LearnWise

Case Study | June 2025

Using AI to Support Course Content at University of Westminster

Overview

The University of Westminster partnered with LearnWise AI to enhance academic support by embedding AI directly into course and library environments. The initiative focused on improving student access to learning resources, supporting academic staff, and gaining insight into how students engage with course content.

Region: Europe
Student population: 200.000
LMS: Blackboard
LearnWise product(s) implemented: AI Student Tutor; AI Campus Support

Context & Challenge

The University of Westminster supports a highly diverse student population studying across multiple disciplines and modes of delivery. Students frequently required clarification on course materials, assessments, and access to library resources, often outside standard teaching hours. Academic and library teams faced increasing demand for support while needing to maintain high teaching quality and effective student engagement.

The institution sought a way to extend academic support without increasing staff workload and to better understand how students were interacting with learning materials.

The university required a solution that could:

- Provide contextual academic support within the LMS.

- Improve discoverability of library resources.

- Reduce repetitive academic and support enquiries.

- Offer insight into student learning behaviour.
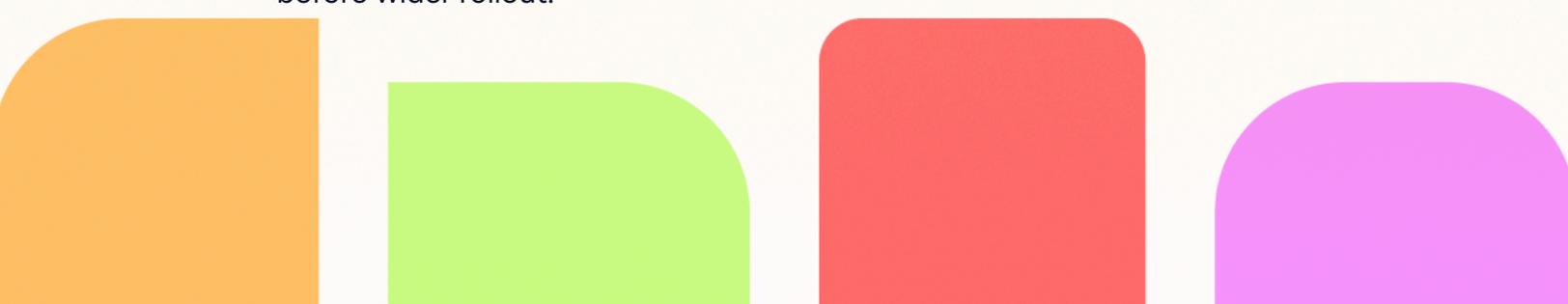
Solution

The University of Westminster implemented LearnWise AI through a series of targeted pilots, embedding AI assistants directly into Blackboard and library environments.

Two primary assistants were deployed:

- Liby, an AI assistant trained on library guides and research resources to support students with academic research and navigation.

- Maia, an AI tutor embedded in Blackboard and trained on specific module content to support course related questions and generate practice quizzes.

Both assistants were designed to complement teaching rather than replace it, offering students timely guidance while supporting staff with scalable academic assistance.

Key Components of the Implementation

- **Embedded AI Assistants:** Students accessed support directly within Blackboard and library systems.

- **Course Specific Training:** Maia was trained on module materials to provide relevant, contextual responses.

- **Library Knowledge Integration:** Liby improved access to curated library content and research guidance.

- **Insight and Analytics:** Academic staff gained visibility into student questions and engagement trends.

- **Pilot Based Deployment:** The university used a phased approach to test impact before wider rollout.

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Outcomes

The pilots delivered several important results:

- **High AI Resolution Rate:** The AI assistant resolved 99% of queries without human intervention, significantly lightening faculty and staff workload.

- **Reduced Escalations:** Out of 733 total conversations, only 7 were escalated to human support staff.

- **Improved Student Engagement:** Students actively used AI support to clarify understanding and prepare for assessments.

- **Enhanced Academic Insight:** Tutors gained unexpected visibility into student learning habits and common areas of confusion.

- **Improved Resource Discoverability:** Library content became easier for students to find and use effectively.

- **Positive Staff Response:** Academic and library teams identified clear value in using AI to support, rather than replace, teaching activities.

- **Strategic Momentum:** Senior leadership recognised the potential to scale AI support across additional courses and services.

Strategic Value

The University of Westminster case demonstrates how AI-powered academic support can:

- Enhance learning experiences without increasing staff workload.

- Improve access to course and library resources.

- Provide actionable insight into student engagement and learning needs.

- Support evidence based decisions on curriculum and resource design.