WPI BannerWeb

UX Case Study

Group 3

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Introduction

1. What is BannerWeb?

WPI website that organizes, and processes required logistical admin-related activities for its users.

2. Why this research matters?

a. Most WPI students have a negative user experience with BannerWeb.

b. Potential loss of opportunity

c. Students want BannerWeb to be improved.

d. Opportunity for overall gain.

3. What WPI gains?

- Positive Reputation
- Higher Ranking
- Increased Financial Support

Methodology

Identify | Anaylze | Ideation | Design

1. Identify Goals

Business Goals

- Improve product quality
- Gain exposure
- Increase financial support

User Goals

- Improve usability
- Modernize interface

2. Analyze

User Persona | Journey Map

Methodology

3. Ideation

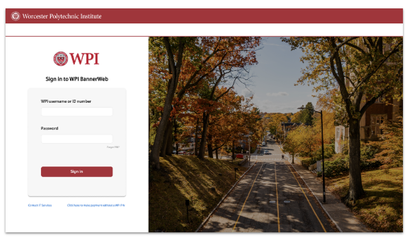
- Aesthetic
- Navigation
- System Feedback
- External Application

4. Design

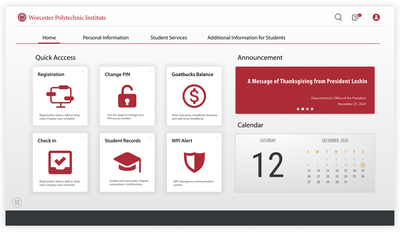
- Wireframe
- Prototype

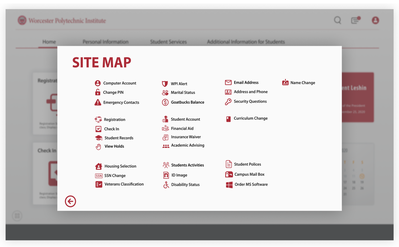
Prototype

1. Login



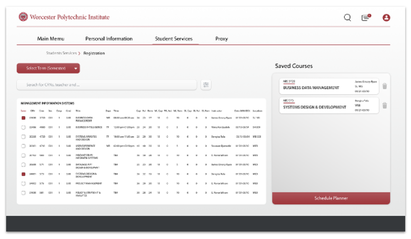
2. Home Page and Main Pages

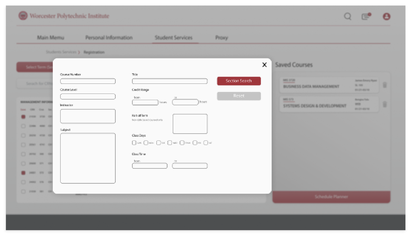




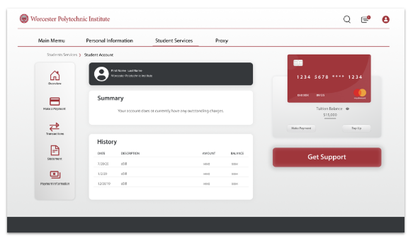
Prototype

3. Course Selection



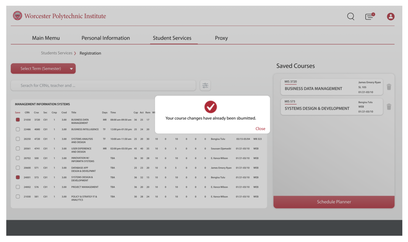


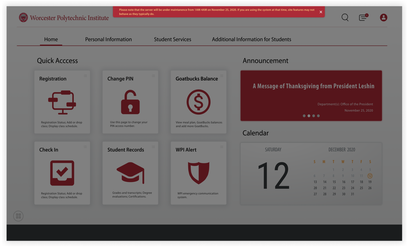
4. Payment

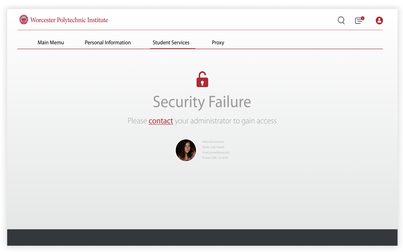


Prototype

5. System Feedback







Contact

Feel free to message us in Teams!