



Blackboard

User Personas, User Stories and UX Enhancement

Presented by **Group 3**

Juhi Shah

Samarth Patel

Saumyarajsinh Rana

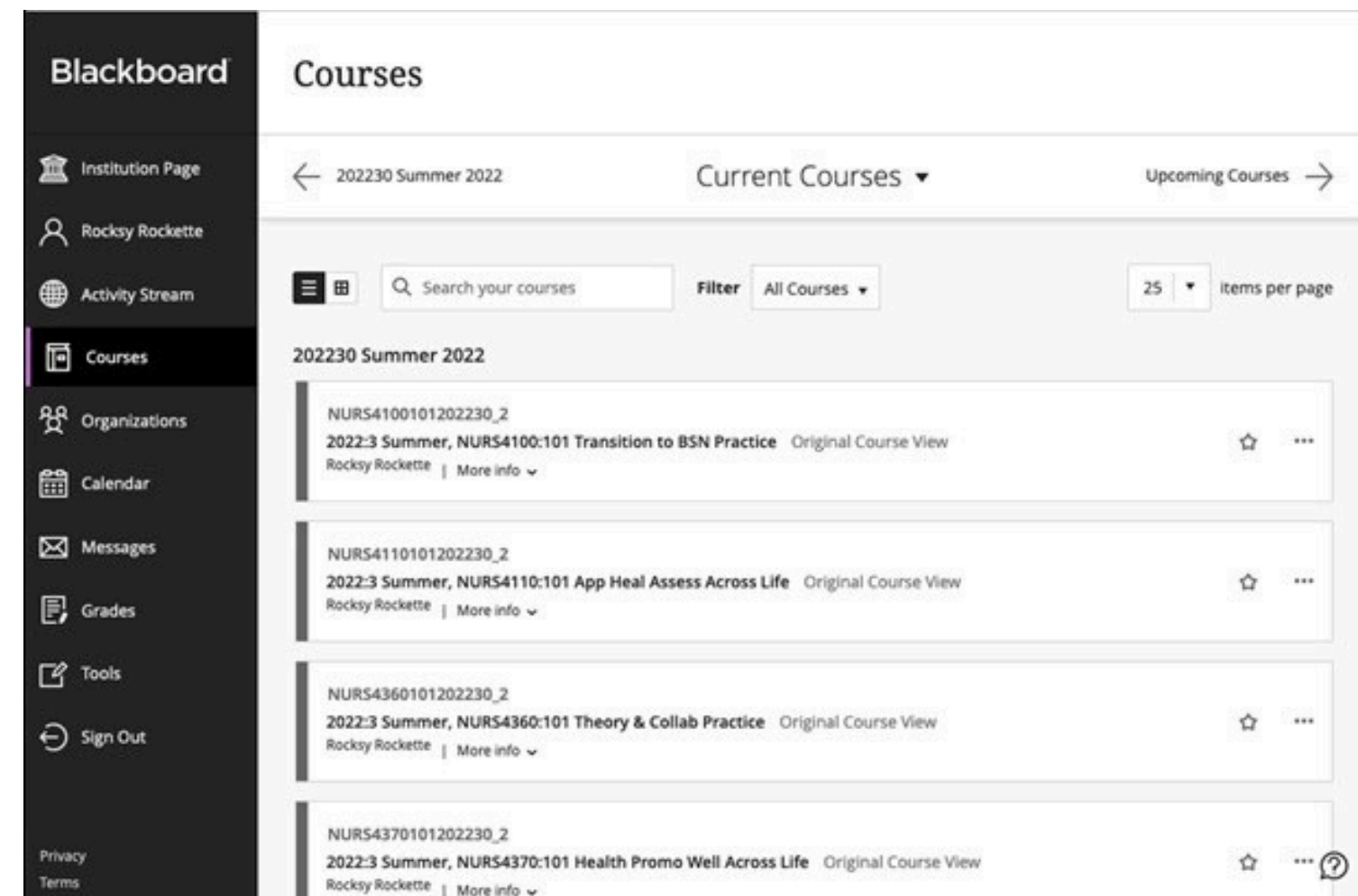
Varmi Ashokkumar Sanghani

INTRODUCTION

App Chosen: Blackboard



Blackboard is a comprehensive e-learning platform designed to enhance the digital education experience for students, educators, and administrators. It offers a centralized hub where users can access course materials, submit assignments, participate in discussions, track grades, and engage with peers and instructors.





FRESHMAN FIONA

“With everything going on, I need a platform that keeps me organized and stress-free.”

Age: 18 years old

Major: Psychology

Current life phase:

Staying away from family for the first time for school

BACKGROUND

Fiona, is excited but nervous about navigating college life. Tech-savvy yet new to online learning systems like Blackboard, she is learning to balance her academics with newfound independence. She values community and seeks guidance from her peers and professors as she settles into her new life.

ATTRIBUTES

- Organized but anxious
- Eager to engage
- Time-Pressured
- Self-motivated
- Tech-savvy but learning

GOALS

- Stay Organized
- Easily Access Course Materials
- Engage in Class Discussions
- Stay Updated

BEHAVIOURS

- Digital Native
- Regular Task Management
- Structured Learning Style

PAIN POINTS

- Overwhelmed by New Tools
- Time Management
- Previewing Assignment before Submission

HOBBIES



Attending events



Listening to podcasts



Travel



Reading



FRESHMAN FIONA

USER STORIES

USER STORY 1

As a first-time college student, I want to easily navigate the course materials section so that I can quickly find and study the resources I need for my classes.

USER STORY 2

As a Freshman, I want to participate in discussion boards for my classes so that I can engage with classmates and enhance my learning experience.

USER STORY 3

As a first-time college student, I want to receive notifications about upcoming deadlines and announcements so that I can stay organized and informed about important course updates.



PROFICIENT PROFESSOR PETER

"Blackboard helps me stay organized, but I wish it were more intuitive for both grading and student interaction."

Age: 50 years old

Subjects: Political Science and related

Current life phase:

Has been teaching at UTD for 11 years now

BACKGROUND

Professor Peter is a professor at UT Dallas with over 11 years of experience, is dedicated to making his lectures engaging and fostering critical thinking. While he embraces technology to enhance his courses, he occasionally struggles to keep up with new platforms like Blackboard, and values structure in both his teaching and use of tools.

ATTRIBUTES

- Tech-Savvy but Cautious
- Structured and Methodical
- High Attention to Detail
- Student-Centered Approach
- Strong Communication Skills
- Prefers Traditional Teaching Methods but Adapts

GOALS

- Efficient Grading and Feedback
- Seamless Course Management
- Improved Student Engagement
- Better Time Management

BEHAVIOURS

- Routine Task Manager
- Loves Structured Learning
- Tech Adaptation
- Focused Communication

PAIN POINTS

- Complex Grading Interface
- Student Interaction
- Technical Hiccups
- Time-Intensive Content Management

HOBBIES



Playing squash



Playing chess



Wine Tasting



Reading
history novels



**PROFICIENT
PROFESSOR PETER**

USER STORIES

USER STORY 1

As a faculty member, I want to easily organize and upload my course materials so that I can create engaging and accessible content for my students.

USER STORY 2

As a faculty member, I want to provide constructive feedback on assignments submitted by students so that I can help them improve their performance.

USER STORY 3

As a faculty member, I want to create interactive discussion boards for my students within Blackboard, so that students can engage more actively with the course content and with each other, enhancing participation and critical thinking.



TA TIWARI

“Managing assignments and student queries while keeping track of my own coursework is a challenge, but Blackboard’s tools help me stay on top of everything, even when things get hectic.”

Age: 28 years old

Major: Computer Science

Current life phase:

Second Semester Graduate Student at UTD

BACKGROUND

Tiwari is a teaching assistant for undergraduate programming courses. Tech-savvy and proficient with tools like Blackboard, she efficiently manages grading, student queries, and course administration. She values efficiency and structure in both her academic and professional responsibilities.

ATTRIBUTES

- Tech-Savvy and Organized
- Problem-Solver
- Multi-Tasker
- Student-Centered
- Strong Communicator

GOALS

- Efficient Grading and Feedback
- Enhanced Student Engagement
- Seamless Task Management
- Clear Communication

BEHAVIOURS

- Task Prioritization
- Frequent Platform Usage
- Collaborative Approach
- Tech-Savvy Problem-Solver

PAIN POINTS

- Balancing Dual Roles
- Time-Consuming Grading
- Student Engagement
- Overwhelming Workload

HOBBIES



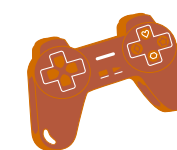
Coding



Attending
Hackathons



Travel



Playing strategy
based games



TA TIWARI

USER STORIES

USER STORY 1

As a graduate teaching assistant, I want a centralized platform for managing student queries so that I can respond to questions efficiently without losing track of inquiries.

USER STORY 2

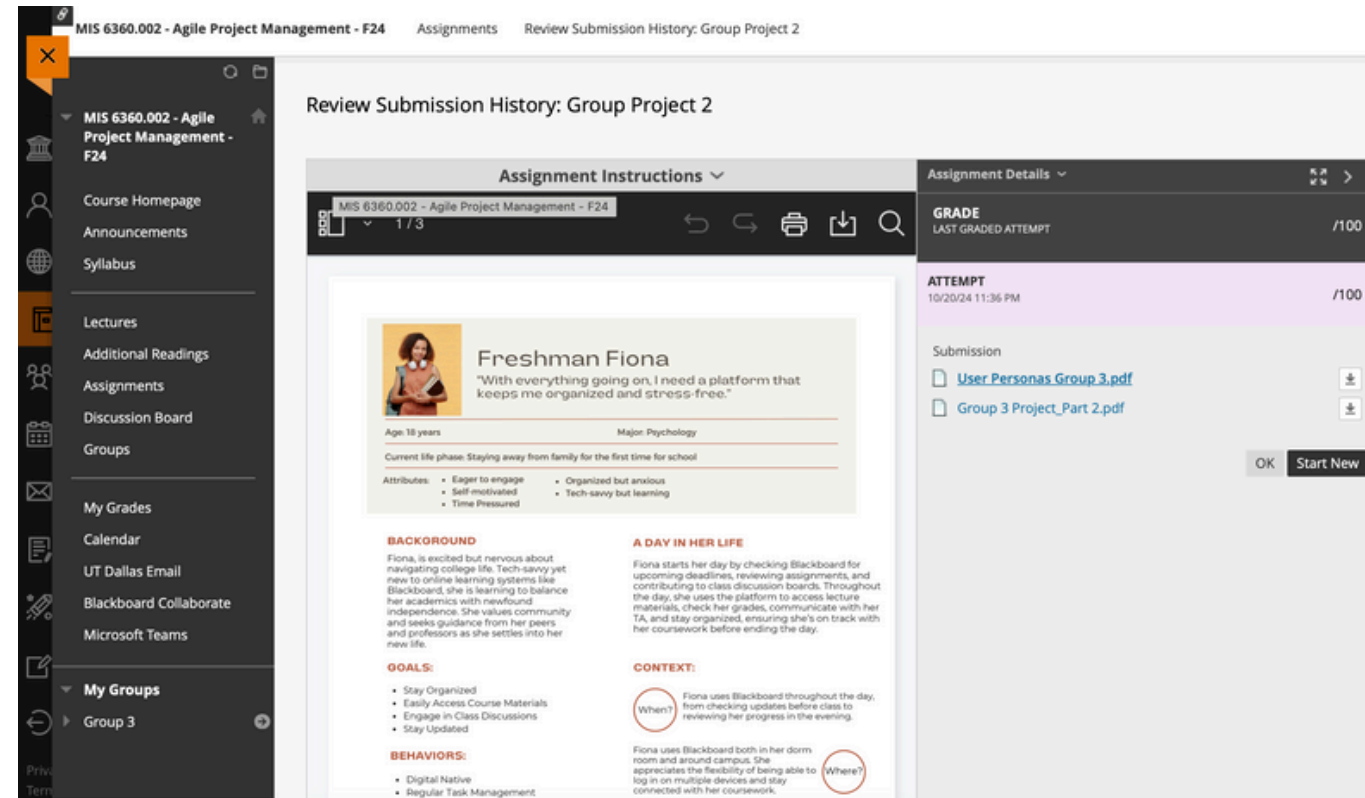
As a graduate teaching assistant, I want an easy way to switch between my roles as a student and a TA so that I can manage my responsibilities without confusion.

USER STORY 3

As a graduate teaching assistant, I want to access and grade assignments submitted by students so that I can help provide timely feedback and support the professor.

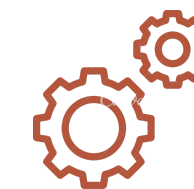
UX ENHANCEMENT

CHOSEN SCREEN FOR REDESIGN: SUBMISSION PAGE



WHY?

The current submission interface allows users to attach files but lacks a **file preview feature**, which is critical to ensuring accuracy. Students often face issues such as mistakenly uploading the wrong file, not being able to verify content before submission, and the inability to correct mistakes if the professor has disabled multiple submissions.

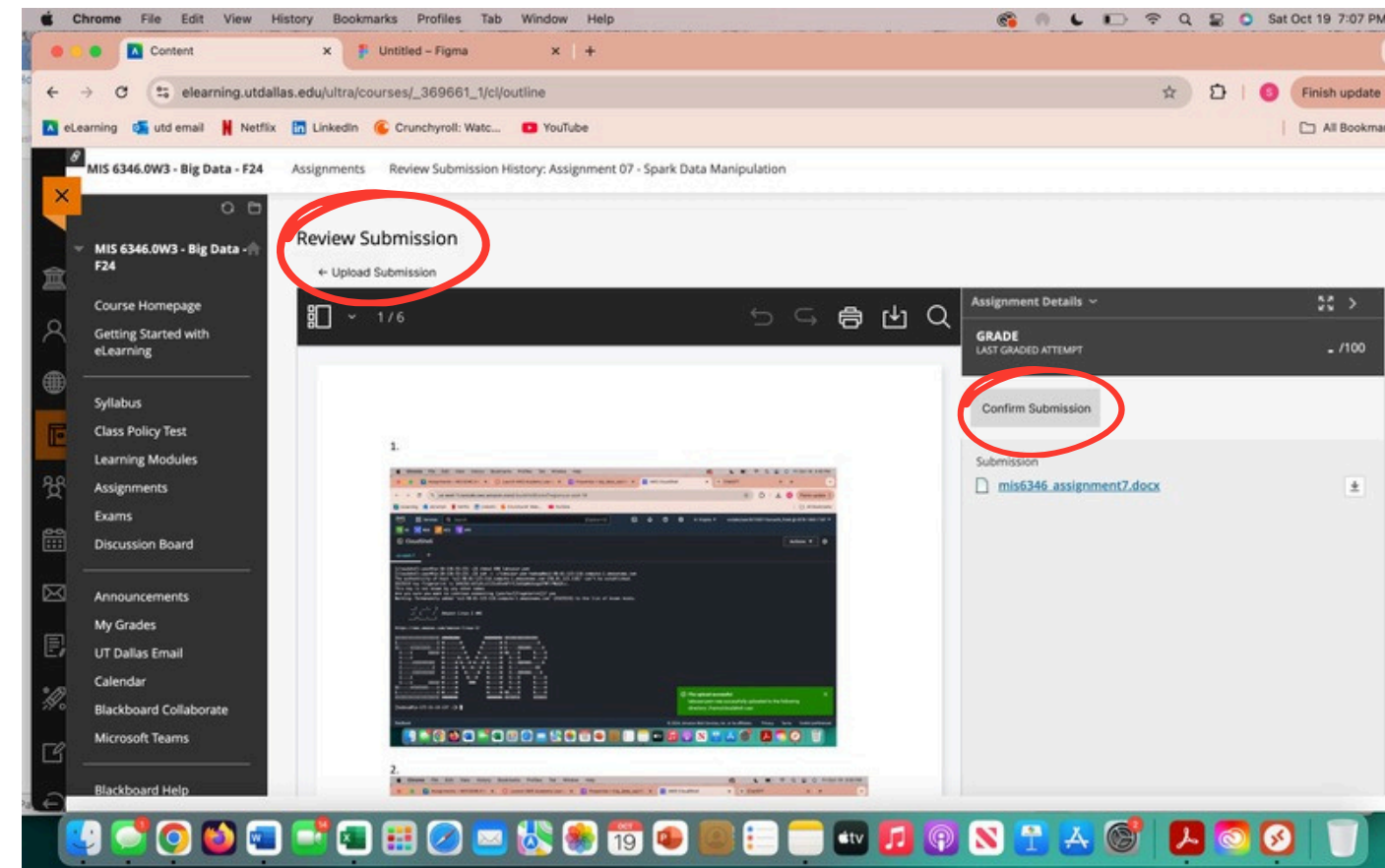
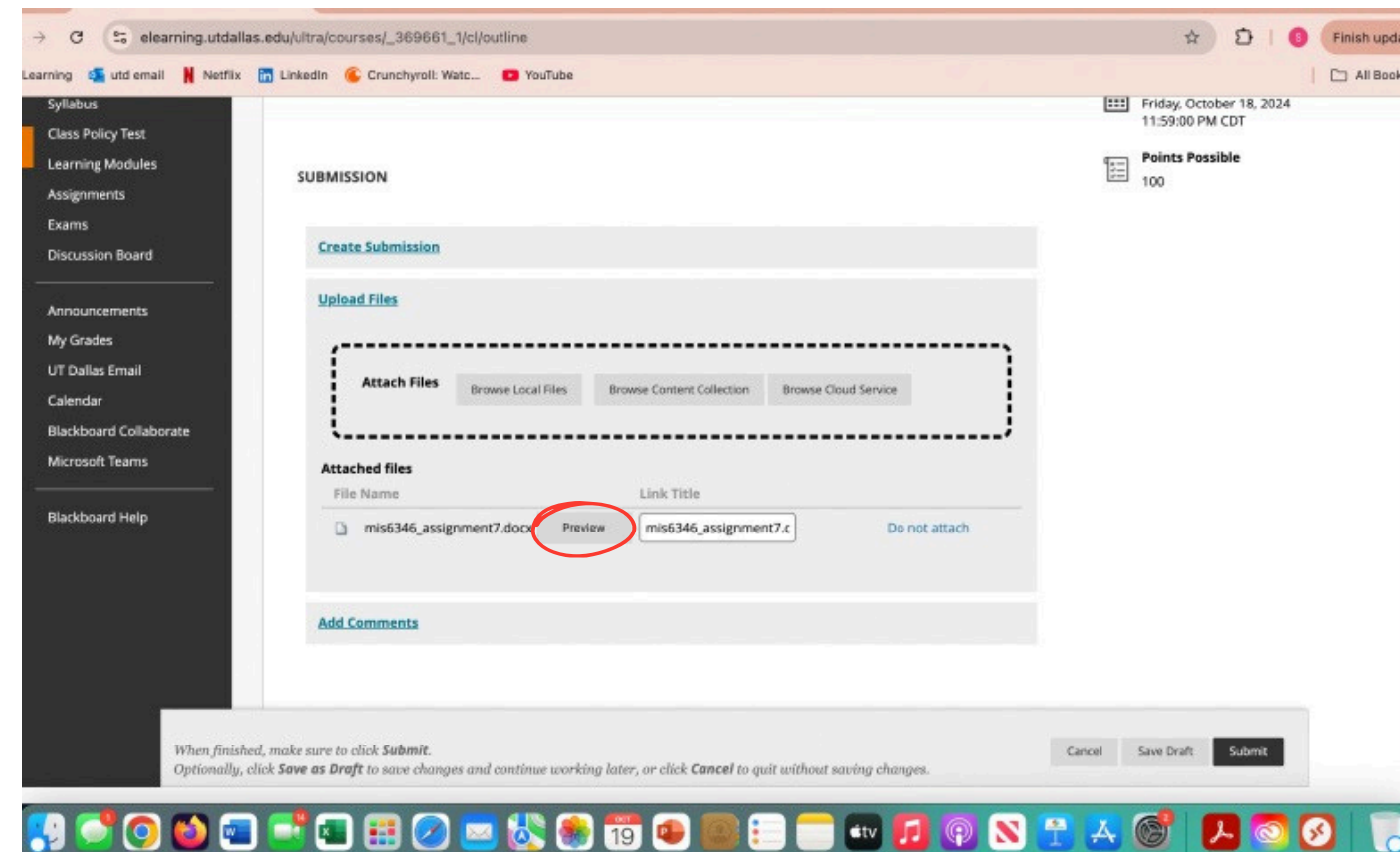


ADDED FEATURE

The redesigned submission page includes a **file preview option** that appears next to the uploaded file, allowing students to open a pop-up window for review. This enhancement improves the user interface by providing clarity, reducing errors, and offering students confidence that they have submitted the correct document.

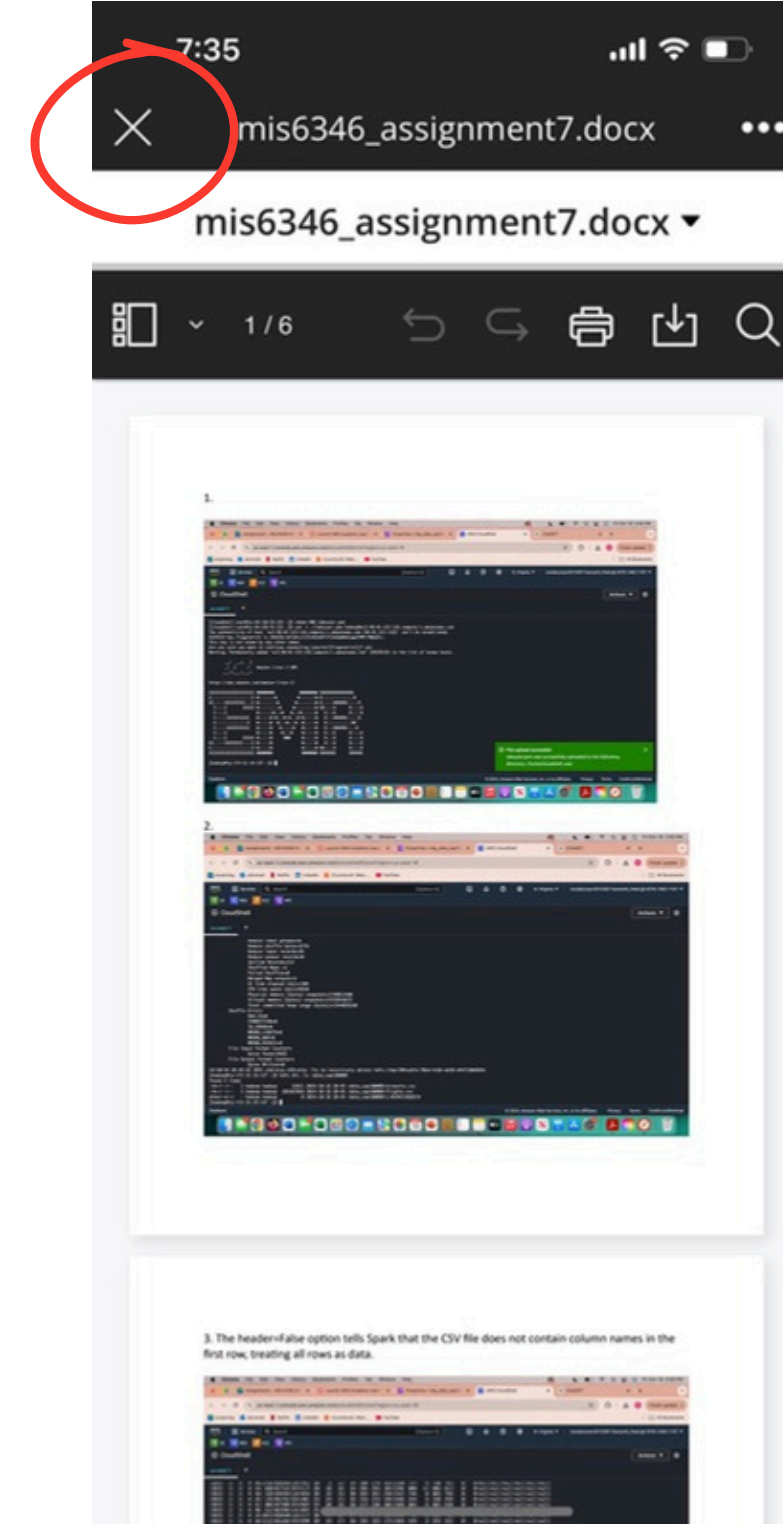
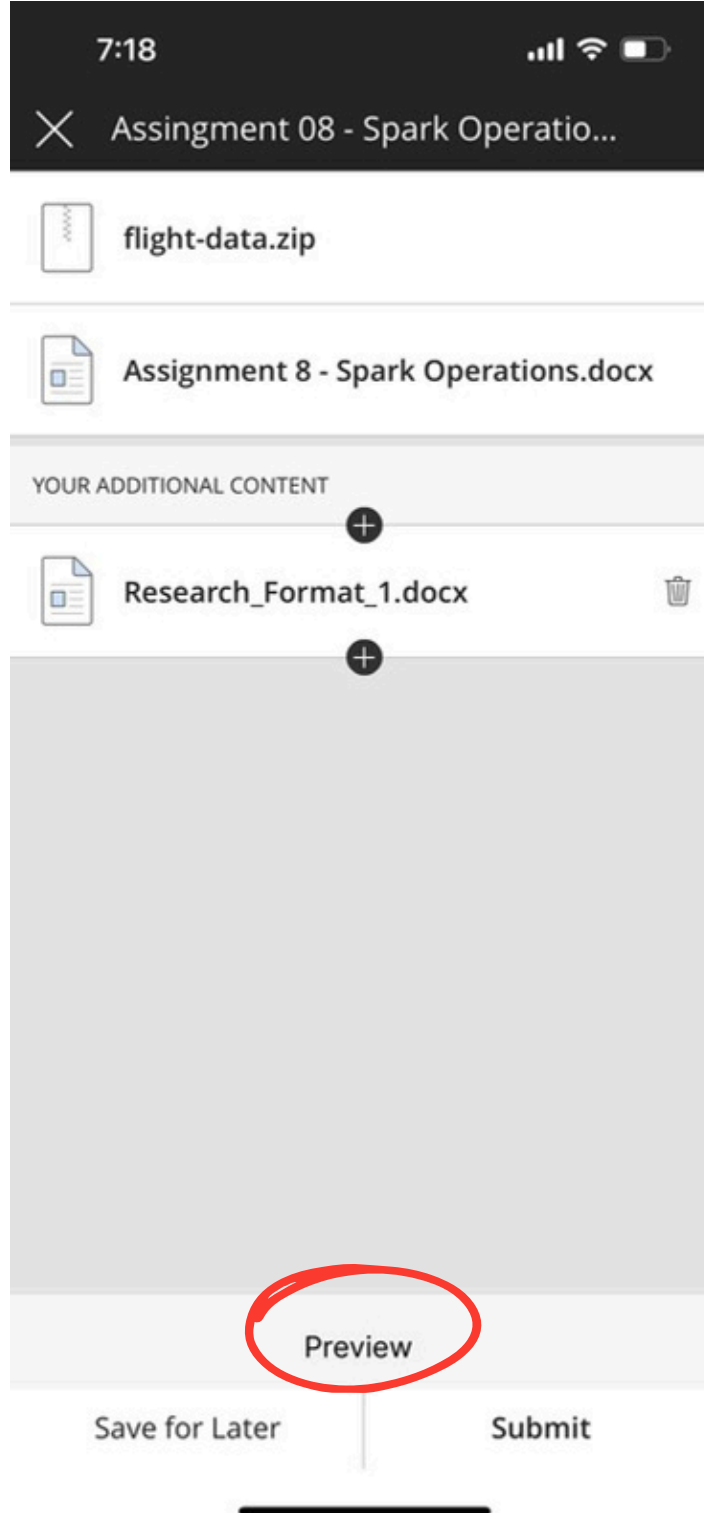
SUBMISSION PAGE

Website UI



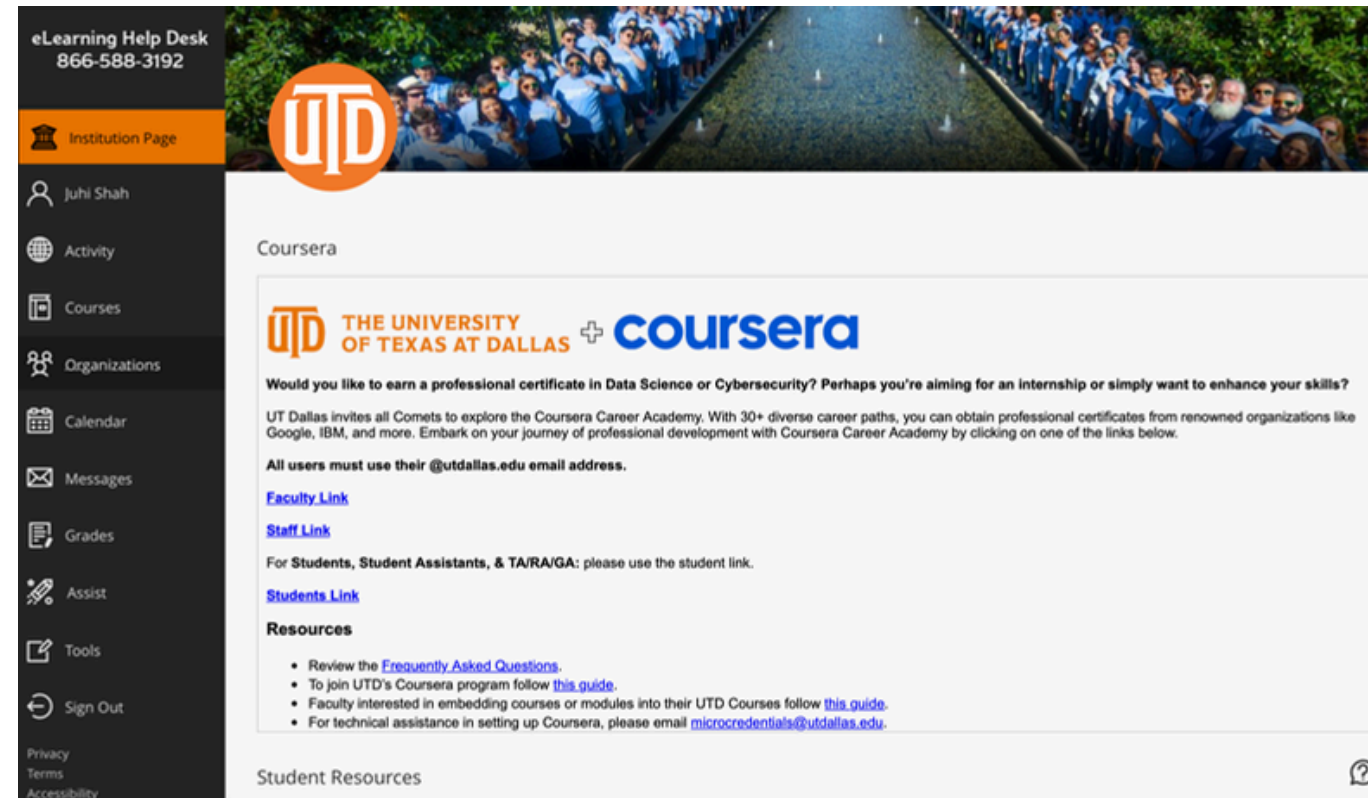
SUBMISSION PAGE

Mobile Device UI



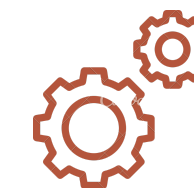
NEW FEATURE INTRODUCTION: UX

NEW FEATURE INTRODUCTION: ACADEMIC PROGRESS BAR



WHY?

The screen for the **academic progress bar** has been integrated into the main dashboard of Blackboard. The original interface lacked a direct visual representation of a student's progress toward degree completion, forcing students to look at their syllabus, Orion and coursebooks to check their degree progress. This can be time-consuming and might cause hurdles for students choosing subjects causing obstacles in degree completion.

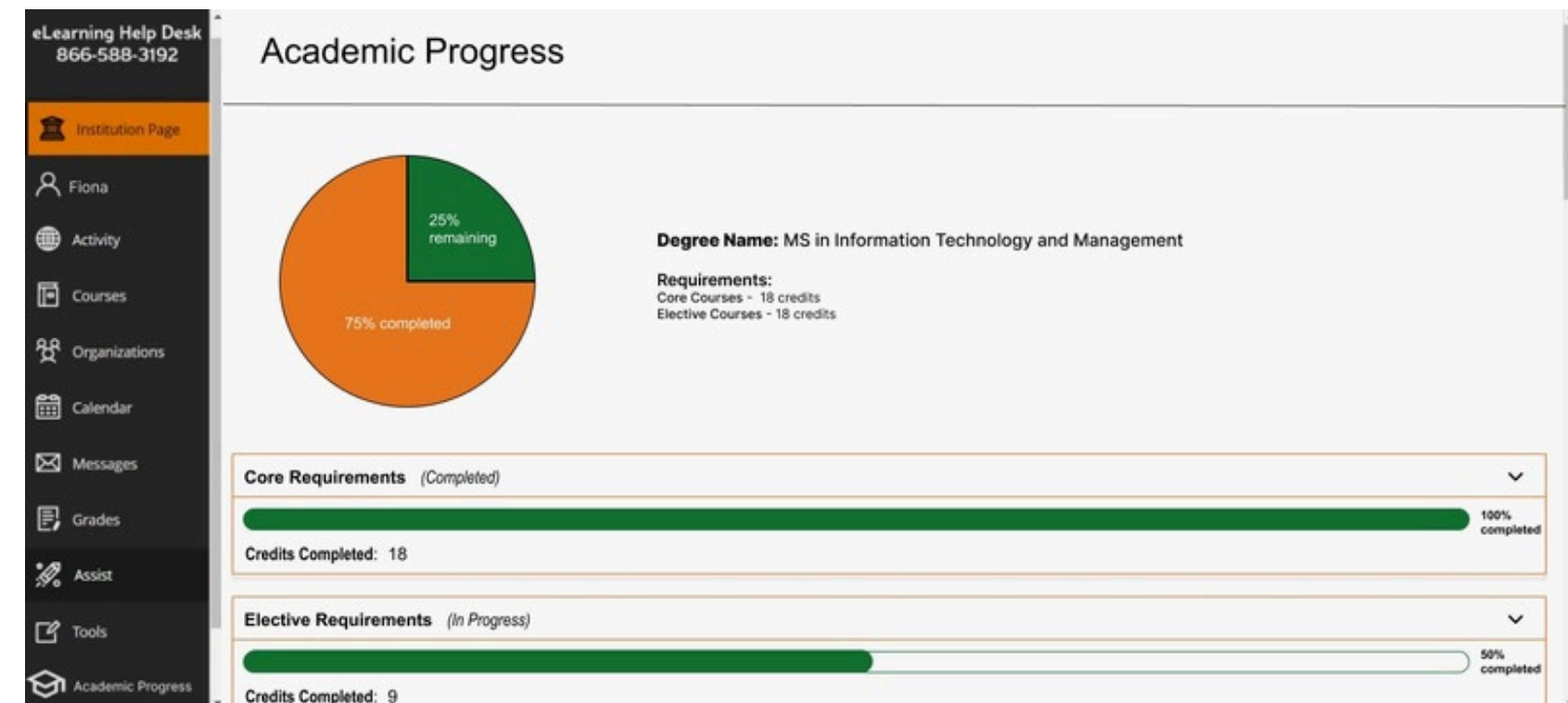
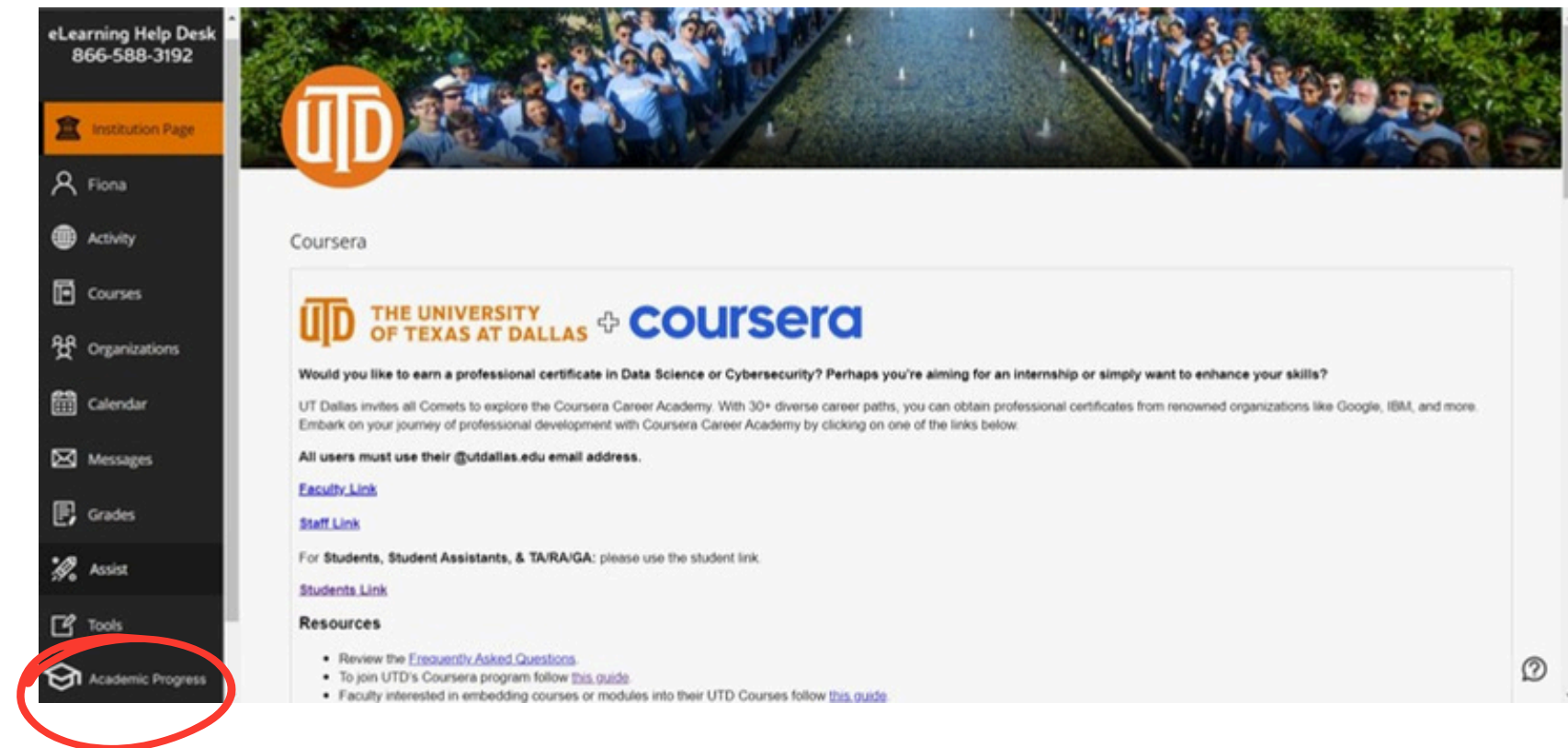


ADDED FEATURE

The new **academic progress bar** offers a visual, at-a-glance summary of completed, in-progress, and pending requirements for graduation. It uses a combination of a pie chart and progress bars to clearly display core course completion, elective course progress, and overall credit percentage.

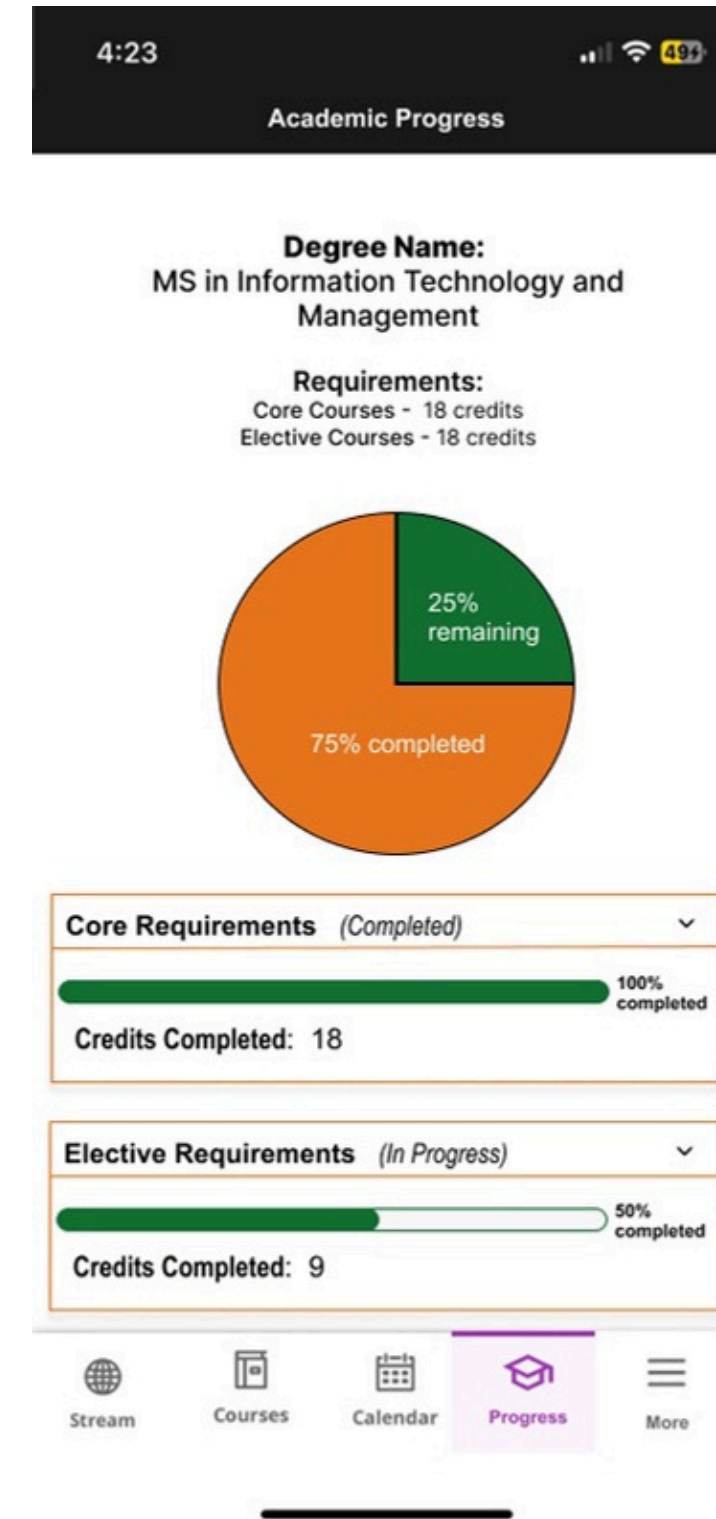
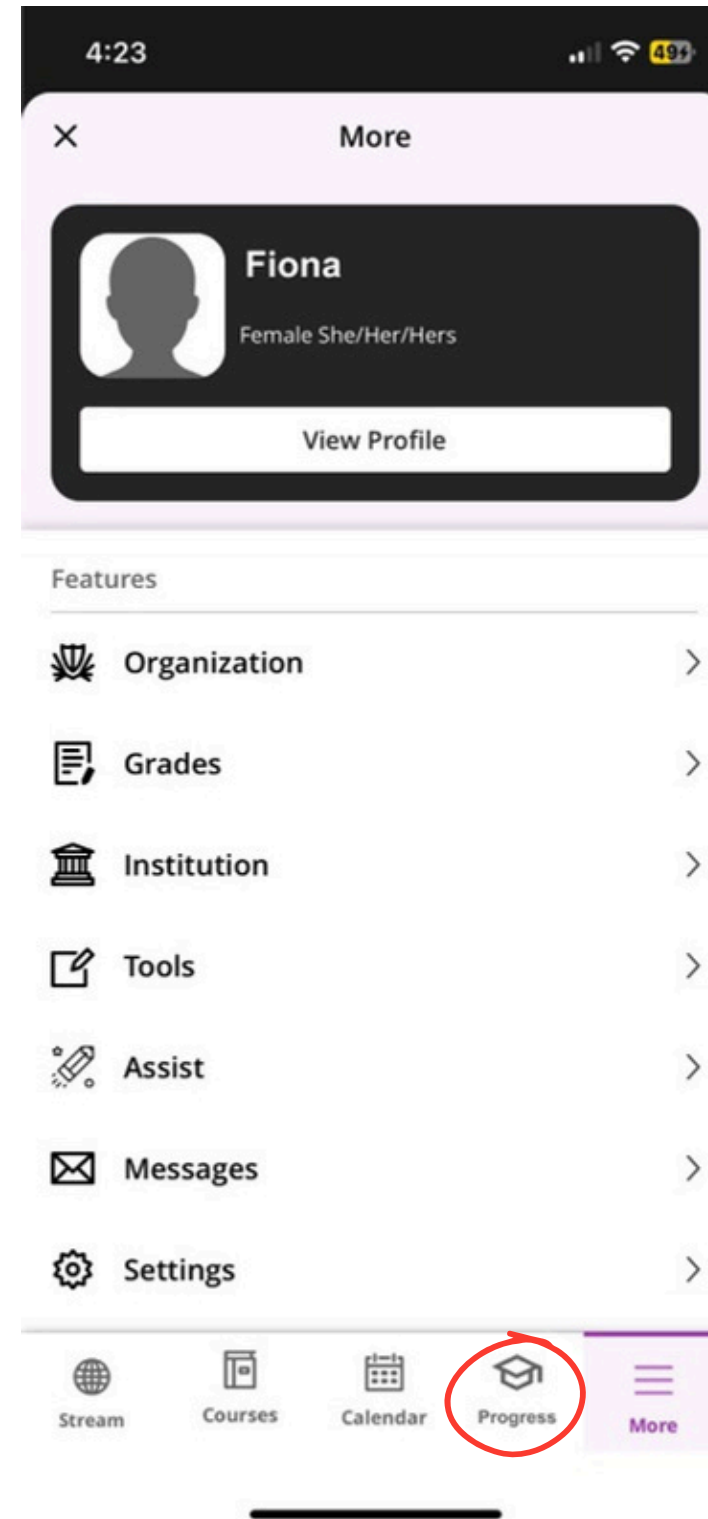
ACADEMIC PROGRESS BAR

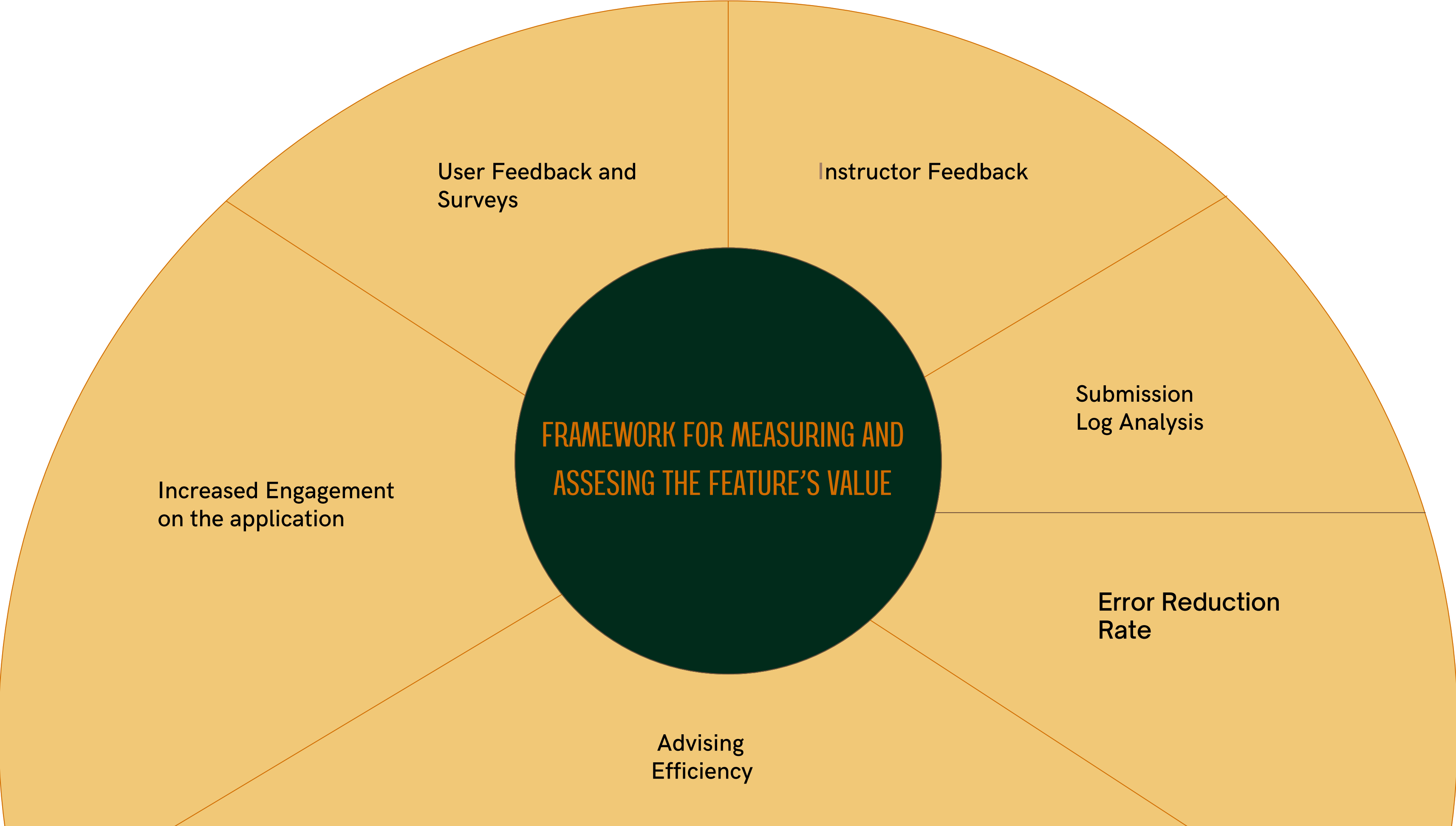
Website UI



ACADEMIC PROGRESS BAR

Mobile Device UI





THANK
YOU

Blackboard®