Course Insights

(A Learning analytical App)
UX Case study

Dhanya Venkatesh

Course Insights

An Internal learning analytical tool of UQ

Course Insights is an instructor-facing learning analytics dashboard with dynamic student data and support for personalized feedback.

Course Insights

Team

1 UX designer (myself)
3 Developers

Tools

Sketch, Invision, Zoom, Mural etc

My Role

Facilitate Design thinking and co-design sessions, create user personas based on research and data from stakeholders. Create user journeys, site maps, and information architecture.
Create low-fidelity wireframes and prototypes and do usability testing with end-users. Design and create high-fidelity and annotated wireframes and prototypes.
Create a design system for the development team to use as a guide.

Deliverables
- Problem solving by user analysis
- User personas
- Information Architecture/ Site map
- Low-fidelity wireframes and prototypes
- Final High-fidelity wireframes,
prototypes, and UI screens
- Style guide
- Final Hi-fi screens & assets

The Problem

Course Insights Web app began with MVP but had cognitive load and confusing to use.
Also, the filter builder was too huge taking a lot of space, it needed simplification.

The Solution

I got on board to conduct both UX|UI Design for their CI tool,

The aim was to create user-centered UX|UI designs for the

desktop experience that would compliment and pair with the existing apps of UQ.

I conducted User analysis and facilitated design workshops, created user

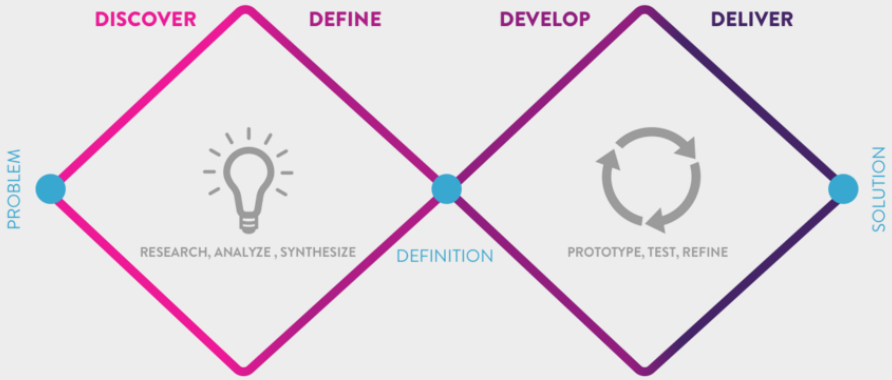
personas, designed information architecture, and user flows, as well as

low-fidelity to high-fidelity wireframes and prototypes, and style guides.

Framework

Solo UX|UI Designer

As a team of one - I used the British Design Council's double diamond framework to help me guide my journey and process for this project.



Discover

Research

Conducted series of design thinking and co-design sessions to understand the user problem and how they are solving it.

Analysis

I conducted a UX|UI analysis of other university's LA platforms and apps to gain insights of the strengths and weaknesses in the Learning analytics field to discover where Course Insights could hold a useful edge

Synthesis

I compiled and presented my findings to the key stakeholders to further discuss an action plan, This included a priority matrix session where we decided on targeting the MVP needs of the site with the user needs and developers.

Define

Problem statement

I created problem statement based on the workshops, analysis of the user and research on other LA platforms and research papers to aid with user persona and stories

User Personas

I developed multiple user personas based on my research, interviews and internal data provided by SME's and stakeholders.

User Persona

Dora Barronga

"You can't expect change unless you give the data to the people who can make that change."

Age 50
Education Phd in Management
Occupation Professor of Marketing

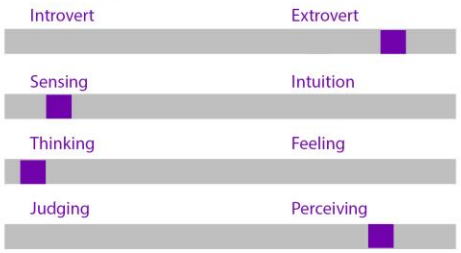
Systematic | Sensitive

Thinker | Tactical

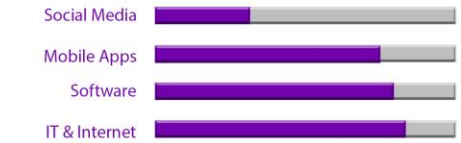
Bio

Dora is a self motivated professional and has been recently promoted as course coordinator due to her out of the box creative thinking. She is very systematic and keeps logs of most of the activities and files. She likes to interact and working by communicating with students and other professors.

Personality



Technology



Goals

- To Investigate the reasons and factors that are causing low perfomance among students
- To analyze the trend over a long period of time to find the point of increasing or decreasing performance of students and to report i to senior management to take necessary action.

Fraustrations

- Apps that prohibits the user from thinking.
- Apps that doesn't allow or user inputs
- Apps that overwhelm him with too much data and no option to control the amount of data that he can see.

Motivation

Cassie Steven

Age 43
Education Phd in Management
Occupation Course Coordinator
Bio Chemistry

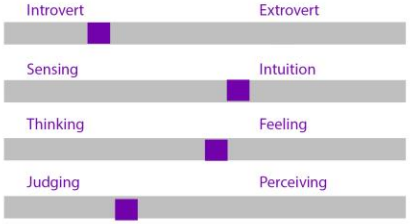
Experienced | Intutive

low data literacy | Tactical

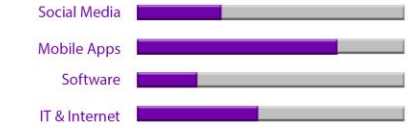
Bio

Cassie is a high maintainance professional and has been course coordinator from long time . She is very teaching focus and career driven keeps poor logs of most of the activities and files. She is not pragmatic and low data literacy. Needs tech support all the time in the data log.

Personality



Technology



Goals

- To Investigate the grades of the students from Grade centre and Blackboard
- To Check the course materials when and where the students used.
- Check the views of the multiplatform usage to make the course material multi functional.

Fraustrations

- Apps which shows raw data.
- Apps which gives more data to think and analyze about the interventions she thought about

Motivation

User Persona

Archie Smith

Age	32
Education	Phd in Management
Occupation	Lecture in Health Science

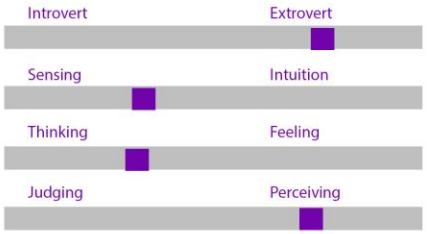
Hardworking | Ambitious

Helpful | Tactical

Bio

Archie is an ambitious person aims high in life. He has just begun his career as a Lecture and feeling more responsibility to fulfil. He believes that problrm solving requires one to look at the bigger picture and exploring all the options.

Personality



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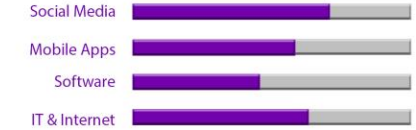


Goals

- To Collect data about all the students to increase quality and standards of the class.
- Analyze the trends of data and talk to concerned students to help them overcome obstacles

Fraustrations

- Apps that make him think rather than analyze.
- Apps that do not have claear flow of architecture
- Apps that overwhelm him with too much data and no option to control the amount of data that he can see.

Motivation

Develop

Ideation Exercise

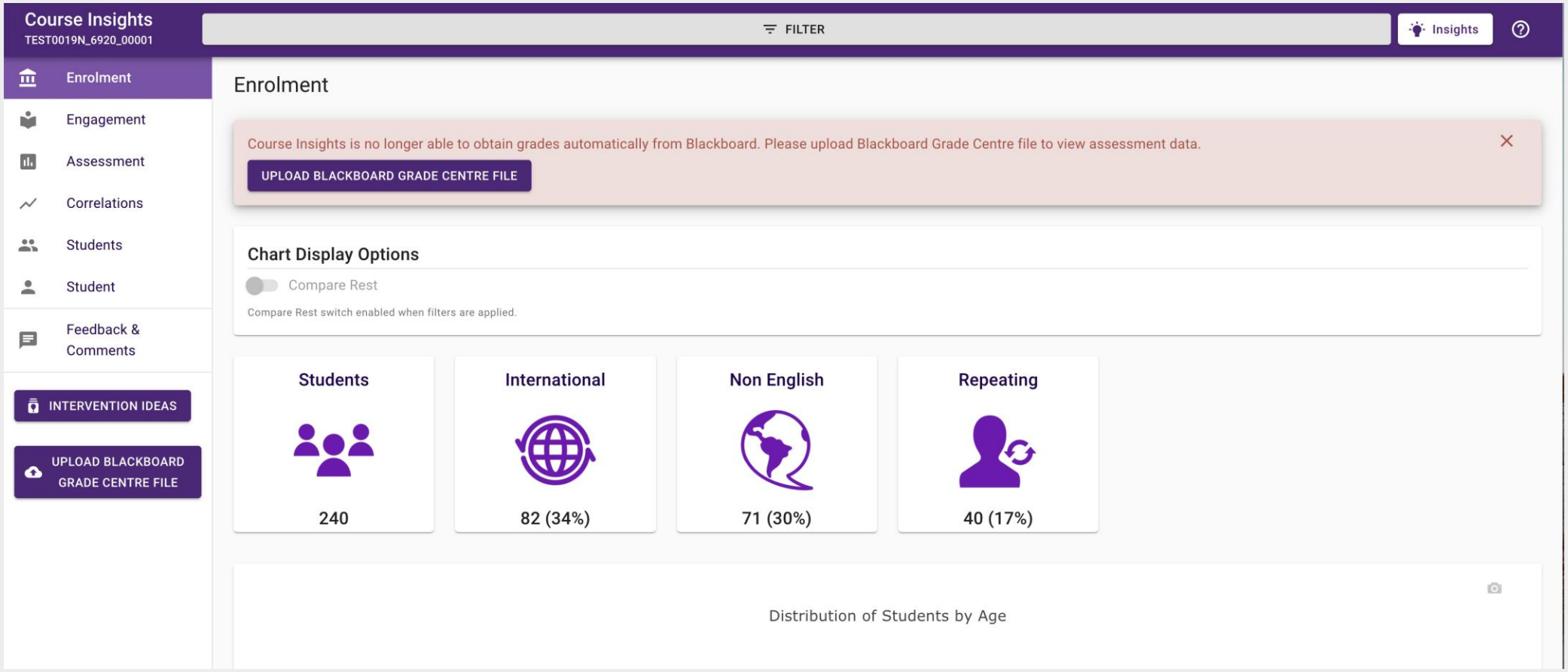
I began with a few paper sketches and then moved Sketch and Invision to create low-fidelity wireframes and prototypes to run through with the development team before usability testing.

Information Architecture

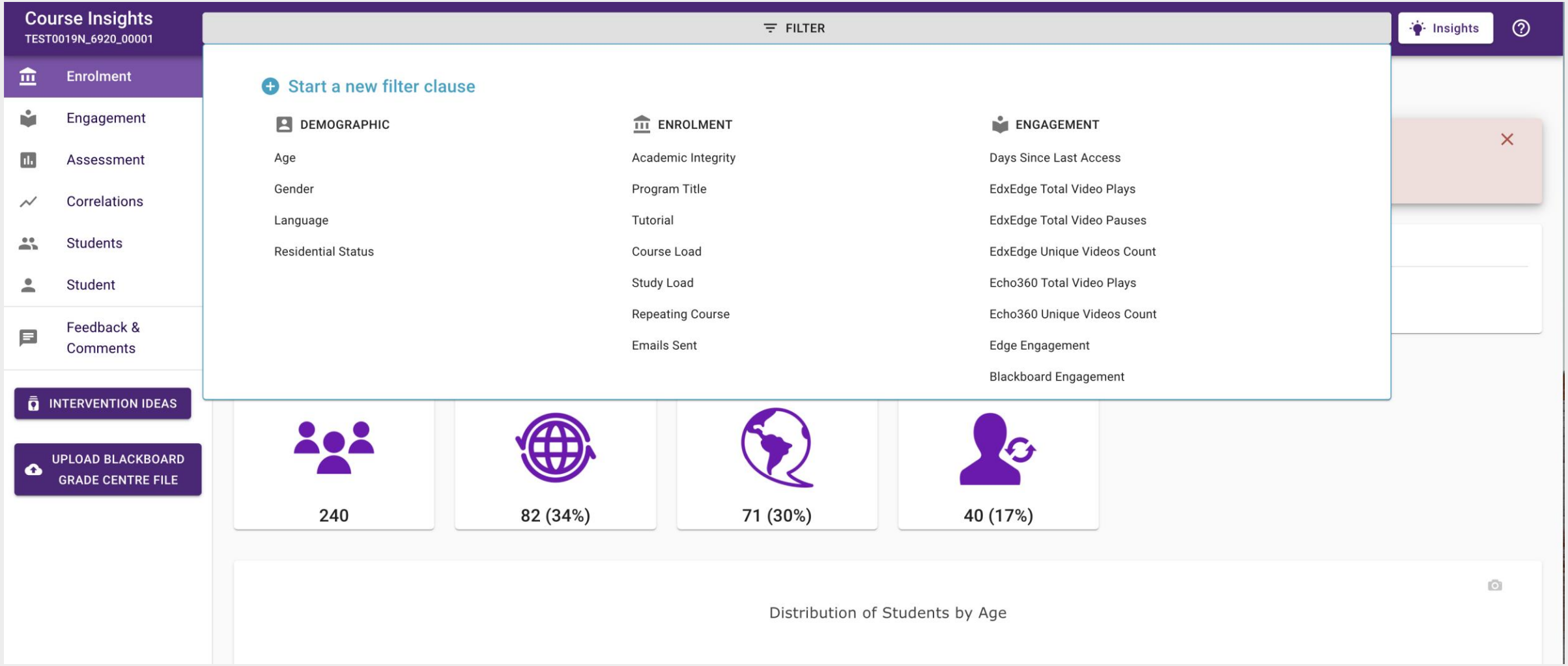
With the priority matrix completed, the MVP requirements and features of the Web app were pretty ssimple, so I was able to create a simple sitemap for the developers' reference and to aid with user flows.

Wireframes and Prototypes
I created desktop low-fidelity wireframes & prototypes for the entire website and conducted 5 usability tests to ensure I could catch issues and iterate the designs going into the high-fidelity designs.

Designs


Course Insights
TEST0019N_6920_00001
FILTER
Insights
Enrolment
Engagement
Assessment
Correlations
Students
Student
Feedback & Comments
INTERVENTION IDEAS
UPLOAD BLACKBOARD GRADE CENTRE FILE
Enrolment
Course Insights is no longer able to obtain grades automatically from Blackboard. Please upload Blackboard Grade Centre file to view assessment data.
UPLOAD BLACKBOARD GRADE CENTRE FILE
Chart Display Options
Compare Rest
Compare Rest switch enabled when filters are applied.
Students
240
International
82 (34%)
Non English
71 (30%)
Repeating
40 (17%)
Distribution of Students by Age

Designs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UPLOAD BLACKBOARD GRADE CENTRE FILE
FILTER
Insights
Start a new filter clause
DEMOGRAPHIC
Age
Gender
Language
Residential Status
ENROLMENT
Academic Integrity
Program Title
Tutorial
Course Load
Study Load
Repeating Course
Emails Sent
ENGAGEMENT
Days Since Last Access
EdxEdge Total Video Plays
EdxEdge Total Video Pauses
EdxEdge Unique Videos Count
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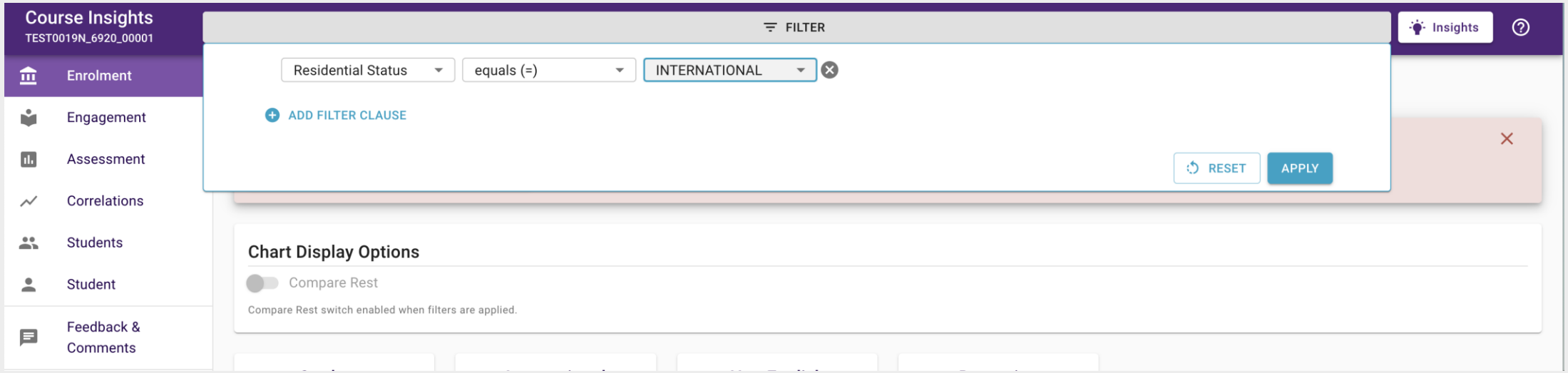
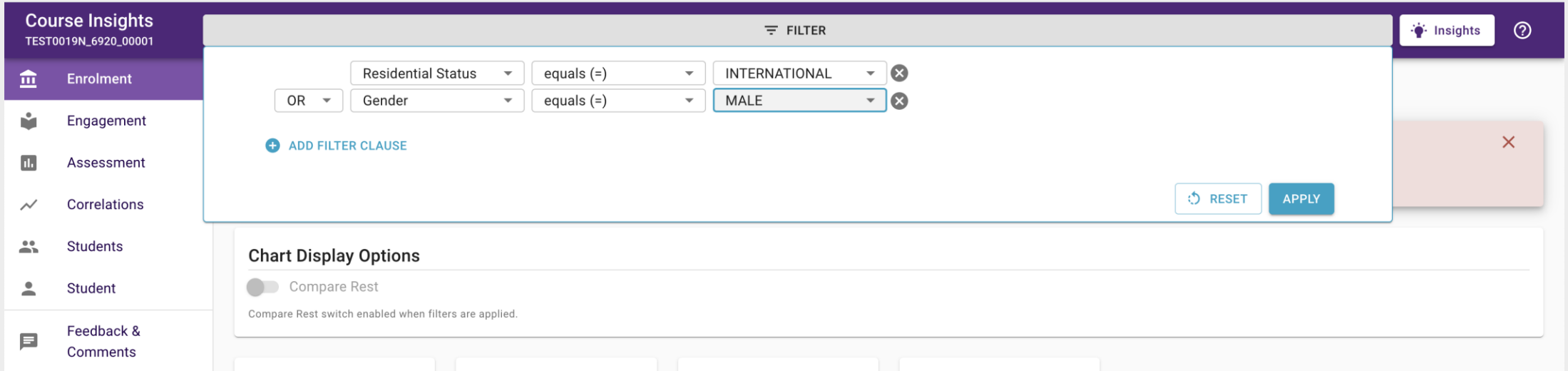

Course Insights
TEST0019N_6920_00001
FILTER
Insights
Enrolment
Engagement
Assessment
Correlations
Students
Student
Feedback & Comments
Residential Status
equals (=)
INTERNATIONAL
ADD FILTER CLAUSE
RESET
APPLY
Chart Display Options
Compare Rest
Compare Rest switch enabled when filters are applied.


Course Insights
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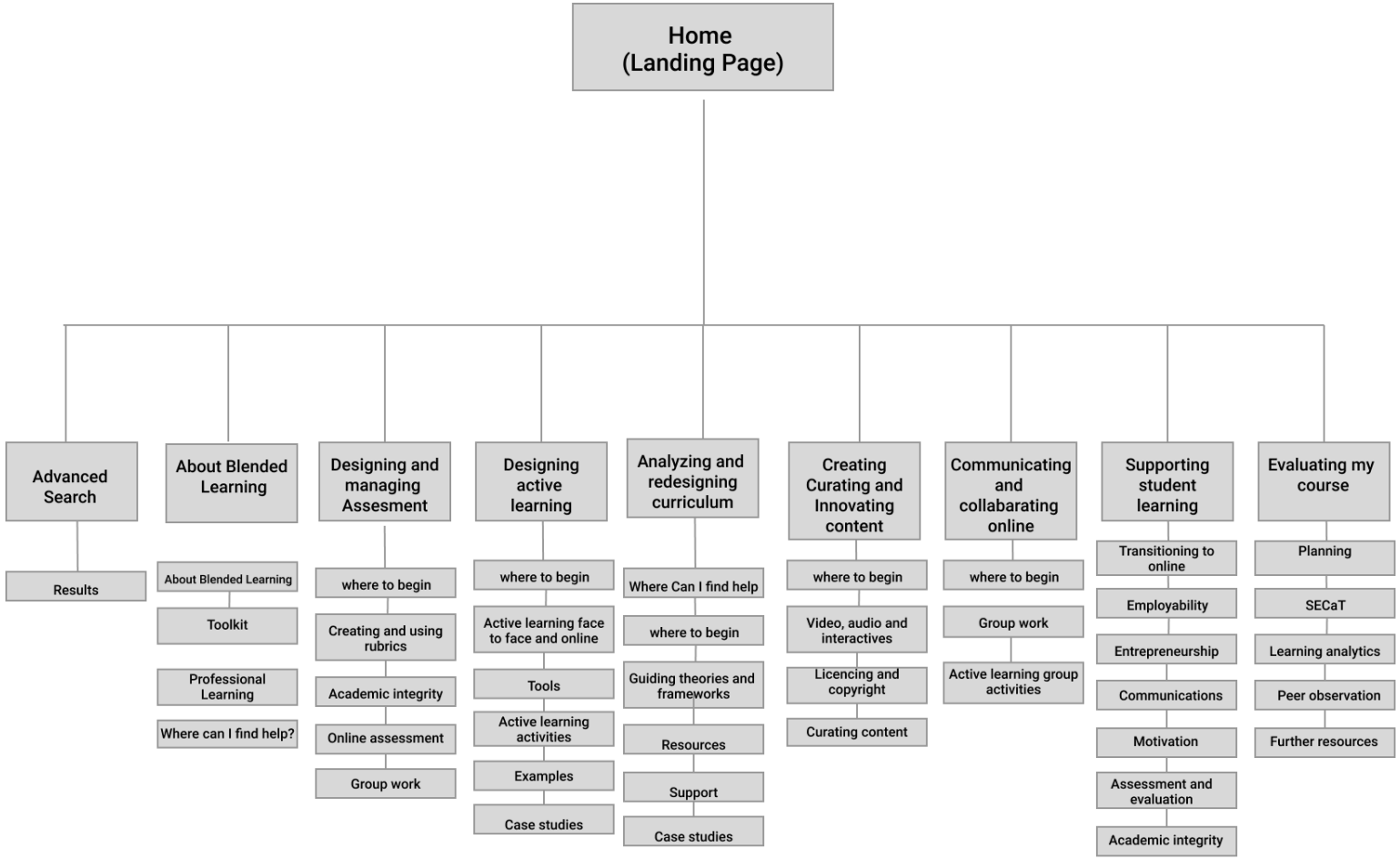
FILTER
Insights
Enrolment
Engagement
Assessment
Correlations
Students
Student
Feedback & Comments
Residential Status
equals (=)
INTERNATIONAL
OR
Gender
equals (=)
MALE
ADD FILTER CLAUSE
RESET
APPLY
Chart Display Options
Compare Rest
Compare Rest switch enabled when filters are applied.

Information Architecture