CANVAS

CURRENT STATE

TEAM 6: PICASSO

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Different Users

1
Graduate Students

2
Undergraduate Students

3
Teacher

4
Teaching Assistants/ Graders

5
Administrators/Help Staff
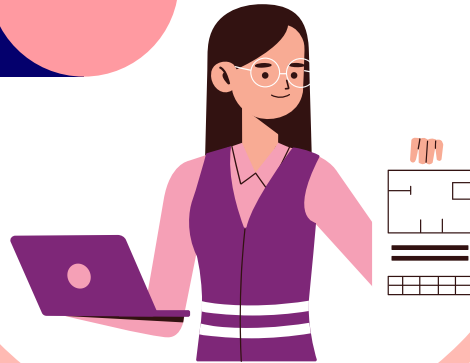
Why Graduate Students as our Target Customer?

- Ease of access
- Relatable
- Considerable scope of improvement for this user group
- Greater impact in general for a student user as compared to teachers/TAs/Admins (Strength in numbers)

User Persona

Cody

Location: Seattle
Education: Graduate Student
Experience using Canvas: 1+ years

Cody is a graduate student and logs in Canvas typically 4-5 times a day to review course-related information. He actively participates in the discussion board activities conducted by her professors on Canvas. He is an avid social media user and a career driven individual.

"I like the minimalistic user experience of Canvas but would love to see more appealing visuals."
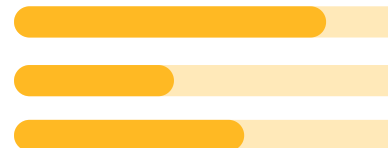
NEEDS

- Quickly access relevant course information
- Simplistic UX to navigate and upload assignments
- Receive timely notifications about updates
- Use of graphics and analytics to absorb more data

FRUSTRATIONS

- Accessing grades is a multi-step process
- Information is too text heavy
- Course Navigation
- The course information displayed is not consistent
- UI is too basic

CURRENT FEELINGS

- Satisfaction Level
- UI
- Navigation

Experience Phases

The phases chosen are in order to form a coherent flow in terms of Canvas usage.

Phases
Initial Navigation and Dashboard Views
Course Exploration
Assignments and Grades
Communication and Collaboration (Chats, Notifications, Discussions and Announcements)
Learning and Others

Interview Guide

Introduction:

Thank you for agreeing to participate in our product study today. My team and I are interested in research around Graduate Students' use of Canvas. Now, I will be asking you a series of questions contributing to our research and I would really appreciate your inputs and experiences - there are no right or wrong answers here, so feel free to answer as you feel comfortable. Also, please do not hesitate to ask questions or interrupt wherever clarification is required.

Phases	Questions
Introduction	- Where do you go to school? - What program are you in? - How frequently do you use Canvas?
Initial Navigation and Dashboard Views	- What are the most important things you want to see when you enter Canvas? - Of those things you find important, which are we showing and how well are we showing them? - Are you able to find all the information you need to get started? - What are the top 3 activities that you do on Canvas?

Interview Guide (Contd)

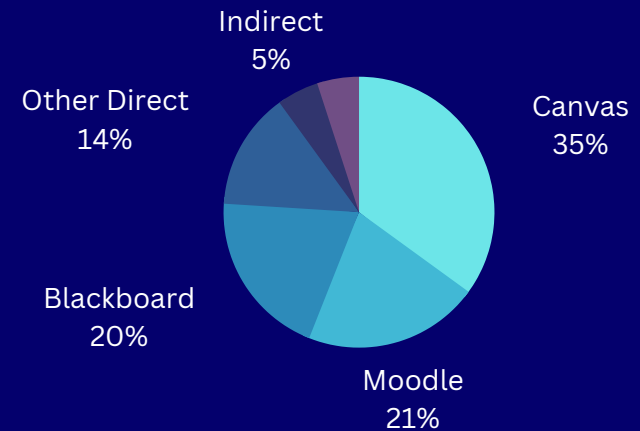| Phases	Questions
Course Exploration	• How do you explore the courses you've taken within Canvas? • What information do you find here and what is your view on that? • Do you think the information you find here is useful and relevant? • (If no), what would be more useful with regards to your learning, course management?
Assignments and Grades	• How frequently do you check your grades? • Do you typically look at the grades module itself or do you access grades more often through the assignments modules? • Is there anything missing from this module that would improve your experience?
Communication and Collaboration (Chats, Notifications, Discussions and Announcements)	• How often do you make use of the message channel over Canvas? • (If no), what platforms do you use instead? • Have you subscribed to Canvas' notifications for announcements? • How will your experience change if Canvas' email notifications stop for a day? • Do you engage in Canvas course discussions?

Interview Guide (Contd)

Phases	Questions
Others (Learning (Commons))	- Have you checked the new 'Commons' section on Canvas? (If yes) Your thoughts about its usage? - How important is the presence of a learning platform over canvas?
Closing	- How has your overall experience been with Canvas? - Is it something you would recommend to students of other universities as well? - If you change anything in Canvas, what would it be? - Is there any other feature that you would want to see in Canvas? - Any last comments/ thoughts that you would like to share?

Thank you so much for your time! It was great learning about your views on Canvas

Competitor Analysis

	Us	Direct	Direct	Indirect	Status Quo
Offering	Canvas	Moodle	Blackboard	Tech Suites: Microsoft or Google suite offering email, shared calendars, online document editing and storage, video meetings	All course matericals (schedule, syllabus, assignments, grades) in hard copy or verbally during class discussion. All assigment submission and class communication done in person or via email.
Value Prop.	Made exclusively for educational institutions. Clean and simple design.	Greater customization of content, performance, and functionality	A learning and training platform for both educational and corporate/organizational settings.	A full stack solution that can meet additional needs of organization outside LMS	A largely free option for the learning organization. Does not require technical resources to maintain online platform.Ensures student attendence and focus in class.
% of Market	35%	21%	20%	5%	5%

Pie chart:
- Canvas 35%
- Moodle 21%
- Blackboard 20%
- Other Direct 14%
- Indirect 5%

Success Metrics

# of Universities using Canvas as their learning management platform	Average user time on Canvas Dashboard, Courses	# of Active Canvas courses
Currently, Canvas has 3500+ school enrollments*	Not able to estimate, varies from school to school but an increase of ~10% is the goal	Not able to estimate, varies from school to school, goal being to increase use by ~15%
Student Satisfaction Score (Qualitative)	# of times notifications were clicked to access Canvas	Average Student Interactions per Course (Comments, Discussions)
Data needed to be collected by surveys/user interviews	Data needed to be collected using Analytics for Canvas, aim being to increase by ~15%	Data needed to be collected using Analytics for Canvas, aim being to increase by ~15%

*https://edutechnica.com/tag/canvas/

Emerging Tech

Integration of a Data Analytics tool

In order to enhance the user experience, Canvas should aim at integrating a data analytics tool with the existing framework. The tool can provide more in-depth analysis of student performance and can also display information in the form of visuals. Strong and data driven visualizations can help users to consume information easily. This will not only make the user interaction more interesting but will also reduce the time spent by the user in navigating to the right information.

Integration of e-Learning Platform

To enhance the functionality of the existing framework our team also proposes an integration of an e-Learning platform with Canvas. Since the primary users of Canvas are students, e-Learning platforms could be a great addition. An integration with existing e-Learning platforms like Coursera could enhance the learning experience significantly. It will help Canvas become a once stop application to provide an even smoother experience.

SWOT Analysis

S — Strength

- Covers all basic features (T, C)
- Easily manageable dashboard (C)
- Range of communication options (B, C)
- Ease of access to different modules by the users (C)
- Allows personalization of assignments and course modules (C, B, T)

W — Weakness

- Very basic user interface - better navigation on the first screen (T)
- Difficult to look out for announcements (C)
- Cluttered Mobile Application (T)
- No clear guide for newly introduced features (C)
- Difficulty in identifying task (assignments) prerequisites (C)

O — Opportunity

- Sort courses current quarter-wise (C)
- Provide immediate plagiarism check (C)
- Learning Platform (B)
- Zoom integration for scheduling calls (B)
- Provide analytics platform (C, T)

T — Threat

- Communication via chat channels such as slack, Microsoft teams (B)
- Learning features are not very well established, and people still prefer other learning platforms like Coursera, Udemy, or LinkedIn Learning   (B, T)

Opportunities to capture

1. Learning Platform
- Provide other opportunities to learn beyond the curate courses available on Canvas
2. Analytics Platform
- Provide opportunities for students to view data on their performance and understand important progress at a glance

Problems to Solve

1. Cluttered mobile experience
2. Streamlined user flows to access information with fewer clicks
3. Clear guide for newly introduced features to enhance awareness

Thank you!