

REDESIGNING BLACKBOARD



Presented by Jacquelyn Carter

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Use Case

User Personas

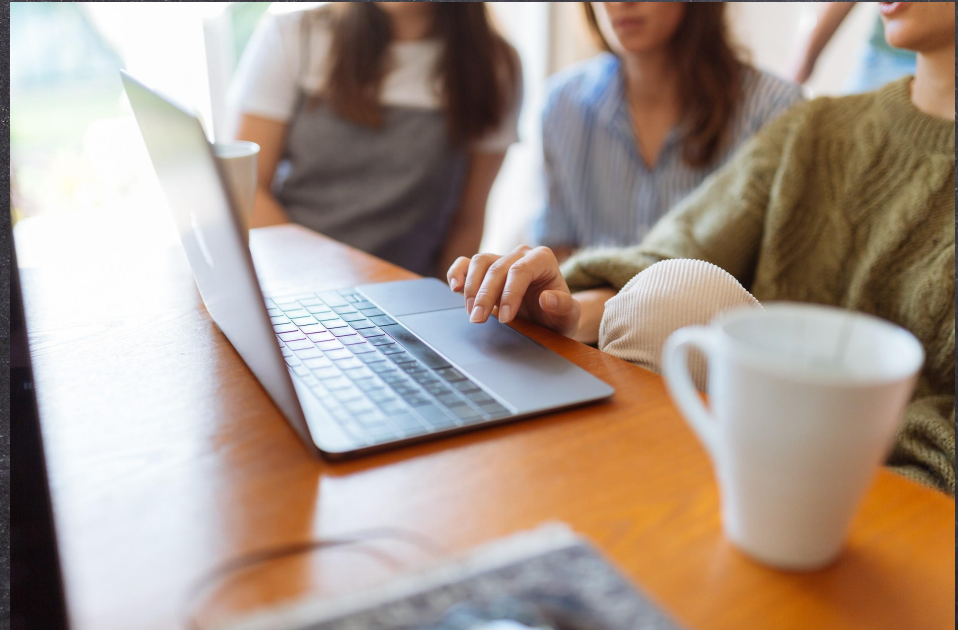
Storyboard

Wireframe

Prototype

Final Design

Obstacles & Victories



USE CASE

I want to focus on the student and their needs. I would add things like a to-do list and calendar to the main page in addition to the class announcements that are already there. Blackboard should cover all their bases and the students shouldn't have to use any other software or physical notebook. Because of this, Blackboard should be as customizable as possible. It should have features that students want and need and done so in a way that is direct - this is why the design stage is very important. By having these designed specifically for them, instructors will have less of a burden on their end.

USER PERSONAS

Sabrina Smith (Student)



Age
18 to 25 years

Highest Level of Education
High school degree

Social Networks



Industry
Education

Organization Size
7,000+ Student Body

Preferred Method of Communication

- Phone
- Email
- Text Messaging
- Social Media

Tools They Need to Do Their Job

- Accessible textbooks
- Productivity tools
- Physical tools
- Writing & note-taking tools

Job Responsibilities

- Demonstrate academic integrity and honesty
- Participate in group discussion and provide input and feedback
- Practice or study topic to the best of their ability

Their Job is Measured By

Grades

Goals or Objectives

Understanding the Curriculum

Biggest Challenges

- Resources
- Communication
- Professional Development
- Problem Solving & Decision Making
- Project Management & Disorganization

Reports to

Teacher's Assistant/Professor

They Gain Information By

- Studying
- Attending lectures
- Taking notes
- Finishing assignments

USER PERSONAS

Anthony Palladino (Professor)



Age
35 to 65 years

Highest Level of Education
Doctorate (e.g. PhD, EdD)

Social Networks



Industry
Education

Organization Size
3,000+ Faculty Members

Preferred Method of Communication

- Email
- Face-To-face

Tools They Need to Do Their Job

- Word Processing Programs
- Email
- Project Management
- Cloud-Based Storage & File Sharing Applications
- Accounting and Bookkeeping Systems

Job Responsibilities

- Research
- Teaching
- Service on Committees

Their Job Is Measured By

- Grades of students
- Publications
- Research Accomplishments

Reports to

Department Chair or Dean

Goals or Objectives

- Inspire students
- Facilitate mastery of a field
- Mentor

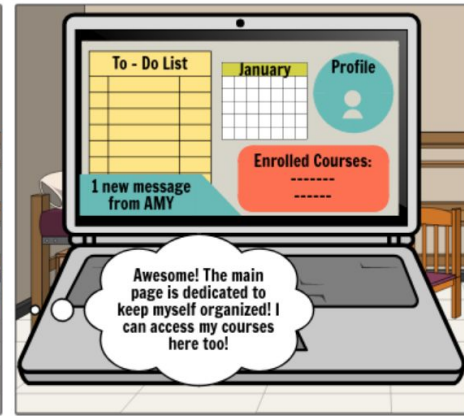
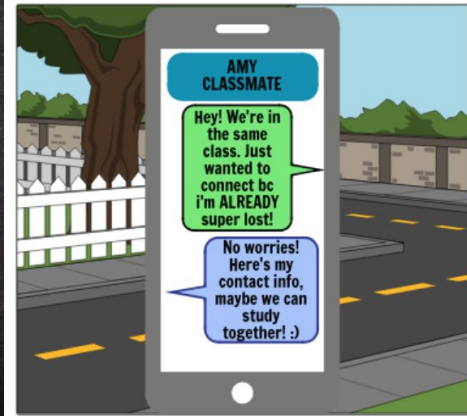
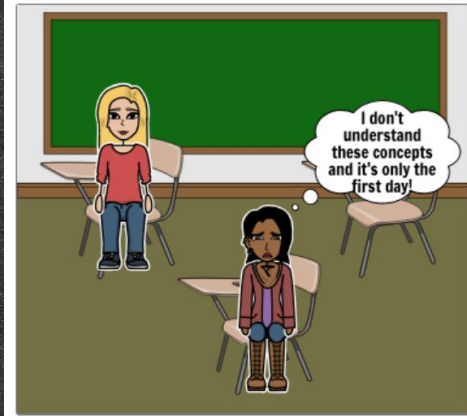
They Gain Information By

- Conferences
- Current Events
- Research
- Peers

Biggest Challenges

- Project Management & Disorganization
- Communication
- Resources
- Collaboration & Creativity

STORYBOARD



WIREFRAME

Blackboard

GradesClassmatesNotificationsSearchSign out

TO-DO LIST

Assignment #2 due on June 6th

SEO 101 essay on tracking website Google Analytics stats due on June 24th

✓

Return last semester rental books.

Contact counselor to review next semester required course and verify remaining course list in order to graduate on time.

Announcements

Blackboard upgrade postponed to 6/12 @ 11:00PM
Posted: Sunday, 6/9/2019 @ 11:00AM PST

Digital Marketing Assignment #5 deadline extended to Thursday, 6/13 @ 12:00AM.
Posted: Friday, 6/7/2019 @ 3:10PM PST

Messages

Meet you at 5:00PM tonight to work on our project in the library. Don't forget...

From: Jasmine Smith
Sent: Friday, 6/7/2019 @ 5:25PM PST

Work study opportunity
From: Frank Ramirez
Sent: Thursday, 6/6/2019 @ 2:30PM PST

June 2019

SUN	MON	TUE	WED	THR	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	JUL 1	2	3	4	5	6

Profile

Enrolled Courses

ZZ_OL002: Blackboard Basics for Students (free tutorial)
Instructor: None

137674_SP19_OL: Digital Marketing Analytics
Instructor: David Salcido

138541_SP19_OL: Principles of User Experience (UX)
Instructor: Kristian Secor

134751_SP19_OL: Content Marketing
Instructor: Stephanie Kimberling

About UsCourse CatalogContact UsFtG+

PROTOTYPE

<https://nlgqnr.axshare.com>

Explanation:

- The interactivity I created can link back to the home page by clicking on “Blackboard” at the top of the page.
- For the To-Do List, you can click on the edit button which takes you to a page to add and remove tasks.
- For Messages, you can compose a message by clicking on the paper airplane icon on the top right of the box. You can also click on the received message itself which opens another page with more information and options for replying.
- On the Calendar, each check mark represents an event happening on campus that day. To get more information, you can click on each one which brings you to a page with the information.
- It is also possible to type in the search box.

FINAL DESIGN

<https://pibwfl.axshare.com>

WALKTHROUGH:



OBSTACLES

- **IMPLEMENTATION:** Creating a wireframe was challenging for me because I didn't realize how specific my work needed to be. I had issues with telling and not showing the client. After receiving feedback, I had a better idea of how to properly create one.

VICTORIES

- **REQUIREMENTS & ANALYSIS:** I did not have a hard time creating requirements for the redesign because I already had an idea of what didn't work well for me as I have experience using the current Blackboard.
- **DESIGN:** Since the beginning, I had an idea of what the page should look like and what it should be able to do for a student as well as how it should make a student feel. As a student, this came easily to me because I already knew what I wanted to change.

Thank you!

For further inquiries please email me at
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