


Personas

Student1

Ester Amanda



Bio

Ester is an undergraduate student studying computer science at the University of Melbourne. The Learning Management System(LMS) being used by all students at unimelb is Canvas. She is a freshman and has never used any LMS platform before. Now, she is struggling to make good use of the Canvas LMS to get her study on track.

Frustrations

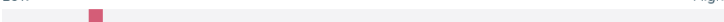
- unable to know how well she performs, and as a result, she cannot adjust learning approach
- unable to receive individual feedback, which is helpful for achieving academic success

Goals

- being able to reflect on performance to improve study
- being able to see performance
- being able to receive tailored feedback/suggestions based on performance

LMS Proficiency

Low High




Personality

Introvert Extrovert

Thinking Feeling

Sensing Intuition

Judging Perceiving

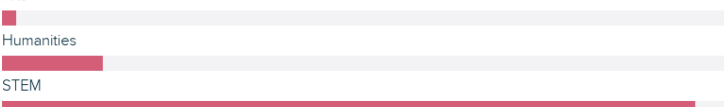


Knowledge

Arts

Humanities

STEM



"Why should I use Canvas if it is just for sharing learning material"

Age: 18
Work: Uni Student
Family: Single
Location: Melbourne, Victoria
Character: Motivated

Student2

Ming Li



"Will poor English affect my study?"

Age: 23

Work: Exchange Student

Family: Single

Location: Beijing, China

Character: Primary End User

Personality



Bio

Ming is an international exchange student from China who majored in fashion design. He has his own unique aesthetic. His English is relatively poor. The learning management system(LMS) he used in China is complicated, but all the details are clear and easy to find. The new LMS is a challenge for him, and the English operating environment is also an obstacle.

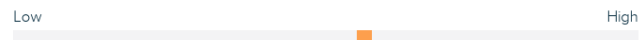
Frustrations

- The complicated English description confuses me.
- This system is too ugly.

Goals

- I want to customize the LMS.
- I want to get the information I need clearly.
- I don't want my grades to be seen by others.

LMS Proficiency



Knowledge



Student3

Amma Smith



"It would be great if something could urge me to study"

Age: 19

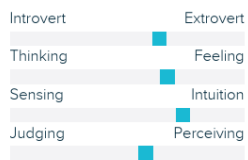
Work: Local Student

Family: Single

Location: Melbourne, Victoria

Character: Unmotivated

Personality



Bio

Amma is an undergraduate student studying Human Resources at the University of Melbourne. She can speak English frequently. She is familiar with the learning management system (LMS) because she used LMS in high school. However, she has low self-control ability, so that she rarely uses LMS and rarely interacts with classmates and lecturers.

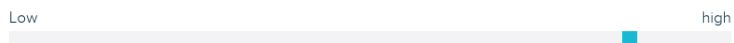
Frustrations

- Unclear feedback from LMS makes her unaware of her learning situation.
- There is no system that can enforce her to learn.

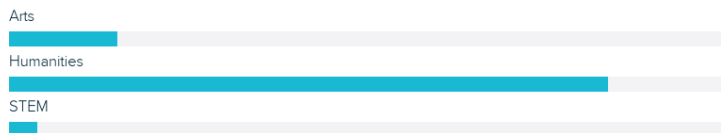
Goals

- Receive learning proposals.
- Improve studying motivation
- More efficiently to use the dashboard.

LMS Proficiency



Knowledge



Lecturer1

Marc Garvin



"Teachers can deliver better quality education if they know their students better."

Age: 35

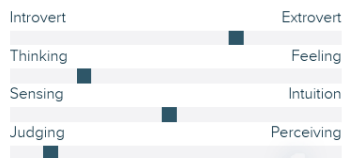
Work: Professor of Mathematics

Family: Married

Location: Sydney, New South Wales

Character: Caring for students,
Responsible, Conscientious

Personality



Bio

Marc is a very young Professor of Mathematics at the University of Melbourne. He is always responsible for teaching at least 3 courses at the same time each semester. As a result, he relies heavily on the Learning Management System(LMS) platform as a tool for him to post assignment information and receive feedback from students. Now he wants to use the LMS to give him more freedom to post information and to get a more accurate picture of how his students are doing.

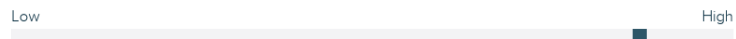
Frustrations

- Hard to confirm that students are kept up to date with the latest releases.
- Cannot confirm that the pace of his lessons is appropriate for the majority of students.
- Cannot customize the dashboard to suit your needs and are forced to use the official model.
- If he can customize the dashboard, he is not sure that he can easily use the system.

Goals

- Learn about his students to help pace his lessons.
- Guide students to focus on the information according to the needs.
- The dashboards can be set up with a high degree of freedom according to the needs of the course.

LMS Proficiency



Lecturer2

Leon Barker



"Complex system only increases the cost of learning."

Age: 59

Work: Professor of Education

Family: Married

Location: Melbourne, Victoria

Character: Responsible, Serious

Personality



Bio

Leon is a seasoned Professor of Education at the University of Melbourne. He is good at how to teach students. He always teaches students in accordance with their aptitude and makes course modifications that are suitable for the majority of students according to their feedback. As a fact, 80% of his students work for world-renowned companies right now. However recently, due to the COVID-19, he had to use LMS to teach. But he accustoms to traditional teaching methods, he found that his teaching quality declined when he used the LMS. He thinks the biggest reason is the complexity of LMS and he could not get the students' aptitude as easily online as he could in an on-campus class. Now, he wants to use LMS to get more information about students in a simple way.

Frustrations

- Difficult to get information about every student from LMS.
- It is not very intuitive to see students' data.
- Cannot use LMS skillfully.
- Functions in LMS are too complex.

Goals

- A function that can help him get the students' information.
- Intuitively see the data related to students (maybe visualization).
- Some guide functions to help him to use LMS to visualize data.

LMS Proficiency

