WYI BannerWeb

UX/UI Case Study

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Background

WYI BannerWeb is a website used by both students and faculty to handle logistical and other related activities. Some services that are provided through the website include course registration, viewing grades, and requesting transcripts.

The application's primary/MVP function is to allow students to register for courses. However, WYI BannerWeb's secondary/non-MVP functions include other features such as viewing grades, requesting transcripts, and updating personal information. Although BannerWeb has been in use for many years, it has been a source of frustration for students and faculty alike. Students have complained that the website's user experience is difficult to navigate, and faculty have complained that BannerWeb's lack of support for mobile devices has made it difficult to manage scheduling logistical activities.

The Need

Why this research matters?

Use Research Survey

We asked BannerWeb users (all Northeastern University users/students of what extent a good interface from dramatically increased, and BannerWeb should make those changes. We received a total of 1,000 responses. The survey results showed that the application's primary/MVP function, to register for classes, is the most important function of BannerWeb. However, the secondary/non-MVP functions are not as important as expected. Although BannerWeb has been in use for many years, it has been a source of frustration for students and faculty alike. Students have complained that the website's user experience is difficult to navigate, and faculty have complained that BannerWeb's lack of support for mobile devices has made it difficult to manage scheduling logistical activities.

Poor user experiences could negatively affect a student's participation of MVP and also negatively affect WYI's future reputation.

Why is Research Important?

A positive User's experience in BannerWeb's first time will give new faculty members a good impression of the school's ability to provide a strong MVP experience. UX Research can assist a team of users to have two better ending UX scenarios (one for students and one for faculty). The goal of UX research is to provide a better experience for students and faculty to use a strong product, enhance the function, solution, quantity and quality of the product, and increase the overall satisfaction of the product. Research shows that good experiences, in addition to the motivation to students and to faculty members, will increase the overall satisfaction of the product. Research also shows that good experiences will increase the number of students who will be willing to be students' experiences and improve future or up to higher ranking, as a or others students' experiences and improve future or up to higher ranking, as a or others students' experiences and improve future or up to higher ranking, as a or others