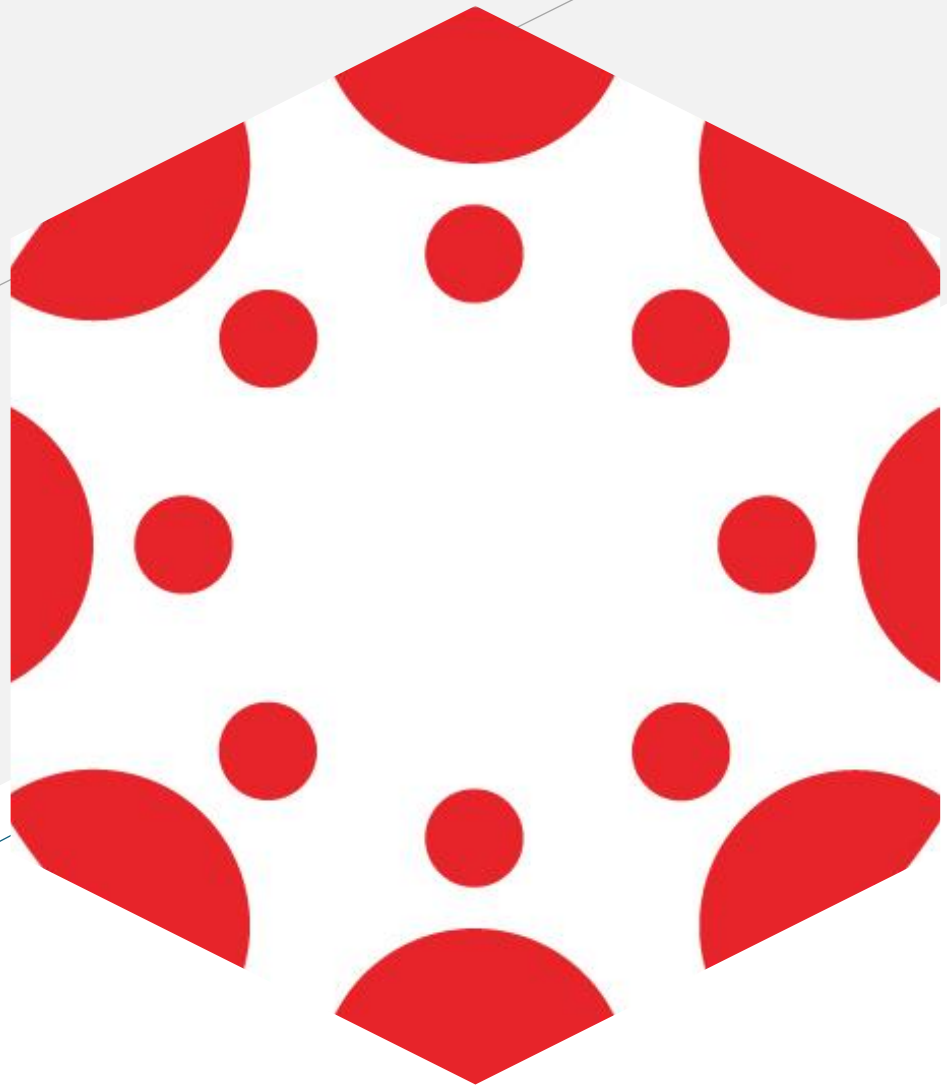


Product Redesign

Canvas by Instructure

What is Canvas LMS?

Learning Management Software

- ✓ Course management software mostly used by colleges and universities.
- ✓ Helps both professors and students organize all academic related content according to course, schedule, academic year, and so on.
- ✓ Unique features include an internal messaging system, an integrated mobile application, and a calendar populated with daily tasks.

Contextual Research

Research information that inspired redesigned prototype

Exploring Canvas Navigation Features

This research aims to study higher education student tendencies

- ✓ Refine navigation features
- ✓ Which features are most used, liked, and efficient

Canvas Supports All Learning Environments

Key Finding: Environmental distractions do not severely affect Canvas productivity

Application: Utilize accessible and customizable features to increase product quality → increase profits

User Behavior and Feedback Gaps Considered

Key Finding: User feedback and behavior don’t match in some situations

Example: Most used navigation tool is difficult to use

Application: User behavior and feedback differences considered for redesign → users will get wants and needs

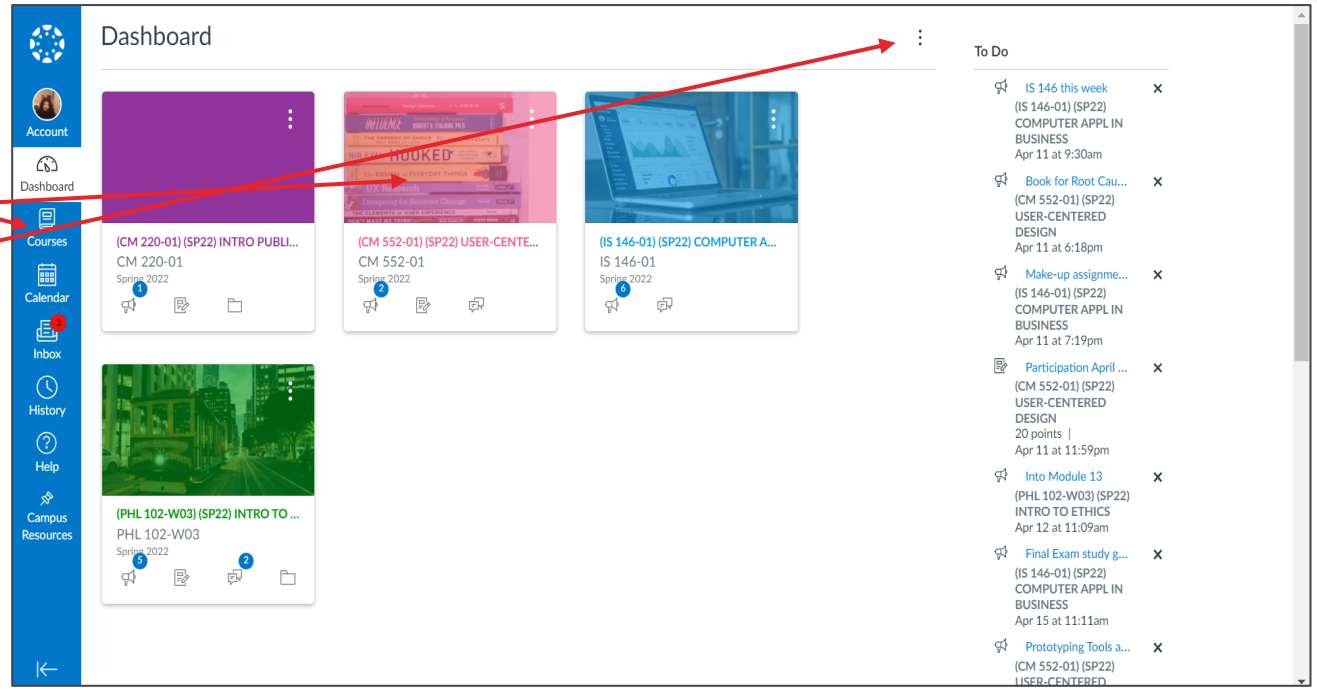
Issue at Hand

Two major pain points that this redesign accounts for

Too many routes to complete the same task

Example:

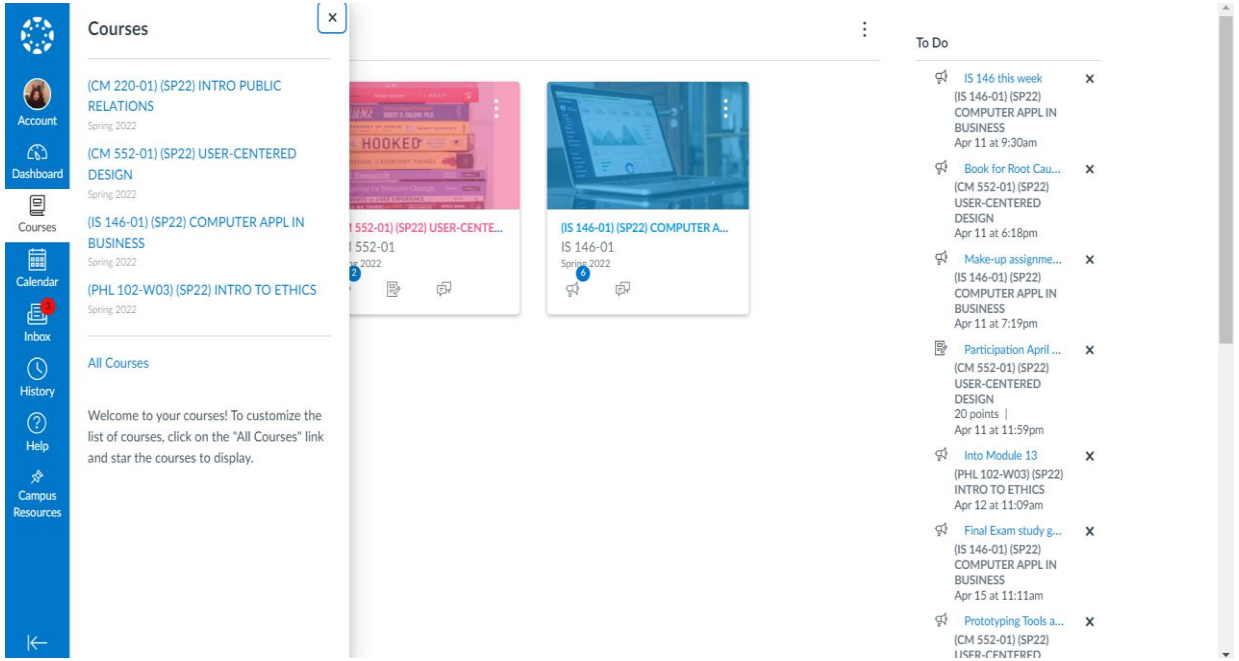
- ✓ **Task-** view grades for a class
  - Courses tool (50%)
  - Dashboard tool (25%)
  - "List view" (25%)
- ✓ **Cognitive overload**



The most used navigation tools were rated as most negative

Example:

- ✓ **Tasks-** grades, feedback, and assignments
  - Courses tool to complete tasks (50%)
  - Most difficult tool was courses tool (50%)
- ✓ **Redundant** feature (dashboard)
- ✓ **Unclear** task outcome



Goals

Create solutions to solve pain points and achieve business objectives

Increase Profits

Decreases cost associated with creating more complex designs

Increase customer loyalty/satisfaction rates

More efficient designs create higher user satisfaction rates → more customer loyalty → increased profits

How to Achieve These Goals:

Increase Canvas usability through redesigns that promote accessibility and productivity.

Higher accessibility and productivity → customer satisfaction/loyalty → increased profits

Requirements

User

Functional

Content

User Requirements

The user shall be able to:

CONTROL THEIR ACCOUNT SETTINGS

VIEW PUBLISHED CONTENT

INTERACT WITH COURSE CONTENT

IDENTIFY THE SPECIFIC PURPOSE OF EACH NAVIGATION TOOL.

NAVIGATE TO A RELEVANT SUBSECTION OF THE SYSTEM TO COMPLETE A TASK

Functional Requirements

The system must:

- Comply with federal higher education FERPA laws
- Have secure user data management
- Be able to integrate with other third-party applications
- Have cloud-based access for students
- Be able to support relevant file types and sizes
- Have interactive elements that support virtual learning
- Be able to assign users a role

Content Requirements

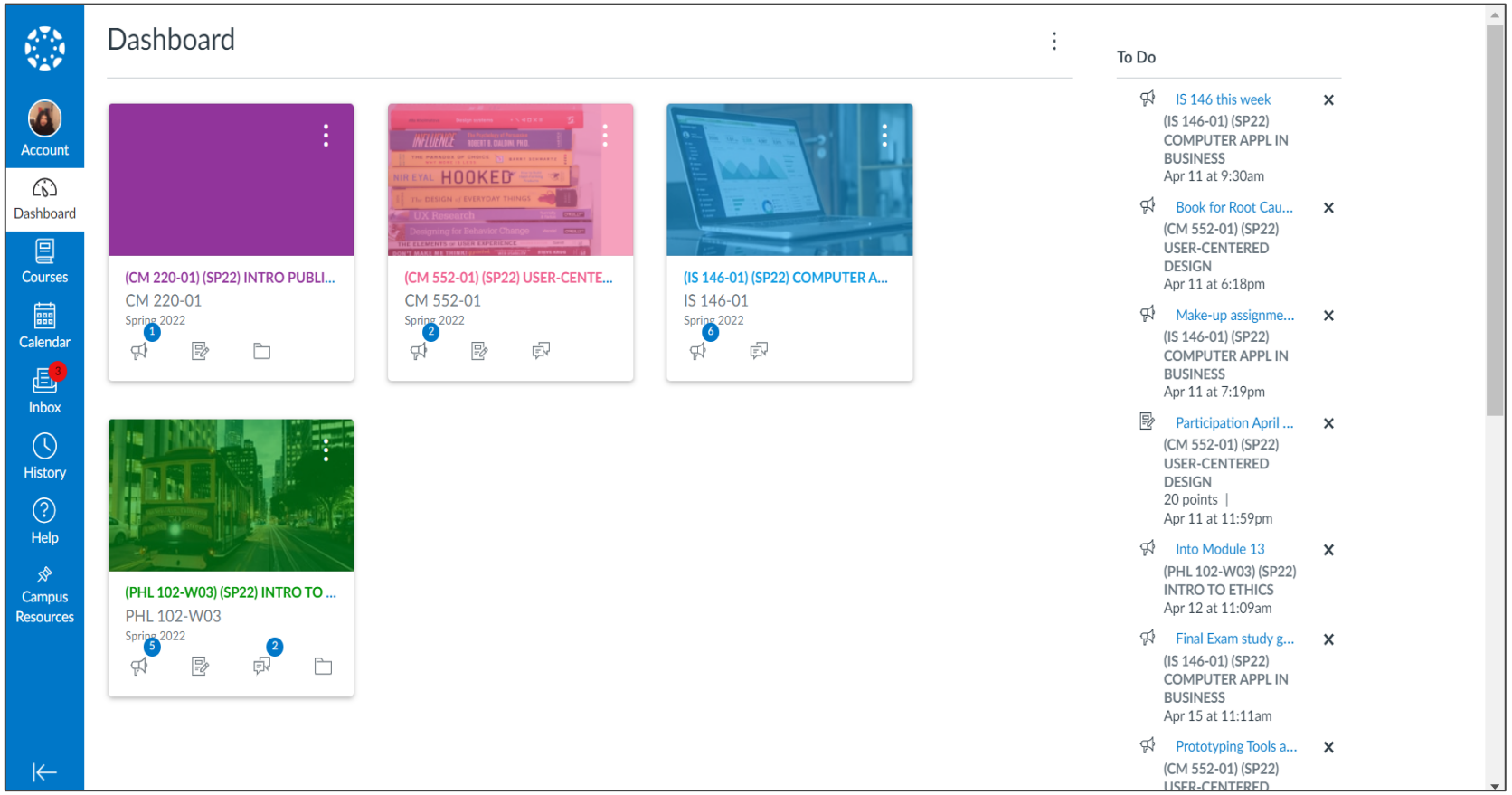
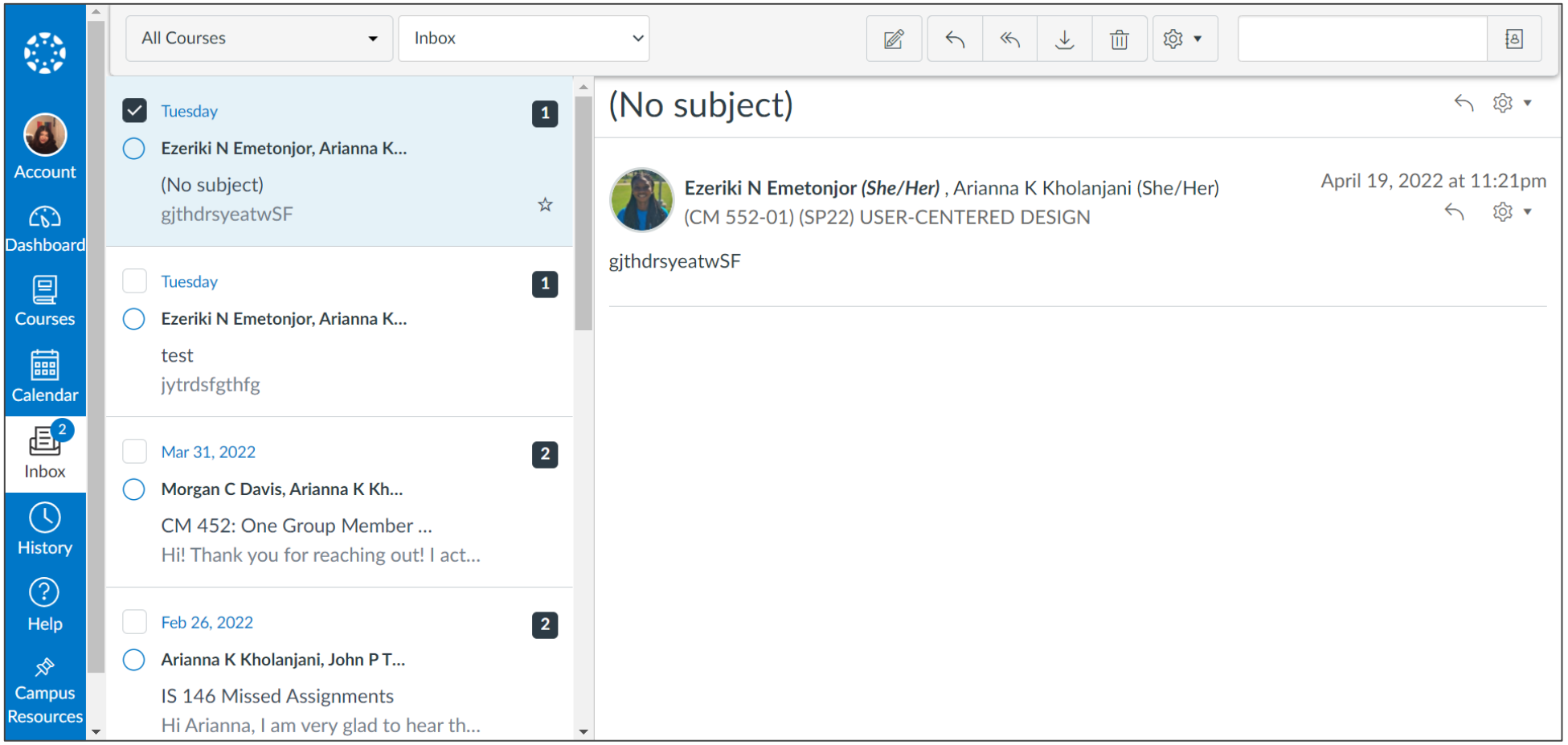
Includes:

- Brand approved and standardized logo, color palette, fonts, written tone & voice usage
- Easily identifiable and labeled navigation tool/icon usage
- Indicated site hierarchy for users
- Easily adjustable and accessible auditory content features
- Search functions for navigation ease

Redesigned Prototype

Inbox Simulation

Original Canvas Dashboard



Original Canvas Inbox