

STUDENT PERSONA

Risa Jeni

Risa is always curious to know why things happen the way they do and to think about what can be done to improve them. After trying her hand at multiple things, coding gave her a helping hand as a profession. 2 years into the sector as a coder, Risa thinks about leaving coding to the nerds and wants to learn about business analysis, an area that she thinks she would be good at. This made her move to Toronto and take a Post-Graduate Certificate course at George Brown College which is known for BA studies.

Demographic info

25y
Female
Jr SW Dev, Kode Inc.
\$70,000-80,000
South Asian
Single
Toronto

ENFJ personality



Goals

- To get in-depth **knowledge** of business analysis tools, techniques, and methodologies to approach complex business challenges with confidence
- The opportunity to earn industry-recognised certifications, thereby strengthening the resume and building a confident **career** as a Business Analyst

Gains

- Better negotiation and problem-solving **skills** to build effective stakeholder alignment, managing requirement elicitation and analysis activities throughout the requirement process for changes to business system
- ECBA certification will improve her chances of better pay, **more career prospects** and greater job stability

Pains

- As a developer, Risa may not have dealt extensively with stakeholders outside of the technical team. Business analysis heavily relies on effective communication and collaboration with **stakeholders** from diverse backgrounds, which could be a challenge for her.
- Risa may find it difficult to apply the **theoretical** information she learned in the classroom to actual business situations.

Competencies

- **Data analysis** is an area she feels she has prior experience in and will help her gain more insight to develop business acumen. As a software developer, she has pretty good knowledge of tools such as Excel, SQL, and other programming languages.
- Proactively participating in online and classroom discussions and having meaningful engagements with fellow students will help her improve her **networking, collaborating, and critical thinking skills**.

Jobs

- Accessing course material.
- Submitting assignments.
- Taking quizzes and exams.
- Monitoring grades.

Pains

- LMS system is overwhelming for RISA making it challenging to navigate and leading to confusion and frustration.
- Different structures and layout of courses is leading to confusion.
- Excessive number of notification is leading to information overload to RISA

Gains

- Risa is a curious and critical thinker, and her participation in the project enables her to apply these abilities to actual situations.
- She gains analytical and problem-solving abilities from this real-world experience, which advances her career as a whole.

PROFESSOR PERSONA



"As a professor, I educate; as a business analyst, I innovate."

Age: **37**

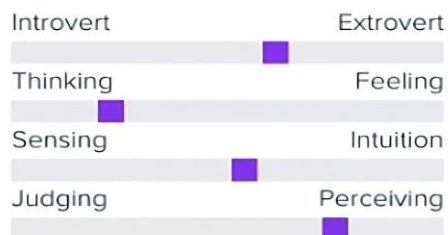
Work: **Professor and Business Analyst**

Family: **Married, kids, etc.**

Location: **Toronto, Ontario**

Character: **Archetype**

Personality



Traits

Innovative

Approachable

Patient

Goals

- To create a dynamic and engaging learning environment
- Aims to inspire his students to embrace technological advancements in education.
- Promoting a collaborative and tech-savvy academic community.

Jobs

- Proactively develop and upload course content
- To overview and examine Discussion board and Assessments
- Create and send important communication and notifications to students in timely manner

Bio

Dr. Satya Roy is a seasoned professor with over 5 years of experience in higher education. He holds a Ph.D. in Business Informatics and is passionate about integrating innovative teaching methods into his courses. He is also working as a Business Analyst since 8 years explored various domain knowledge.

Motivation

Teaching

Money

Learning

Social

Gains

- To make educational resources, quizzes, assignments available on the same platform
- Don't have to check each and every assessment thoroughly, LMS itself evaluates and give grades
- Announcements at once for all
- Can Pre-document study materials
- Online attendance record

Pains

- Always have to be proactive to upload study materials, assigning groups, announcements etc
- Involving students in online class can be challenging sometimes
- Ineffective communication within LMS can sometimes create confusion among students

Jobs

- Develop and upload course content.
- Participate in discussion boards.
- Provide timely feedback on assignments, discussions and quizzes.
- Regularly updating course content.

Pains

- Uploading and managing assignments , quizzes, course content within the LMS is time consuming.
- Involving and engaging students in online class is challenging.
- Ineffective communication can lead to misunderstanding of tasks by students which can result in delayed submissions.

Gains

- Professor is able to monitor student participation and engagement through discussion boards and quizzes.
- Providing the course content , assignments and quizzes on same platform.
- LMS grades the quizzes automatically.

SWOT ANALYSIS



Strength

- Advanced feature, improve functionality with more user-friendly experience.
- Better scalability to accommodate increased number of end users.
- Considering motor disability while upgrading the new LMS can give us edge over other colleges.
- Upgrading the LMS can result in cost saving in the long run.

► Weakness

- Integration issues with current systems might make it challenging to switch over to a better LMS smoothly.
- Staff, instructors, and students may find it difficult to adjust to a new system, Overcoming resistance and ensuring a smooth transition is crucial.
- The college may not have enough technological resources, such as infrastructure or trained staff, which could slow down and hinder the LMS upgrading process.

SWOT ANALYSIS

► Opportunities

- Having an industry-leading LMS could help GBC become top-ranked among OCAS.
- The government's recent cap on international students could promote more online studies and having a robust LMS could increase the chances of enrollment.
- Integration of AI into the LMS in areas such as automatic grading and personal teaching assistant
- Accessibility could be improved by adding differently-abled-friendly features such as audible lecture notes and color-blind-friendly slides.

► Threats

- Students and faculty may resist changing /upgrading the LMS as they are too comfortable with the existing LMS.
- Additional training experience, technical support , customization requirement can lead to budget overrun.
- New LMS system may not be adequately protected against data breach or malware infection.
- During the transition phase , students and faculty may have disruptive learning experience because of the system downtime or technical glitches.

THANK YOU