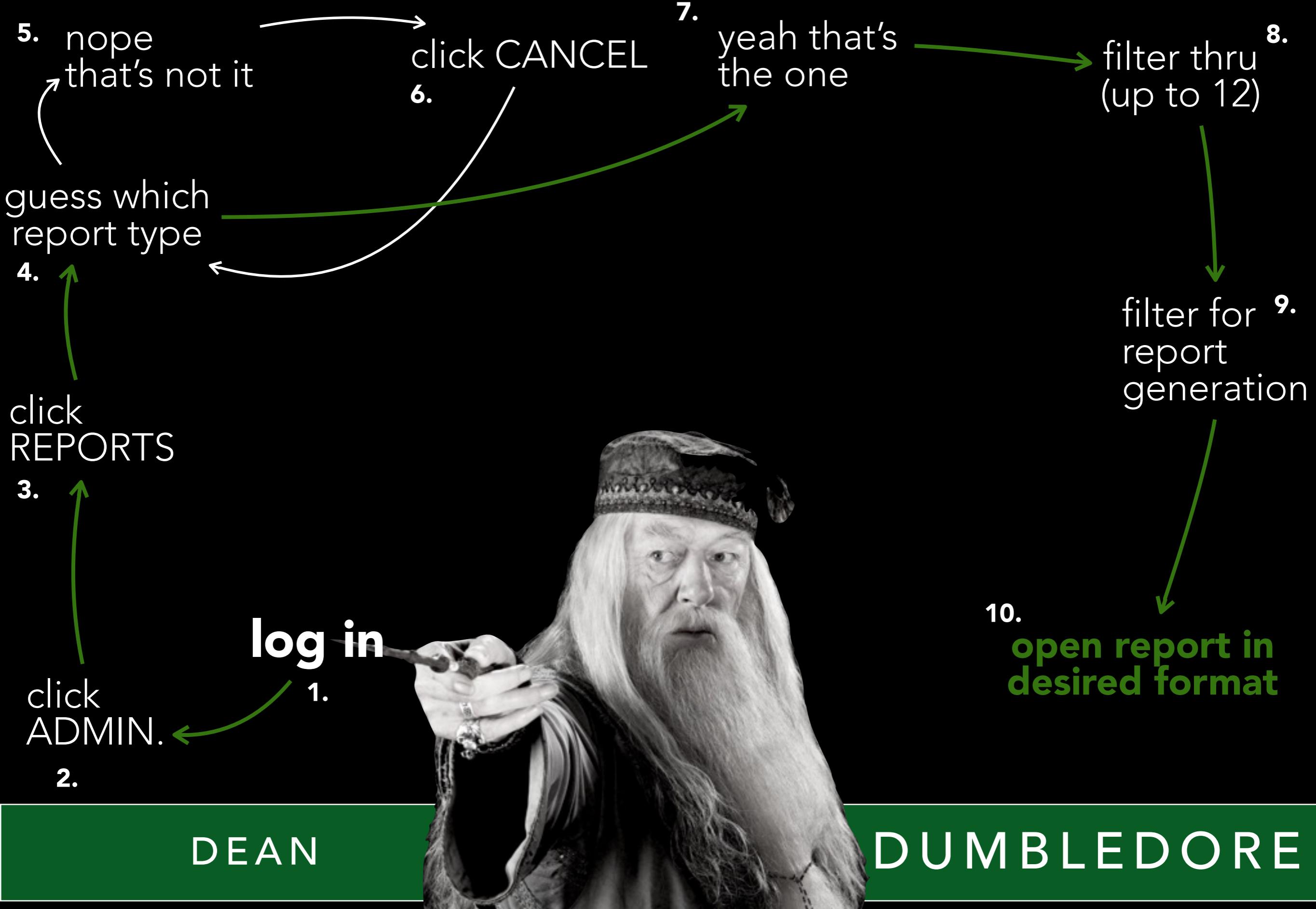
personal tech comfort



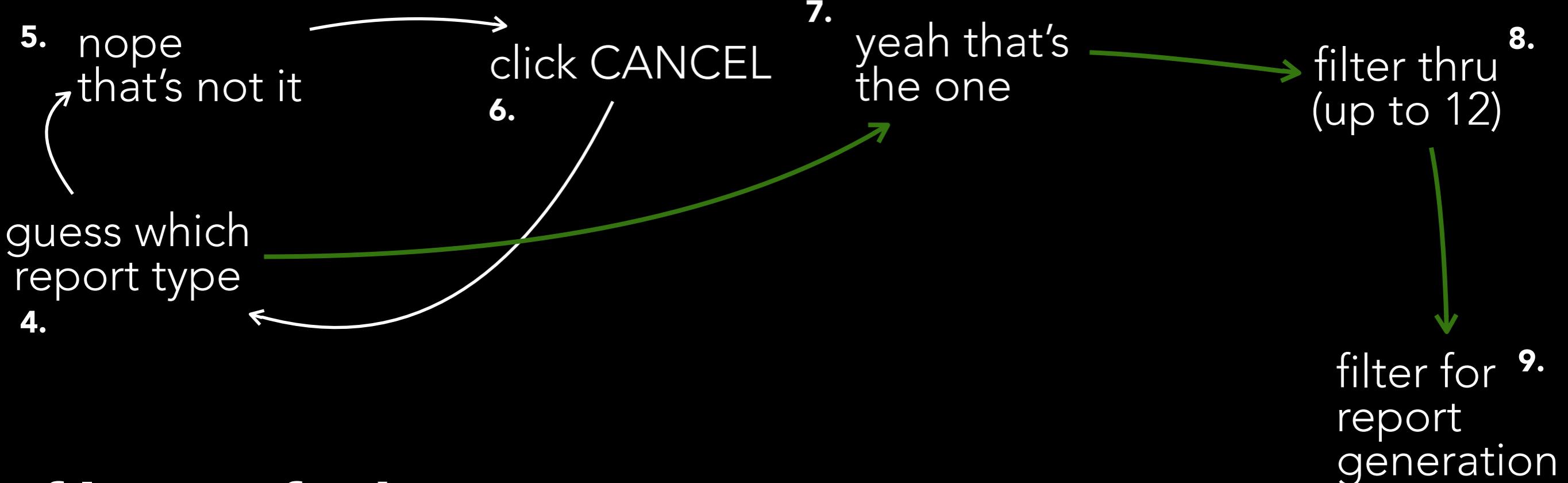
B-Line tech comfort

AGE
61

CURRENT: VIEWING REPORTS



CURRENT: VIEWING REPORTS



filter to find

- 1.courses
- 2.scenarios
- 3.evaluations
- 4.user
- 5.org.
- 6.data inputs
- 7.locations
- 8.LiveCaptures
- 9.dates
- 10.participant types
- 11.question categories
- 12.inventory



DEAN

DUMBLEDORE

CURRENT: VIEWING REPORTS



DEAN

DUMBLEDORE

CURRENT: VIEWING REPORTS



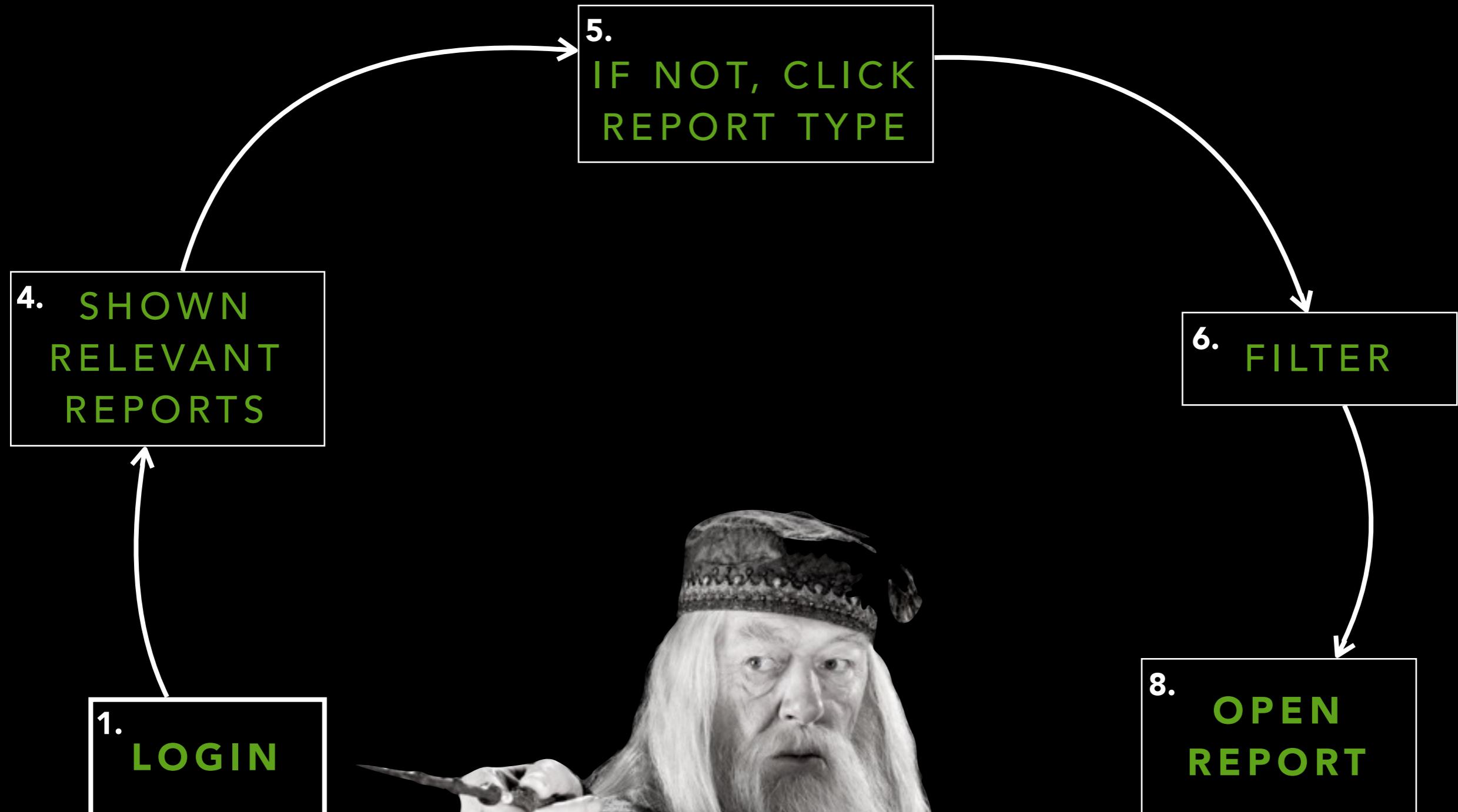
DEAN

DUMBLEDORE

CURRENT: VIEWING REPORTS



FUTURE: VIEWING REPORTS



DEAN

DUMBLEDORE

SECRETARY FILCH

GOALS

- know what **Dean** wants + what has yet to be done- checklist
- view **Dean's** progress on checklist + cross-reference calendar
- track progress of **Learners** + **Faculty** in journey map-style overview

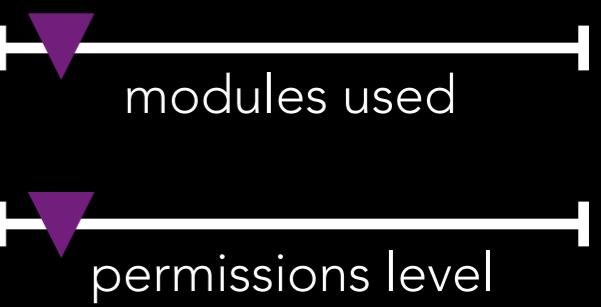


modules used

permissions level

AGE
55

**"THIS WAS JUST
WORKING. WHAT DID
HE DO THIS TIME.."**



GOALS

- know what **Dean** wants + what has yet to be done- checklist
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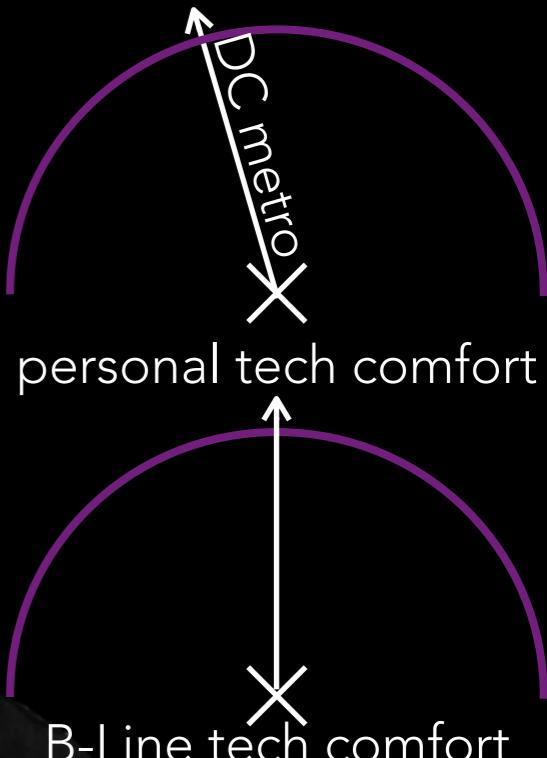
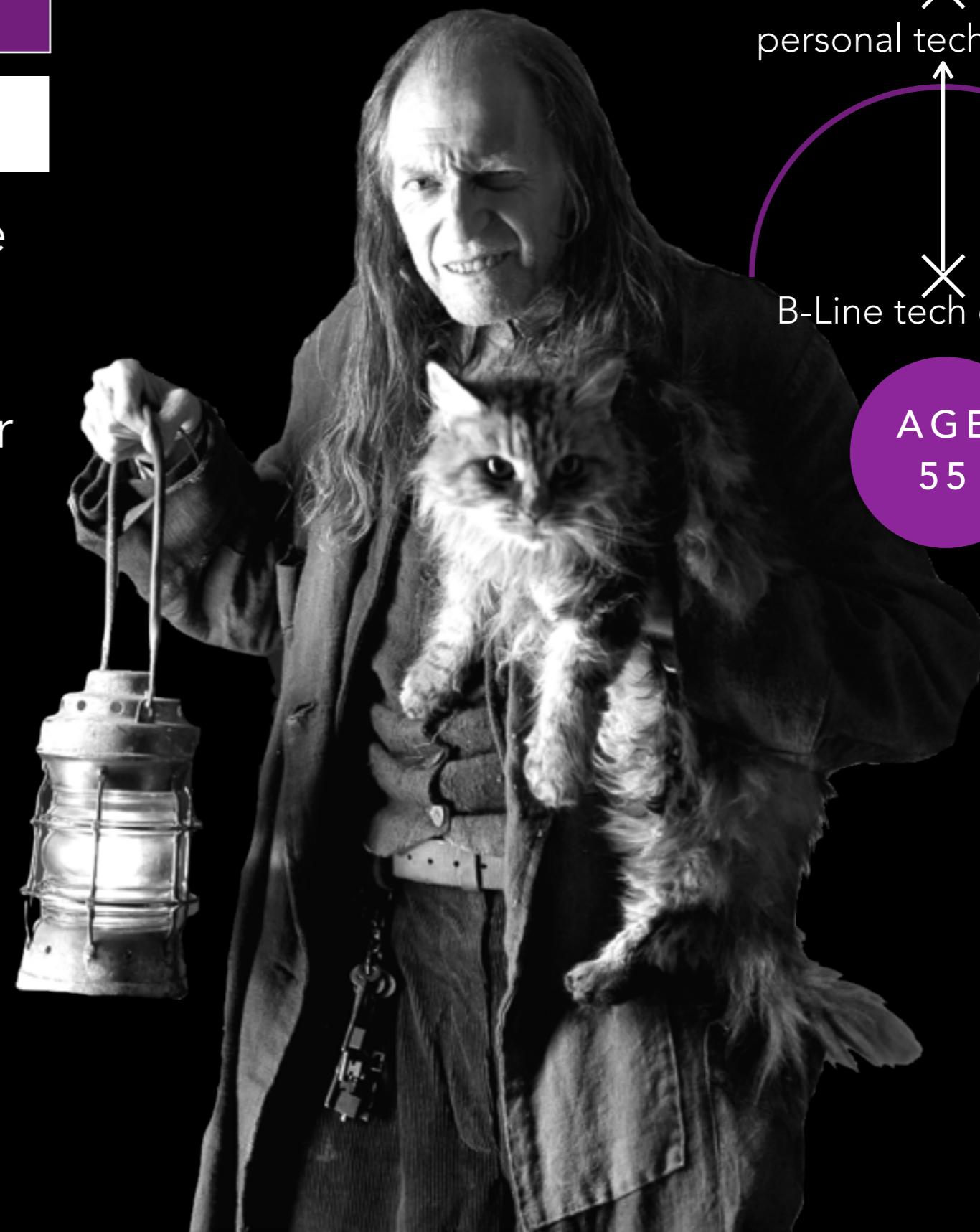


AGE
55

SECRETARY FILCH

WANTS

- smooth, detailed exportable reports
- annotate reports + topics for **Dean**
- internal communication with **Dean** + **Admin.**

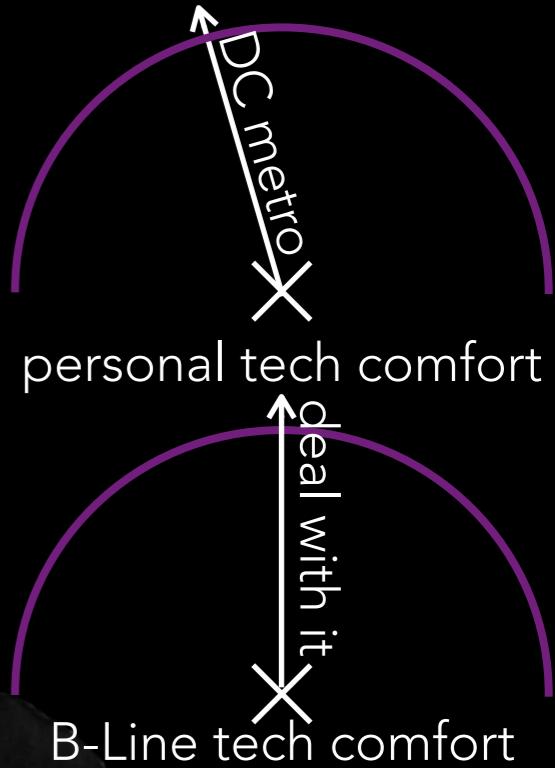


AGE
55

SECRETARY FILCH

WANTS

- smooth, detailed exportable reports
- annotate reports + topics for **Dean**
- internal communication with **Dean** + **Admin.**



AGE
55

LEARNER GRANGER

GOALS

- exam-taking without distractions
- track own progress against syllabus
- view scores immediately when available
- **view SP evaluations when immediately available?**

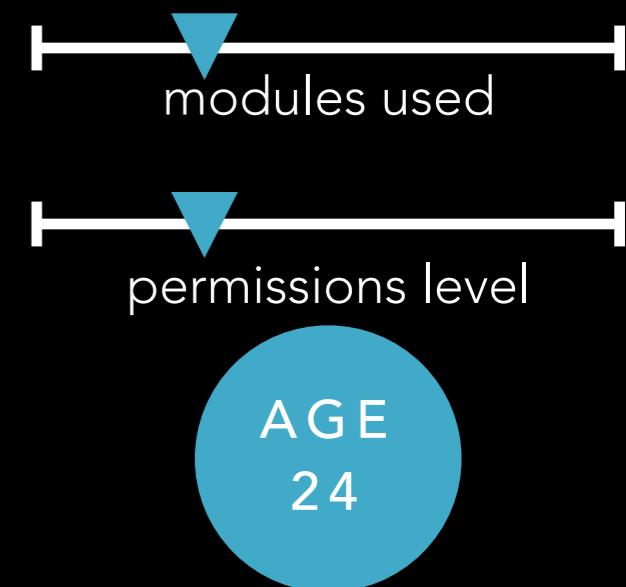


AGE
24

**"I FEEL LIKE I'M OUT
OF THE LOOP.. WHERE
ARE MY SCORES?"**

GOALS

- exam-taking without distractions
- track own progress against syllabus
- view scores immediately when available
- **view SP evaluations when immediately available?**



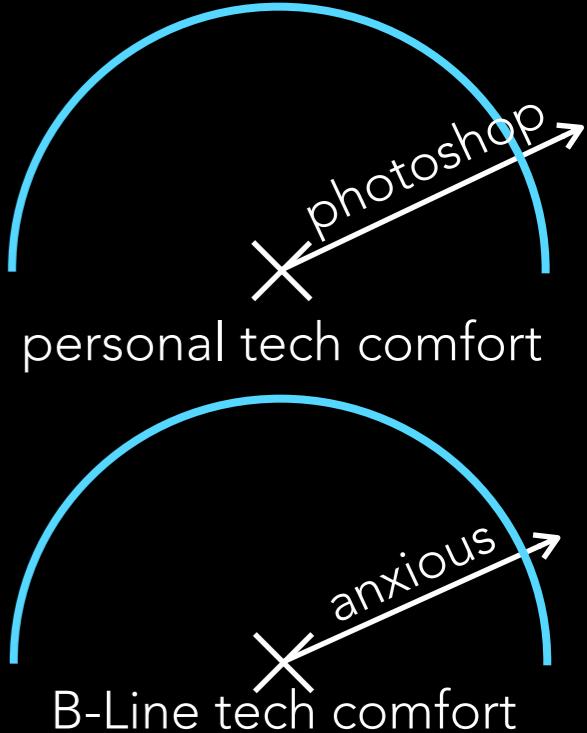
permissions level

AGE
24

LEARNER GRANGER

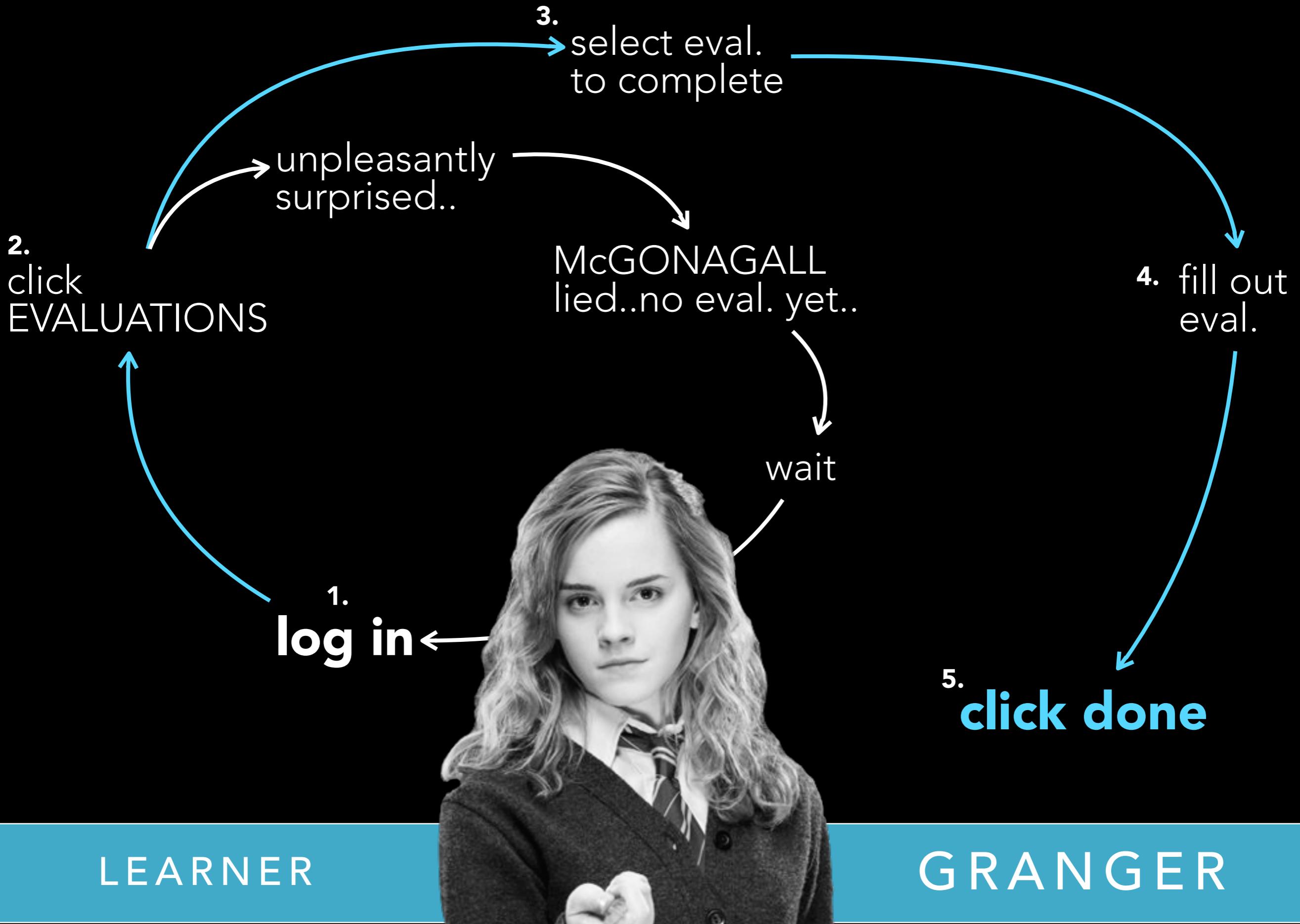
WANTS

- seamless evaluation interface
- link to learner edu email/alerts
- delete multiple evaluations at once without opening first (checkbox)
- communicate directly with Faculty internally
- share relevant topic/report/ comment with Faculty
- discussion board with fellow Learners
- macro notifications for scheduled events

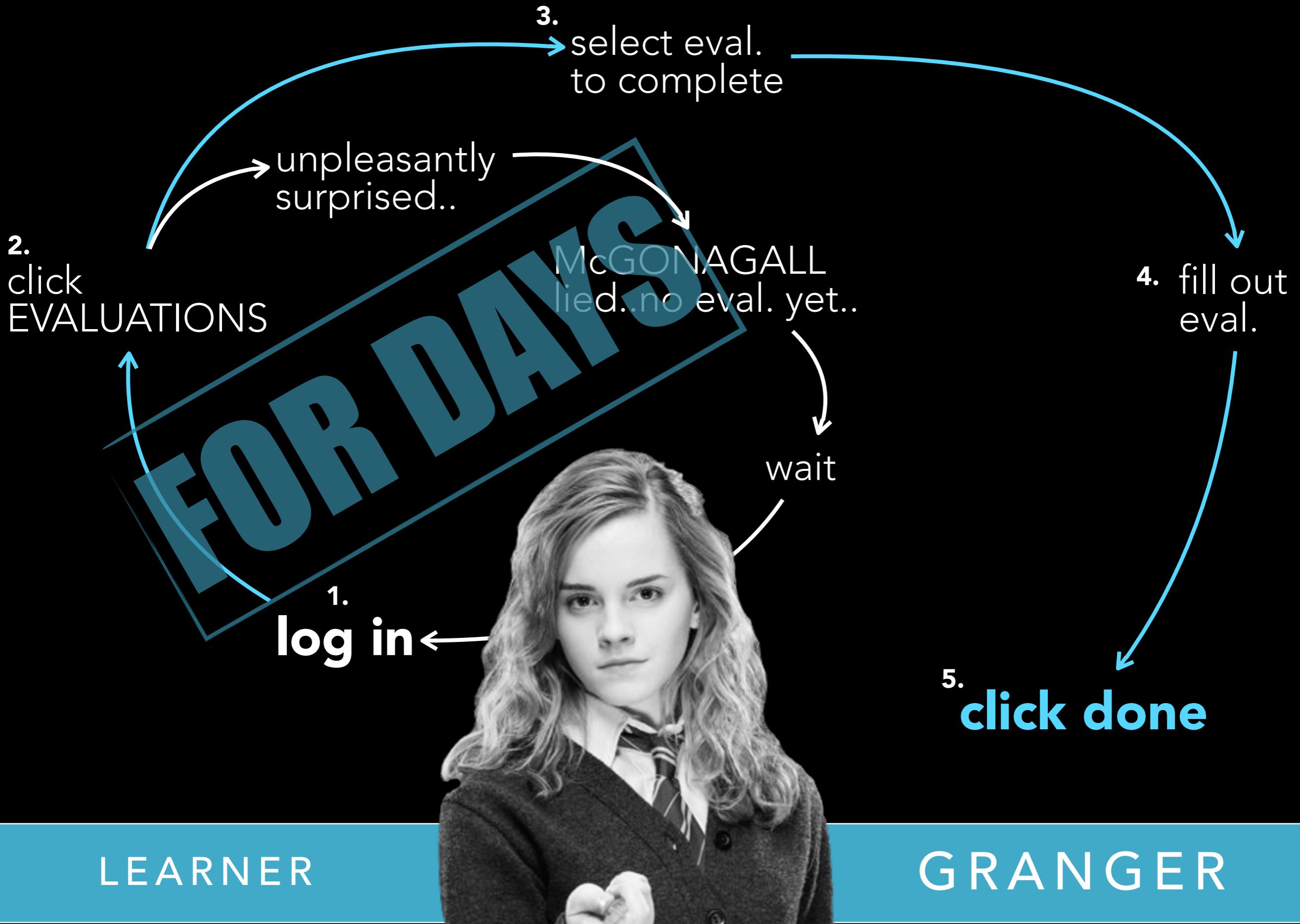


AGE
24

CURRENT: COMPLETING AN EVALUATION



CURRENT: COMPLETING AN EVALUATION



FUTURE: COMPLETING AN EVALUATION

2. CLICK
NEW EVAL. //
SESSION

3. COMPLETE
EVAL.

1. LOGIN

EMAIL ALERT

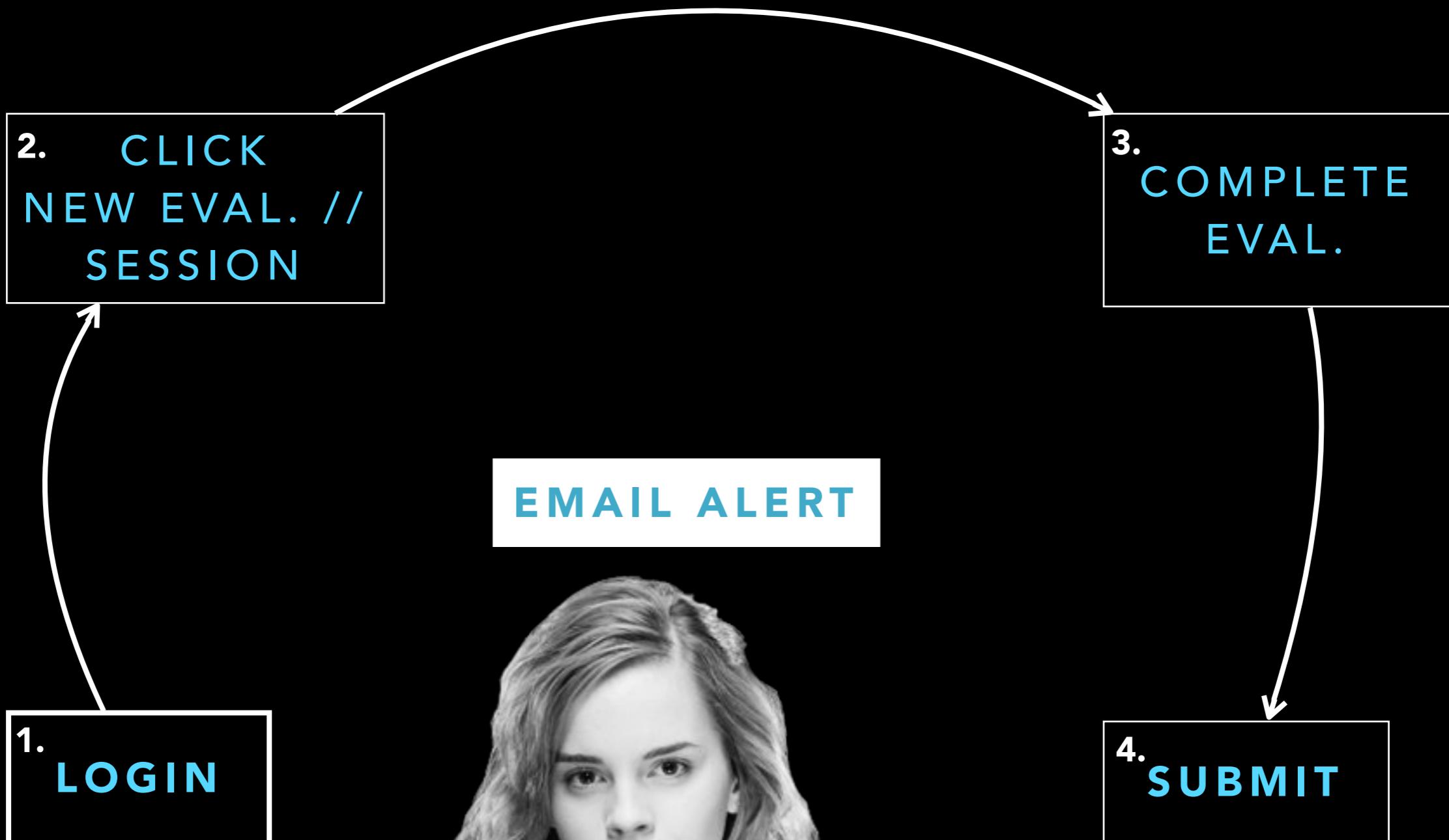
4. SUBMIT



LEARNER

GRANGER

FUTURE: COMPLETING AN EVALUATION



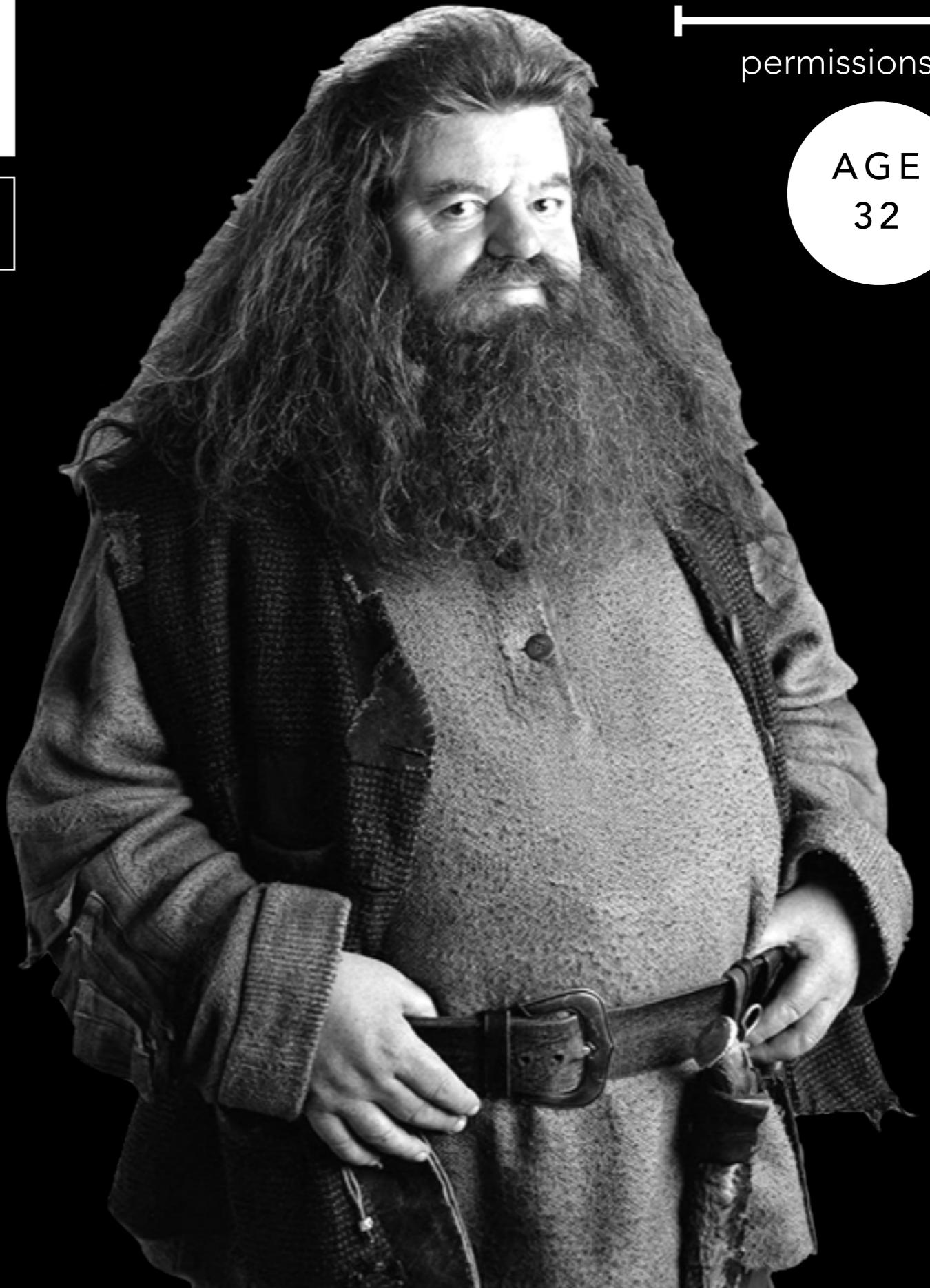
LEARNER

GRANGER

TECHNICIAN HAGRID

GOALS

- quick! installation + setup
- highlight problems + render diagnosis
- quickly configure troubleshooting options
- quickly check system integrity + all modules



modules used

permissions level

AGE
32

**"I LIKE THIS, BUT I
JUST WANNA PLUG'N
PLAY"**

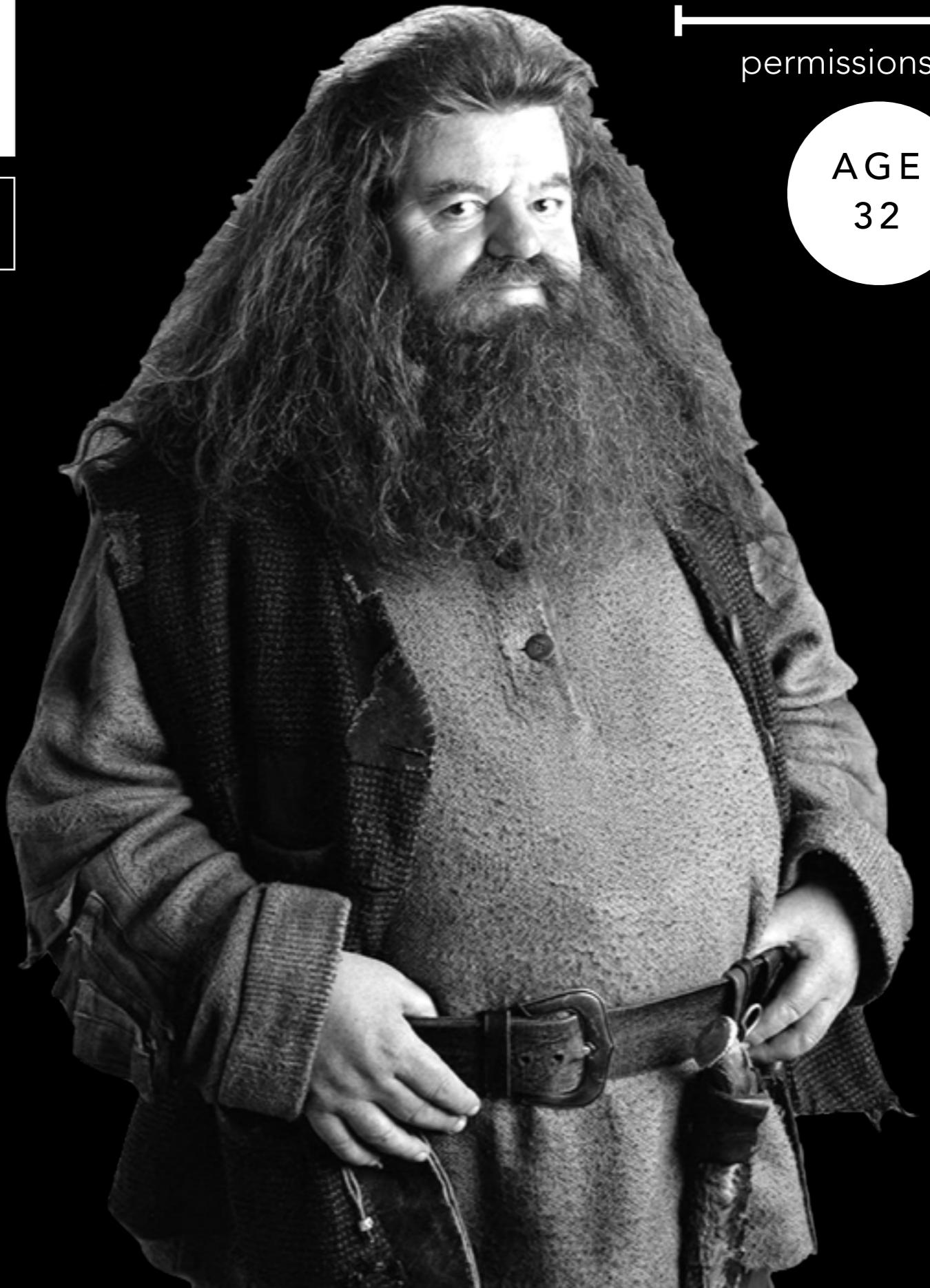
modules used

permissions level

AGE
32

GOALS

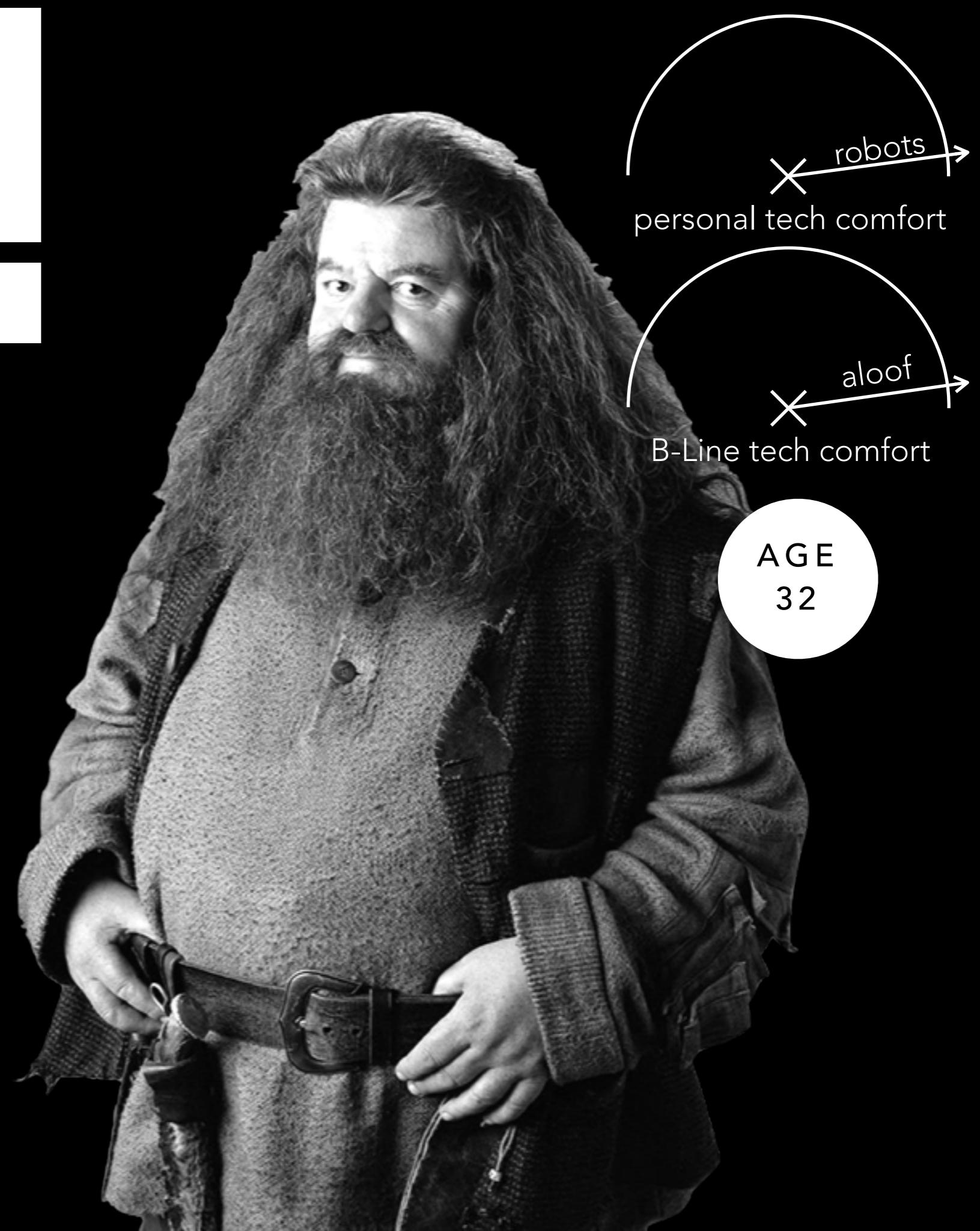
- quick! installation + setup
- highlight problems + render diagnosis
- quickly configure troubleshooting options
- quickly check system integrity + all modules



TECHNICIAN HAGRID

WANTS

- contact B-Line directly
- manage viewable/relevant items for Faculty + Learners
- generate raw data point values from client utilization form (evaluation) for excel export



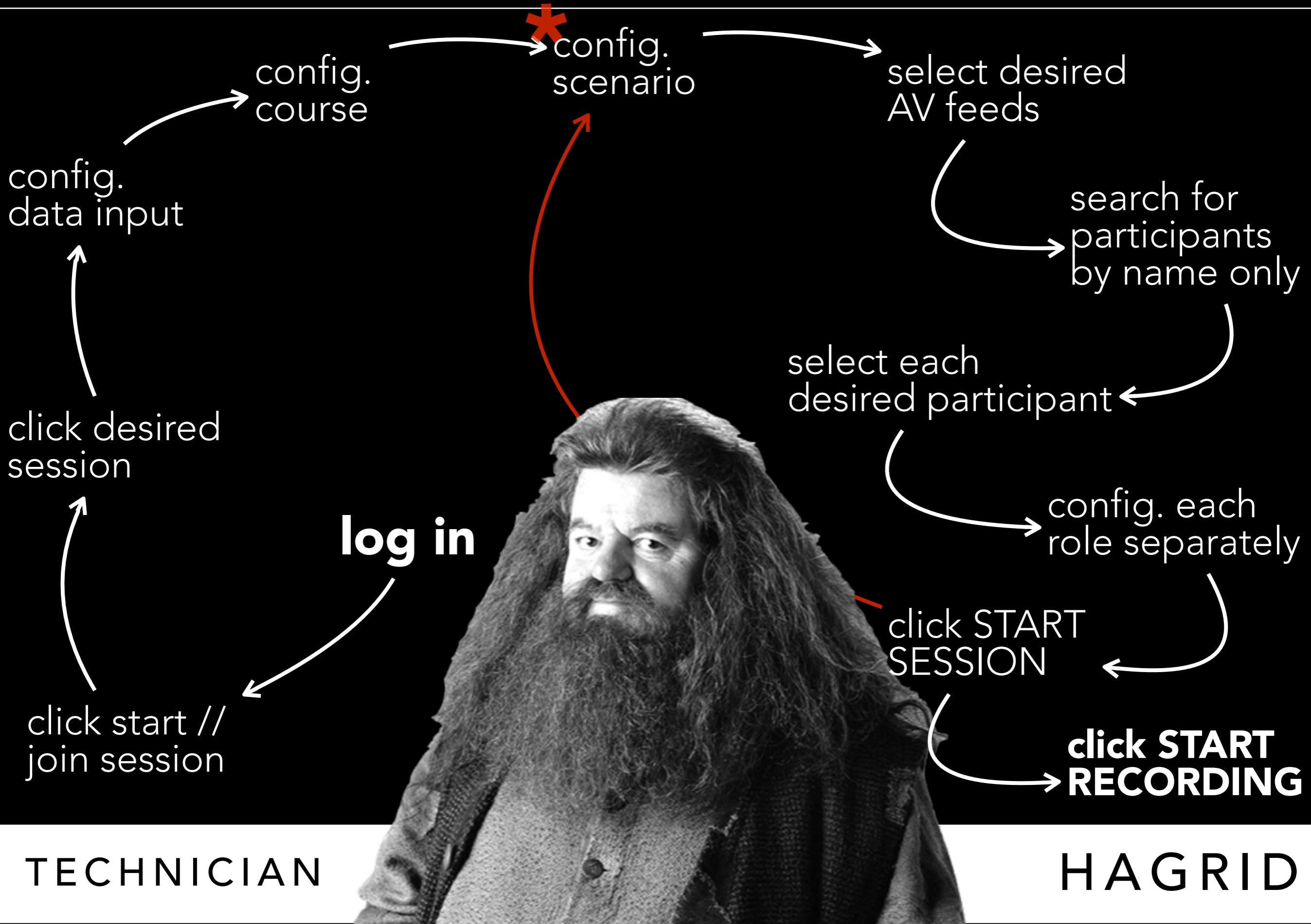
CURRENT: CONFIGURING A SESSION



TECHNICIAN

HAGRID

CURRENT: CONFIGURING A SESSION



SP
TRELAWNEY

GOALS

- quick!
- easily complete + submit evaluations
- no second-guessing, or unnecessary clicking
- clear + concise questions



**"I FEEL LIKE I
SHOULD BE ABLE TO
DO THIS, BUT.."**

GOALS

- quick!
- easily complete + submit evaluations
- no second-guessing, or unnecessary clicking
- clear + concise questions



SP
TRELAWNEY

WANTS

- simple interface
- only relevant content
- display multiple evaluations for each logged in Learner
- larger text size for clock

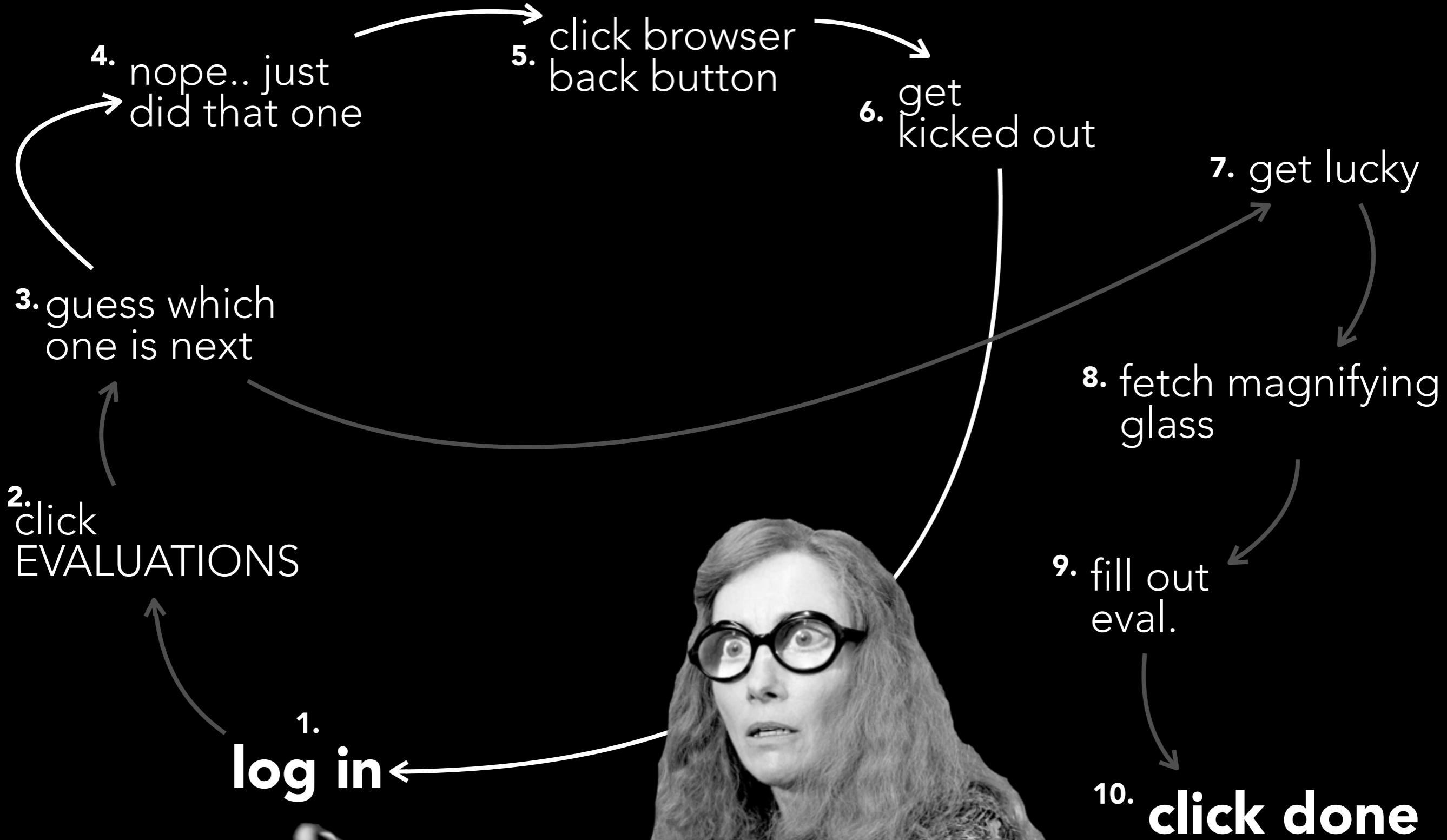


I need my glasses
personal tech comfort

wait.. what?
B-Line tech comfort

AGE
X

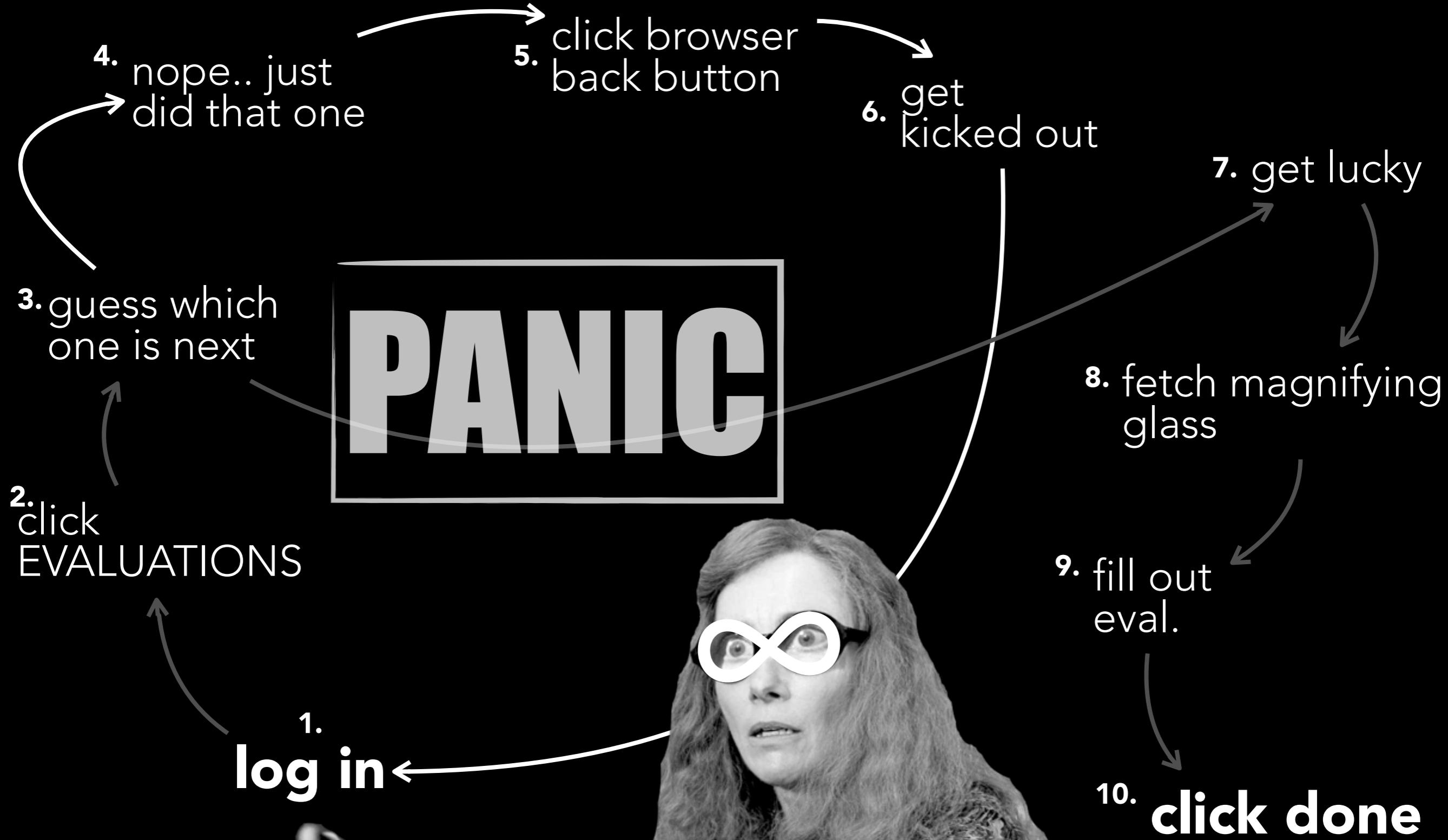
CURRENT: COMPLETING AN EVALUATION



STANDARDIZED PATIENT

TRELAWNEY

CURRENT: COMPLETING AN EVALUATION



STANDARDIZED PATIENT

TRELAWNEY

DEITY B-LINE MEDICAL

GOALS

- targeted troubleshooting
- targeted + quick client communication
- quick implementation of fixes + features



modules used

permissions level

AGE
26

modules used

permissions level

AGE
26

"THESE BUGS ARE
OLDER THAN I AM"

GOALS

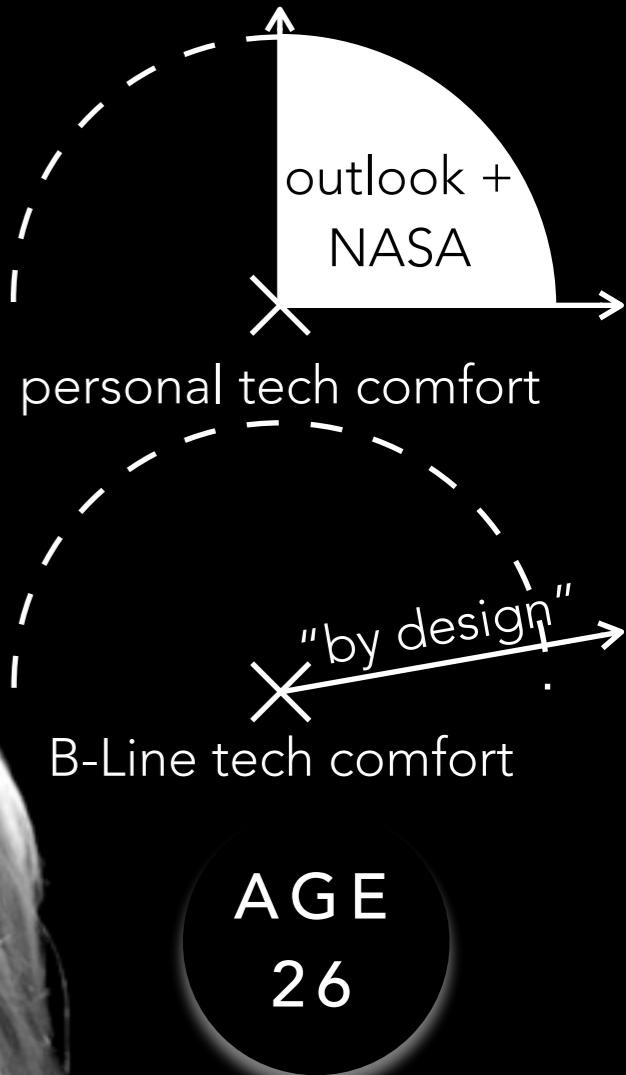
- targeted troubleshooting
- targeted + quick client communication
- quick implementation of fixes + features



DEITY B-LINE MEDICAL

WANTS

- universal UI characteristics applicable across pages
- easily manipulated templates
- quickly + directly notify **Technician** of system status after fix
- **streamlined + detailed form for Technician to fill out for exact diagnosis?**



CURRENT: KEEPING THE PEACE

what do you
mean, free?

bruh.. i already
told you..

how about
we do this..

no, i don't,
but i can make one

actually..
you can

i didn't know
you could do that

phone rings

**did you try
rebooting it?**

CURRENT: KEEPING THE PEACE

"BY DESIGN"

phone rings

what do you
mean, free?

bruh.. i already
told you..

how about
we do this..

no, i don't,
but i can make one

i didn't know
you could do that

did you try
rebooting it?

DEITY

B-LINE MEDICAL

"BY DESIGN"

FUTURE: KEEPING THE PEACE

come to
my Seminar

how-to
wizard

come to
IMSH

tool tips

figure
it out

DEITY

B-LINE MEDICAL