

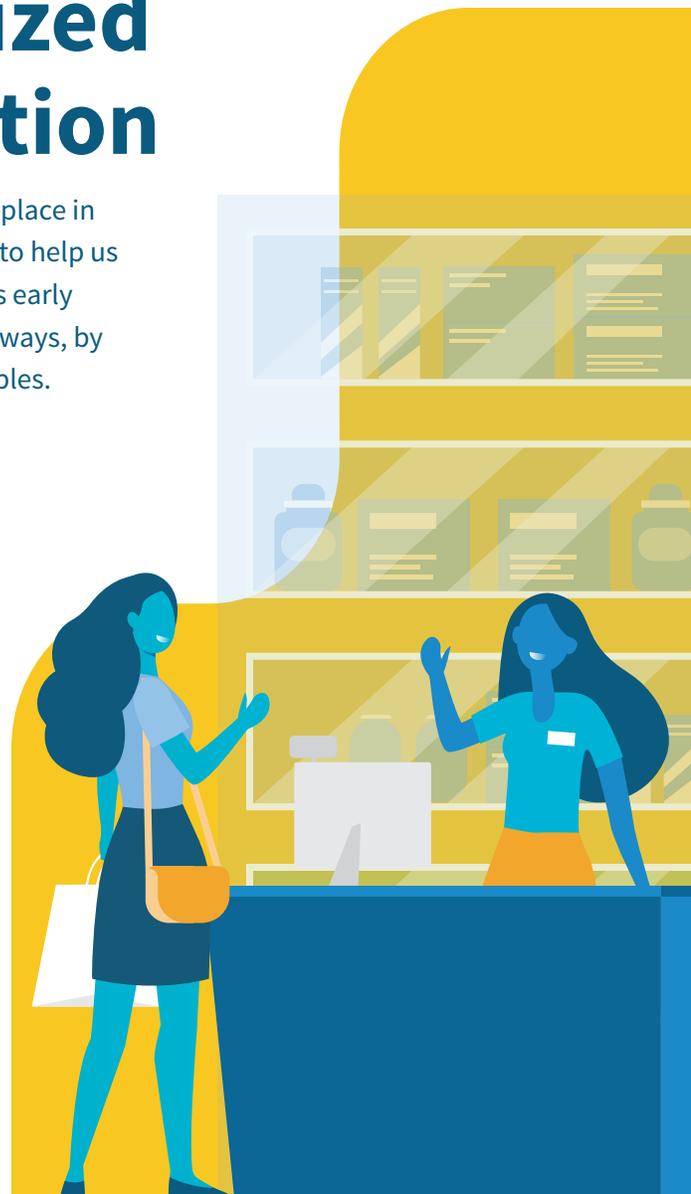
# The Path to Personalized Experiences in Education

Like most technology companies, we at Blackboard track what's taking place in other industries. We do so both to inform our own innovation, and also to help us anticipate learner, educator and administrator expectations. While in its early stages, the path to personalization in EdTech will be informed, in many ways, by the journey other industries have taken. Let's take a look at a few examples.

## RETAIL

Many of you grew up frequenting brick and mortar shops that required you to physically visit a store nearby, during business hours, and select from in-stock products. As home internet connections became more common in the late 1990s and early 2000s, the digitization of the shopping experience began evolving.

Enhancements like Amazon's one-click checkout (originally patented in 1997 and licensed to other online resellers like Apple in 2002) made online shopping easier than ever before. Yelp (founded in 2004) introduced an entirely new level of importance to customer reviews. As more shopping moved online, data aggregation flourished. This led to the ability to create personalized experiences in retail, from "nudges" toward similar products in the infancy stages to Instacart now putting items in your cart proactively based on your previous shopping habits.



## ENTERTAINMENT

Similar to retail, the way you consume entertainment has evolved alongside technology. In the late 1990s, TIVO reimagined how recording television programming could operate, changing viewers' relationship with broadcast stations' program schedules. Building from this framework, streaming services now are ubiquitous with how you not only view TV and movies, but the expectation of personalized recommendations, on-demand availability, and accessibility nearly anywhere.



## HEALTHCARE

Just as noted with retail and entertainment, healthcare's utilization of digital tools and technology has transformed your relationship with your personal information, how you communicate with medical professionals, and has even informed enriched research. Beginning in the 2010s, an uptick in the adoption of digital technologies allowed for individual patients to access a personalized portal filled with your unique health data, ways to communicate with your physician, and even strategies to schedule and maintain appointments. Not only has this digitization of health data helped to personalize care across the medical industry, but it has also provided a critical mass which allows for valuable, insightful data aggregation that directly impacts research and breakthroughs.



## EDUCATION

After this review of what has taken place around us, we wonder why hasn't this progression occurred in education? A common thread in the other industries is the need for a critical mass of users to engage consistently in a digital platform, with that engagement data being aggregated so that insights could be derived. And that's exactly what happened in 2020. Many of our clients were leading digital transformations long before 2020, and the large-scale shift to online learning accelerated their plans at a rate none of us could have predicted.

So, what's next? Armed with data insights from across the learning journey, we are uniquely positioned to bring personalized experiences, fueled by data, to your institution.

