Knowledge Compass

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Advisor: Prof Robert Glushko

Masters Final Project 2009

May 14th, 2009
Problem Symptoms

Students

Alumni

Administrators

Problem >> Approach >> Findings >> Recommendations >> Conclusion
Problem Symptoms

Students

Alumni

Administrators

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Problem Symptoms

Students

About Courses
About Alumni

Alumni

About Alumni network
About Email Exchanges

Administrators

About Employment Surveys

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Potpourri of Ineffective Mechanisms

Top Down Efforts

Alumni Network
noise@ mailing list

Grassroots Efforts

LinkedIn alumni group
Course Recommender Wiki
Corpus Project, Final Project, 2004
ProjectPeopleMatch Final Project, 2005

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Potpourri of Ineffective Mechanisms

**Top Down Efforts**

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**Grassroots Efforts**

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Potpourri of Ineffective Mechanisms

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Grassroots Efforts

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Example Services

**Course Recommender**
- Align courses to career goals
- Discover courses
- Model: Amazon.com

**Mentor Match**
- Student/alumni
- Alumni/alumni
- Model: Match.com
**Approach**

- **Phase I**
  - Service Design
  - Qualitative Interviews
  - Competitive Analysis

- **Phase II**
  - Management Consulting
  - Barriers to Collaboration: Survey Design

- **Phase III**
  - Service Design
  - Functional Design of a Service: ‘Course Recommender’
Competitive Analysis

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![Graph showing competitive analysis of different schools and programs.](image-url)
Organizational Issues

- Weaknesses in current communication mechanisms
- Many stakeholders, with somewhat incompatible perspectives
- Underestimation of the problem scope
  - Insufficient resources to undertake a comprehensive solution
Barriers to Collaboration

People can't or won't collaborate if:

- **Hoard**ing - they don't want to share information
- **Not-Invented-Here** - they don't value outside input
- **Knowledge Transfer** - they can't understand outside input
- **Search** - they can't find relevant people or information
Barriers to Collaboration

- Hoarding
- Not-Invented-Here
- Knowledge Transfer
- Search

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General Recommendations

- Avoid designing services in a ‘vacuum’
- Design services that overcome specific barriers
- Create a strategic roadmap
  - Have realistic and achievable milestones
  - Implement incrementally
# Recommendations - Overview

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<thead>
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- **Identifying Opportunities**
- **Capturing Value**
## Recommendations - Search

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- **Identifying Opportunities**
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## Recommendations – Knowledge Transfer

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Capturing Value

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- **Identifying Opportunities**
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Course Recommender – Alumni View - Mockup

| Problem >> Approach >> Findings >> **Recommendations** >> Conclusion |

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**Knowledge Compass**

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**UC Berkeley**

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**Public Site**

---

Welcome Tim,

Confirm your job category from the drop down:

- **Job Category:** Business Analyst

---

Confirm the elective courses you found useful towards your job category and would take again if given a chance:

**Fall 05**
- Computer Mediated Communication
- Database Management
- Marketing for Entrepreneurs

**Spring 06**
- Document Engineering
- Information Visualization
- Needs and Usability Assessment
- Cyberlaw
- ...
Course Recommender – Alumni View - Mockup

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Course Recommender – Alumni View - Mockup

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Course Recommender – Student View - Mockup

Knowledge Compass

UC Berkeley School of Information

Prior Experience
- None
- 1 - 5 yrs
- 5 - 10 yrs
- >10 yrs

Prior Degree
- I School
- EECS
- ...

Department
- Systems Analyst
- IT Analyst
- ...

Job Title
- Name

Course Recommender

Problem >> Approach >> Findings >> Recommendations >> Conclusion

Job Category
- Business Analyst

Graduation Year
- 2000
- 2001
- 2002
- 2003
- 2004
- 2005
- 2006
- 2007
- 2008

COURSES
- Document Engineering
- ISSD
- Information Visualization
- Database Management
- Quantitative Methods
- MIIC
- Information Visualization
- Telecom and Media
- Economics and Strategy
- Innovation in Business Models
- Cyberlaw
- XML Foundations
- Decisions and Game Theory
- Information Visualization
- Marketing for Entrepreneurs
- CMC

NUMBER OF STUDENTS
Course Recommender – Student View - Mockup

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Course Recommender – Student View - Mockup

- Knowledge Compass
- UC Berkeley
- Public Site

- Job Category: Business Analyst

- Prior Experience: None, 1 - 5 yrs, 5 - 10 yrs, > 10 yrs
- Prior Degree: I School, EECS, ...
- Department:...
- Job Title: Systems Analyst, IT Analyst, ...
- Name:

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Course Recommender – Student View - Mockup

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Course Recommender – Student View - Mockup

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Course Recommender – Student View - Mockup

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Course Recommender – Student View – Drill Down

Knowledge Compass

UC Berkeley

Public Site

Job Category
- Business Analyst

Graduation Year
- 2000
- 2001
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- 2006
- 2007
- 2008

Prior Experience
- None
- 1 - 5 yrs
- 5 - 10 yrs
- >10 yrs

Prior Degree

Department

Job Title
- Systems Analyst
- IT Analyst

Name
- John Doe
- Tim Collins
- Student 1

COURSES
- Document Engineering
- ISSD
- Information Visualization
- Database Management
- Quantitative Methods
- MIIC
- Information Visualization
- Telecom and Media
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NUMBER OF STUDENTS

Tim Collins
Spring 2007

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Conclusions

- Need for building an effective student-alumni community at I School
- A technology based service design can address the search barrier to collaboration
- Organizational and structural obstacles also need to be addressed
- A comprehensive strategic roadmap can increase the extent and effectiveness of alumni communication
Questions