Knowledge Compass

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Masters Final Project 2009

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

Potpourri of Ineffective Mechanisms

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Example Services

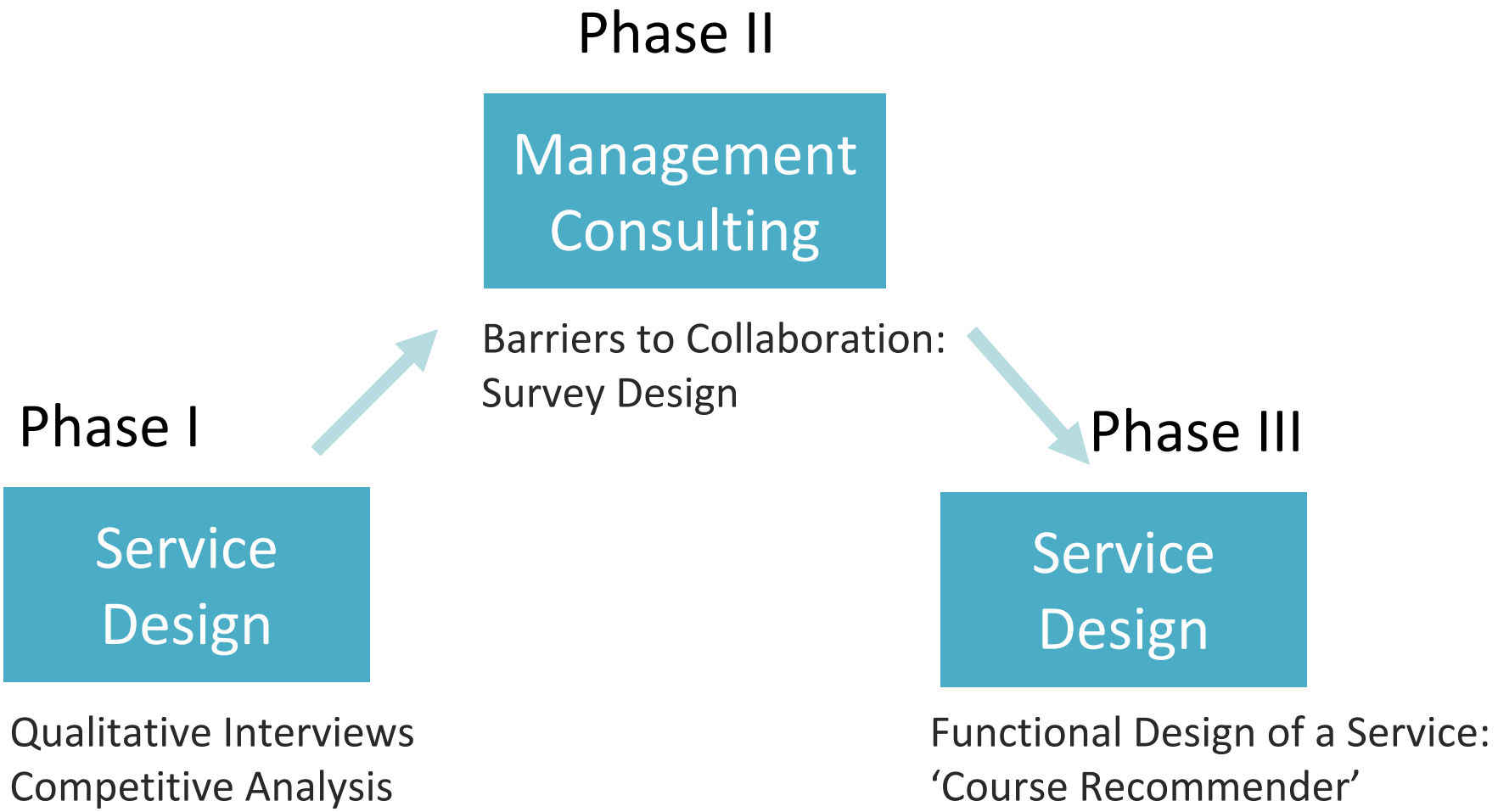
Course Recommender

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

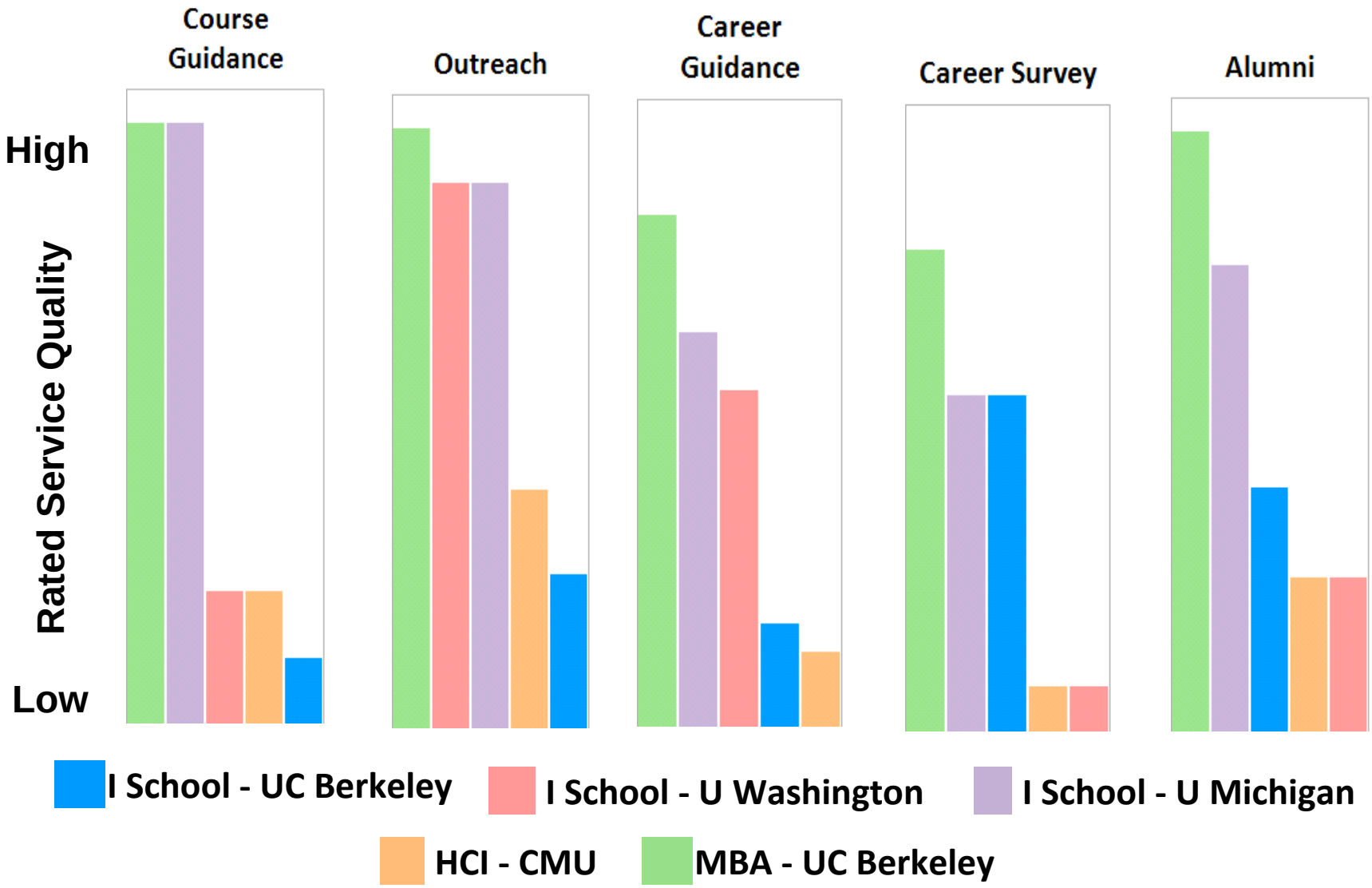
Mentor Match

- Student/alumni
- Alumni/alumni
- Model: Match.com

Approach


Phase II
Management Consulting
Barriers to Collaboration:
Survey Design
Phase I
Service Design
Qualitative Interviews
Competitive Analysis
Phase III
Service Design
Functional Design of a Service:
'Course Recommender'

Competitive Analysis

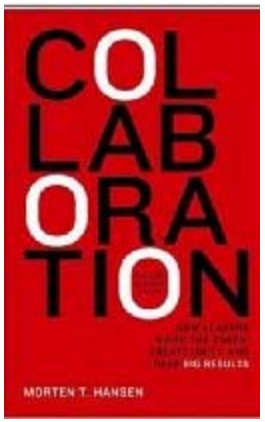


Organizational Issues

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

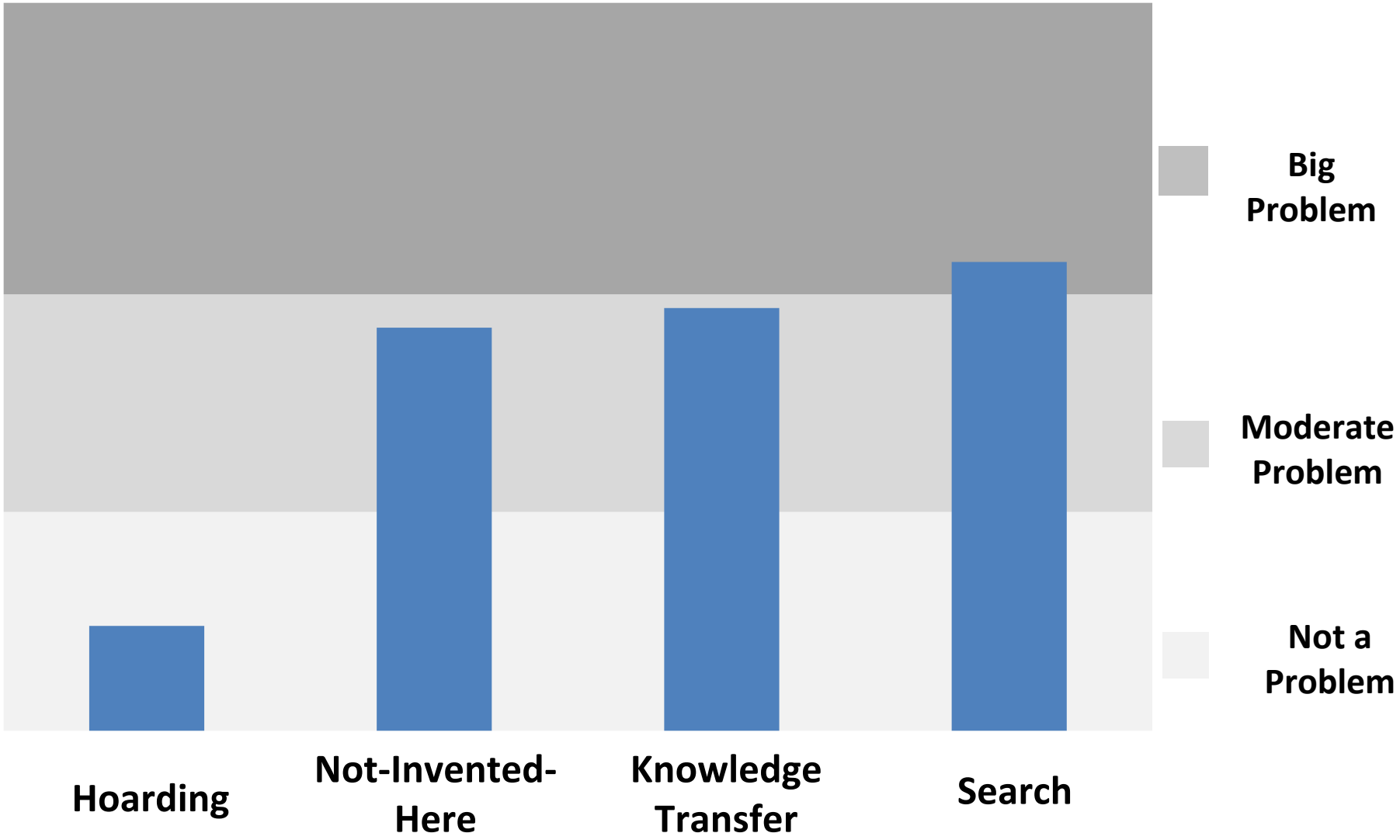
Barriers to Collaboration

People can't or won't collaborate if:



- Hoarding - 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



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

Recommendation	Barrier Reduced
Social Networking	Search
Course Recommender	Search
Data Archives	Search
Career Services	Search, Transfer
Distinguished Lecture	Search, Transfer, NIH
Welcome Back Day	Search, Transfer, NIH
Executive Education	Transfer
Advisory Panel	Transfer

Identifying Opportunities

Capturing Value

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Identifying Opportunities

Capturing Value

Recommendations - Combination

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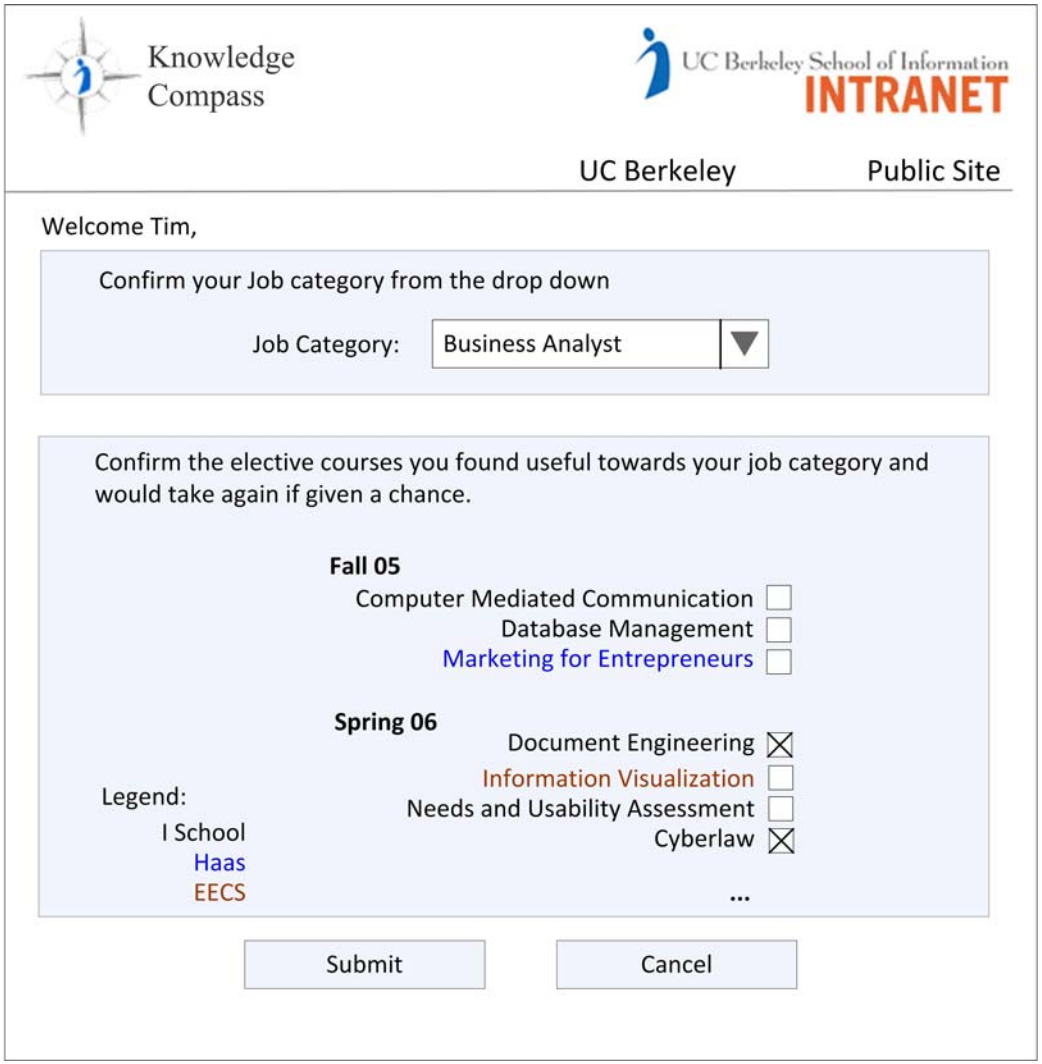
Course Recommender – Alumni View - Mockup



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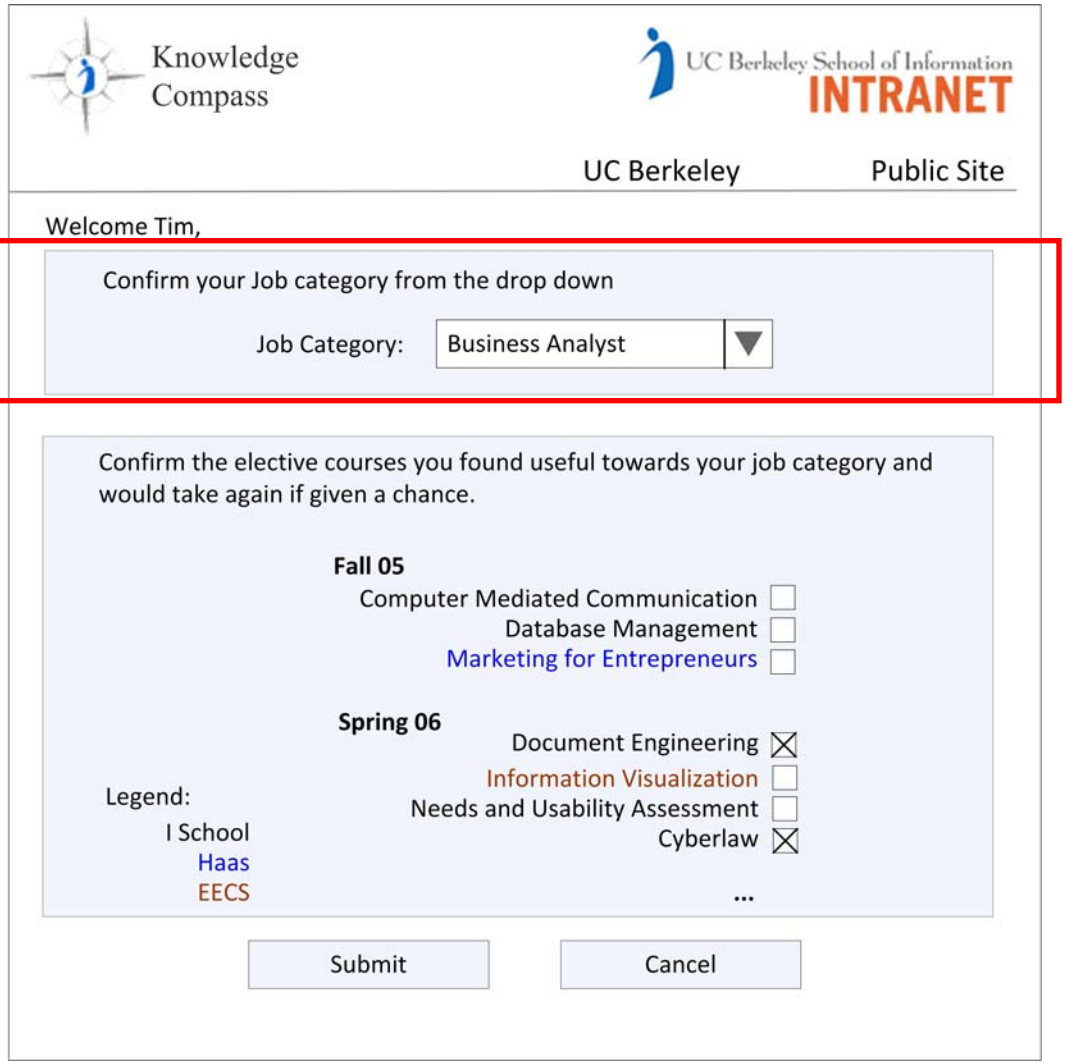

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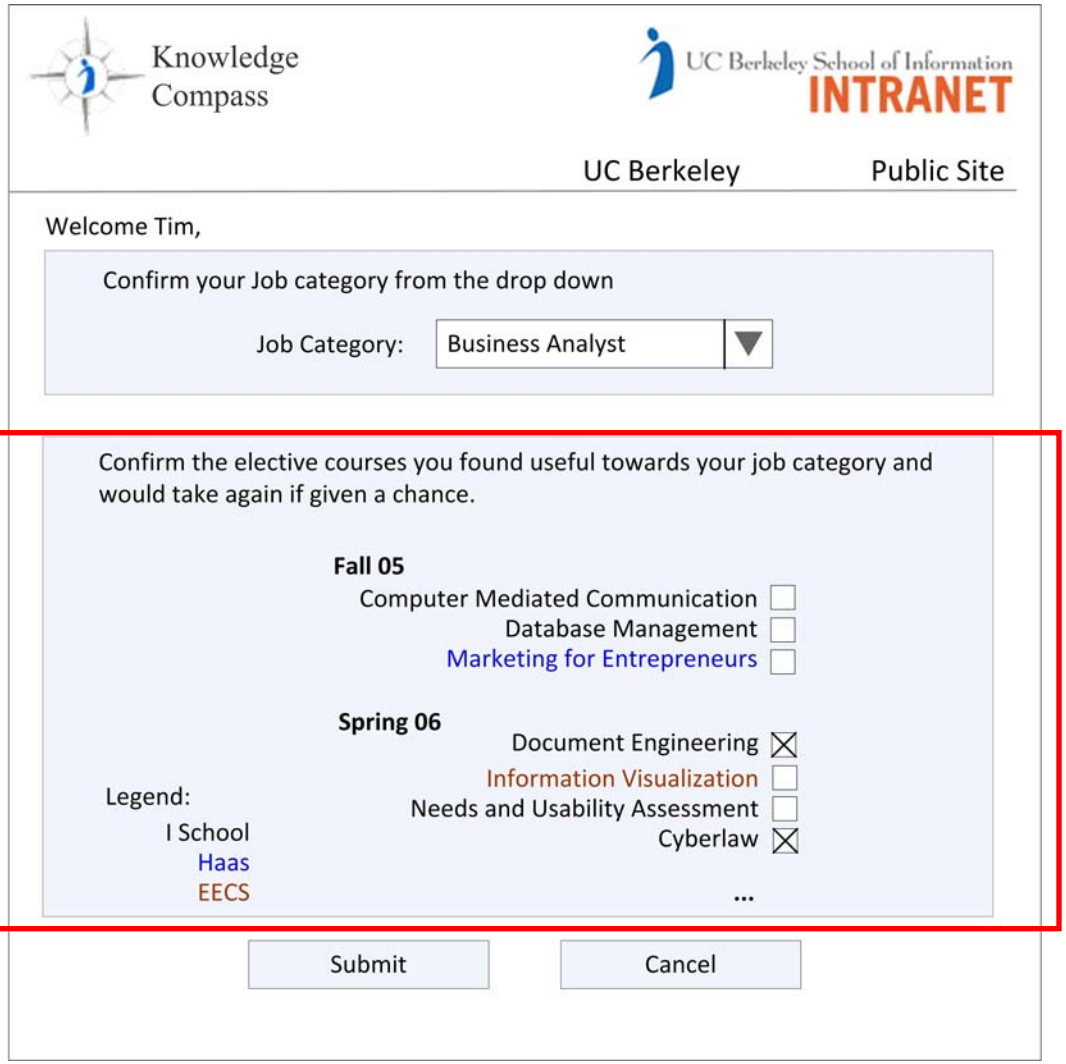
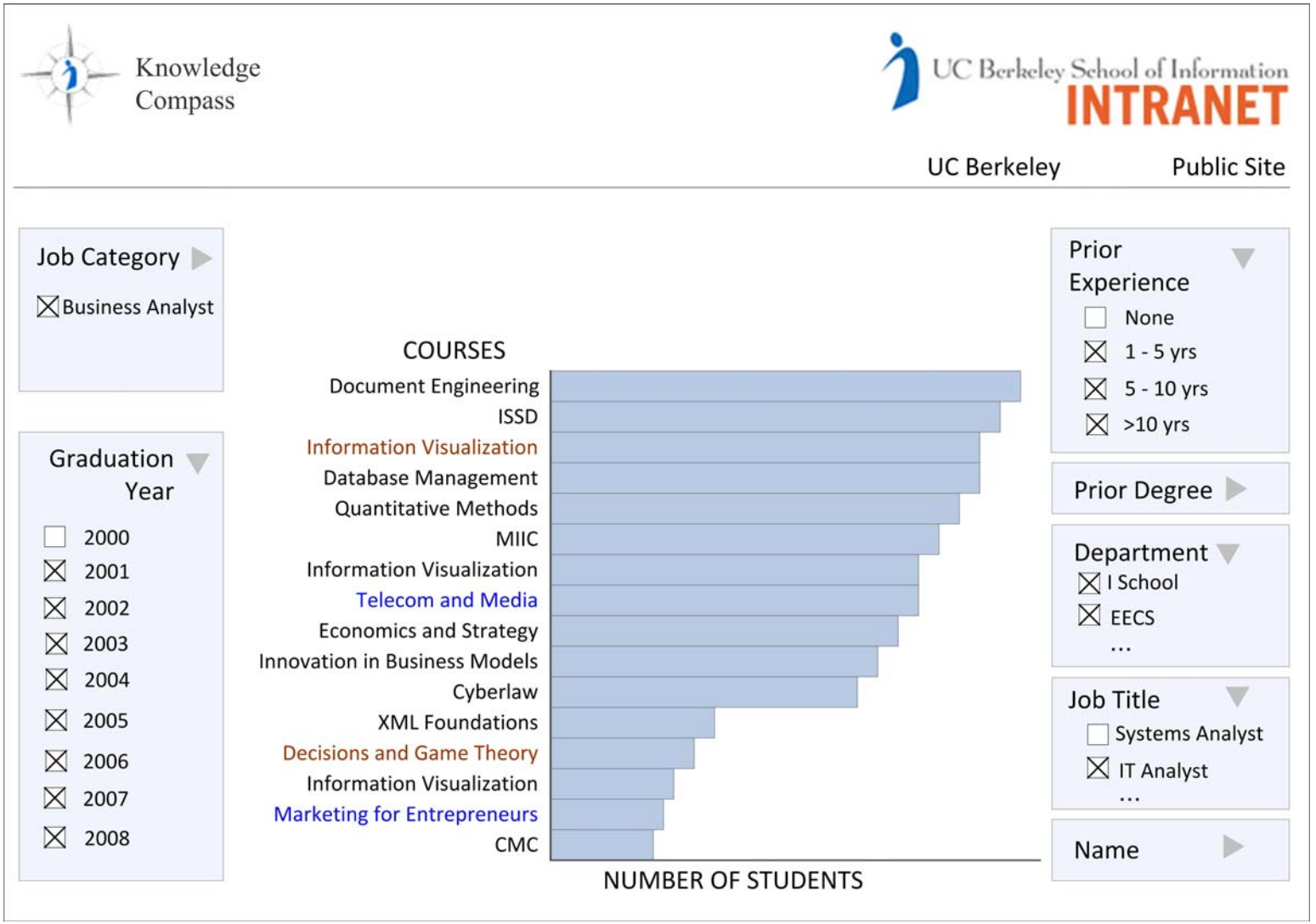


Course Recommender – Student View - Mockup



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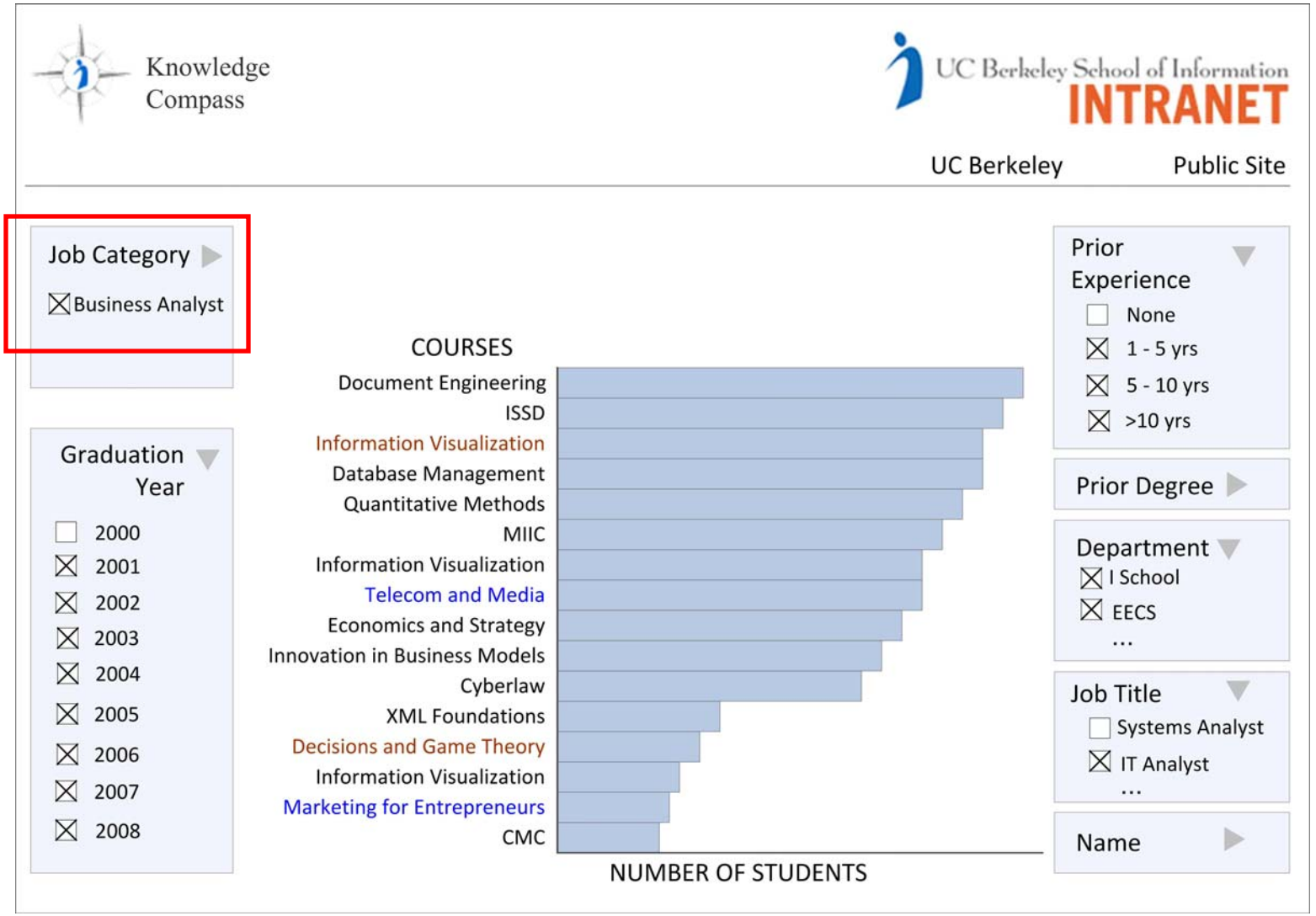

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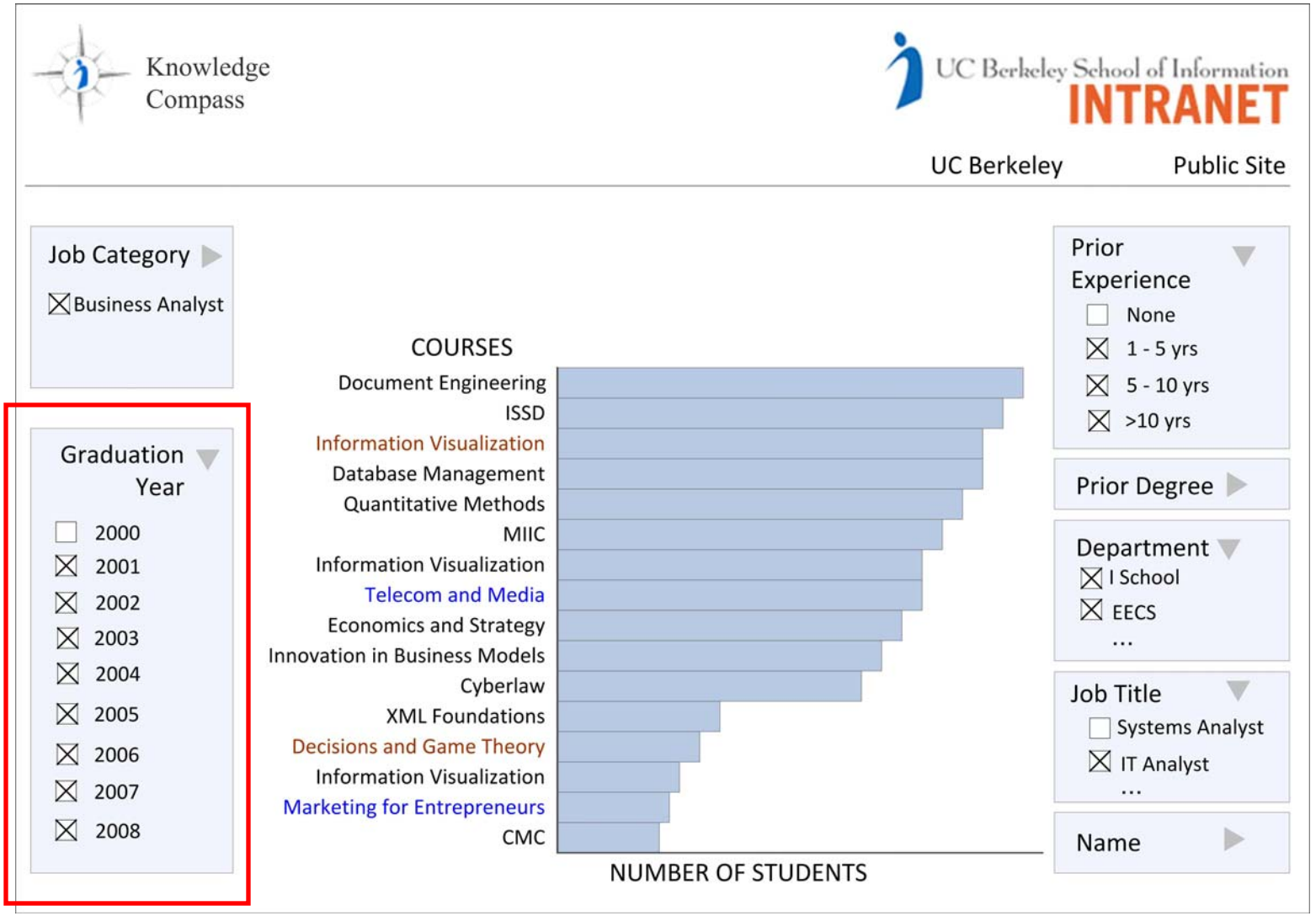

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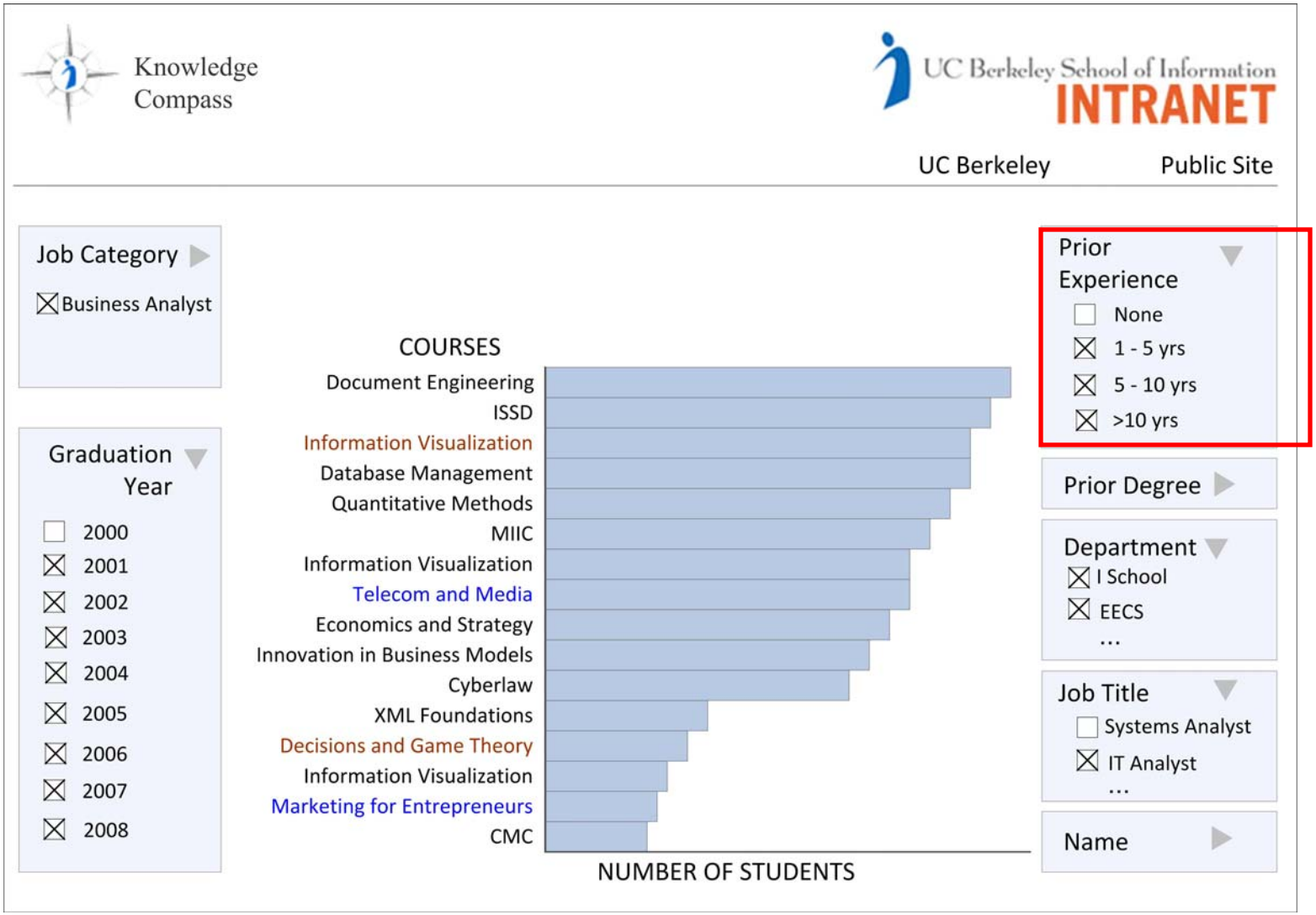

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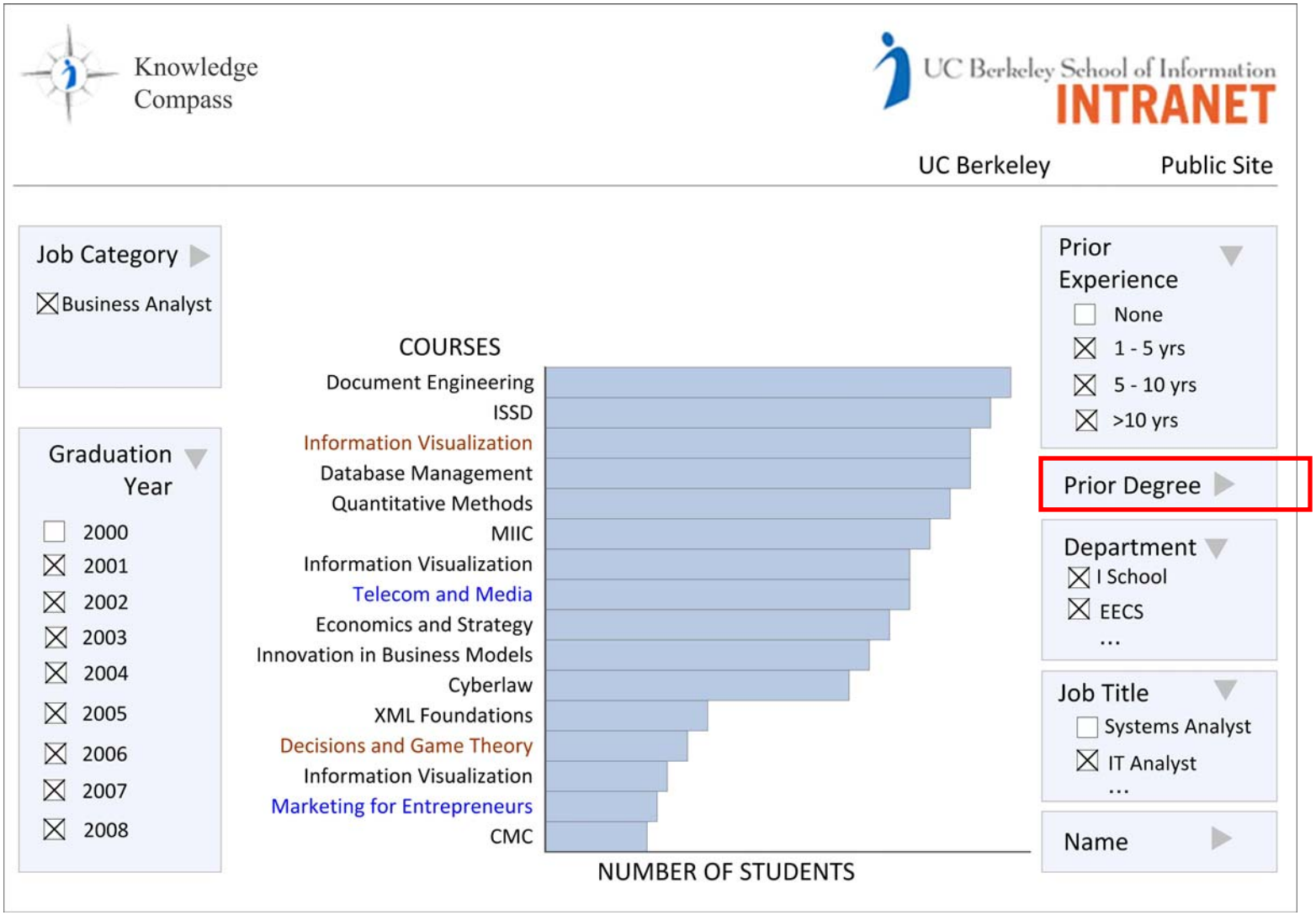

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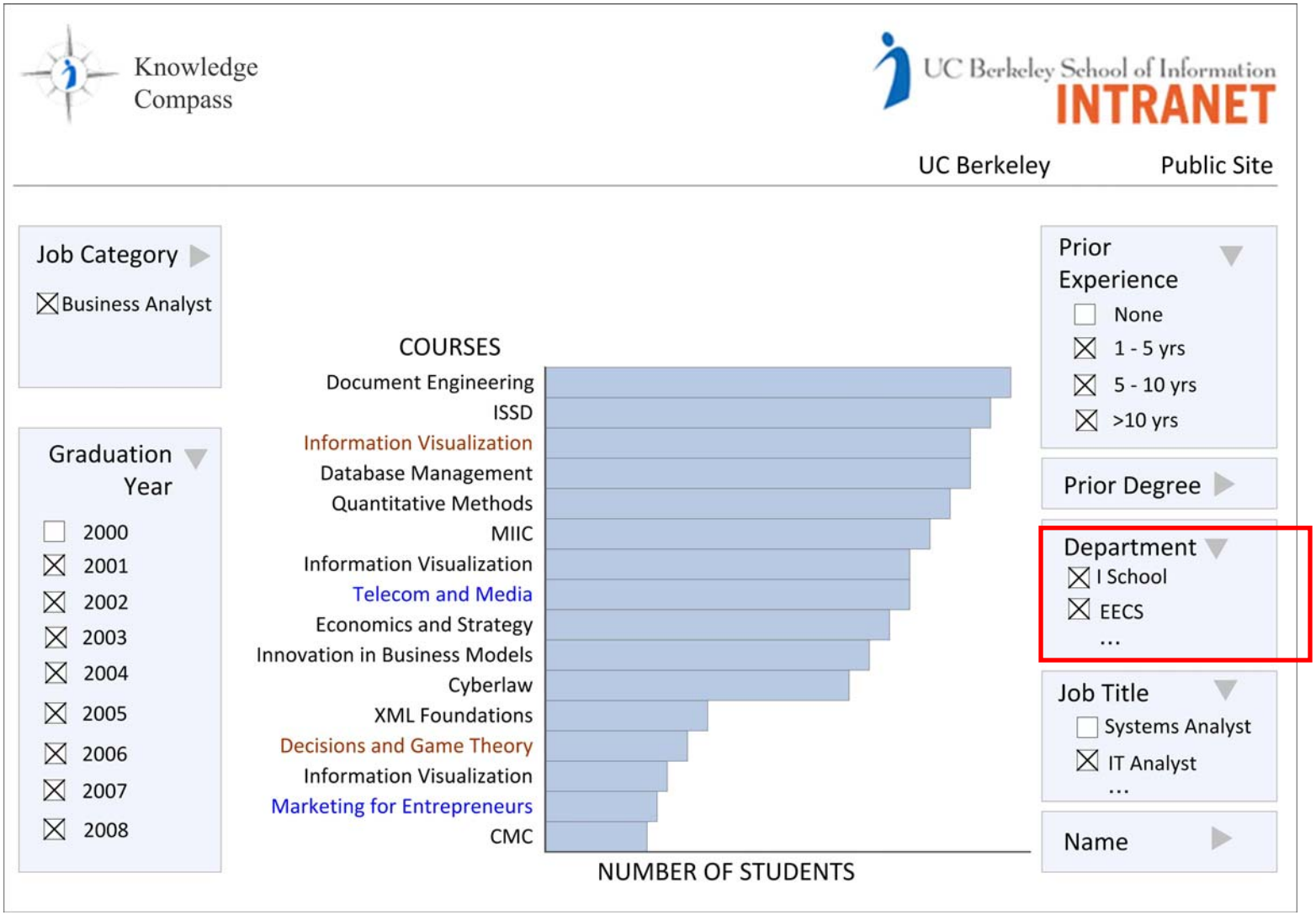

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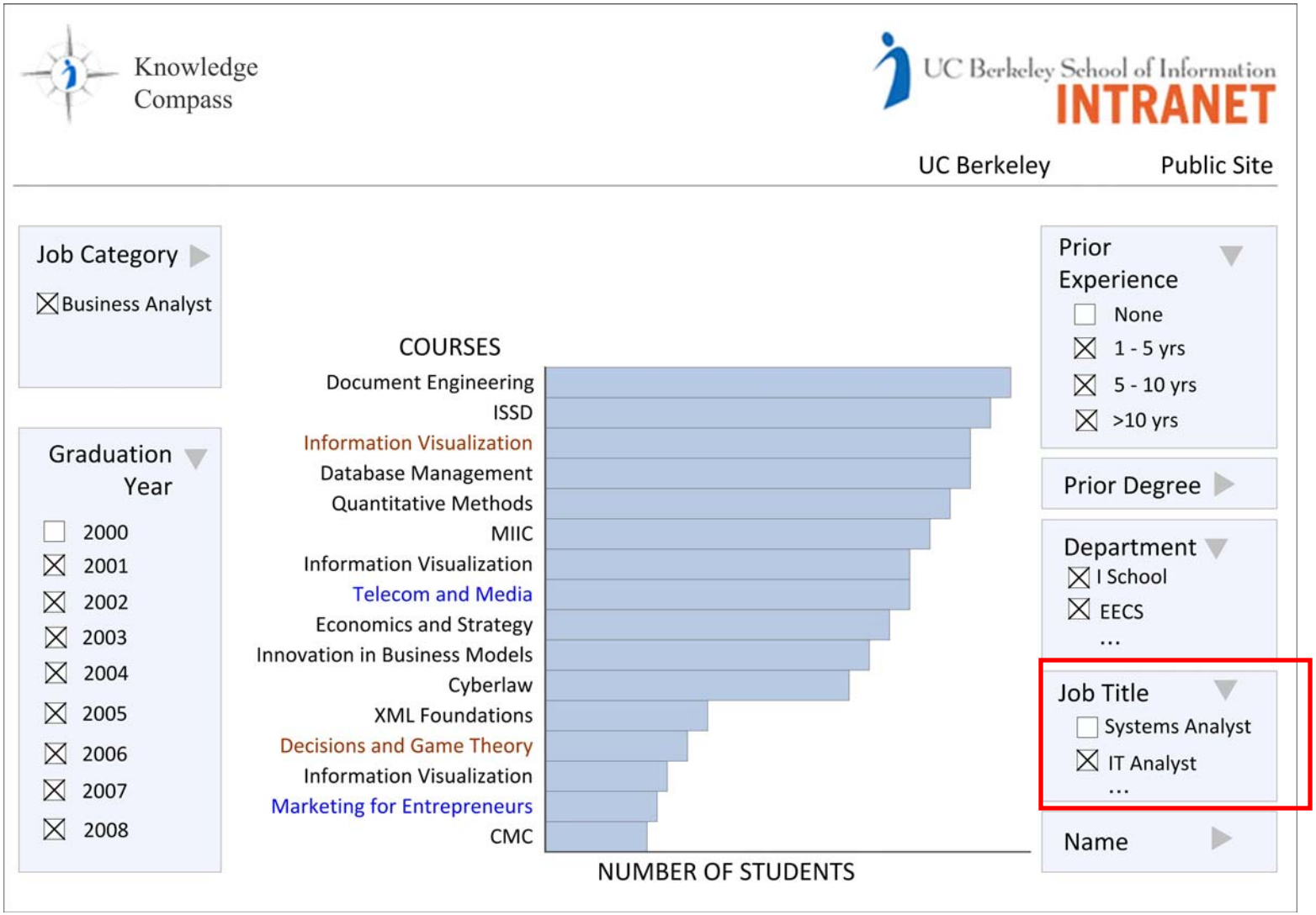
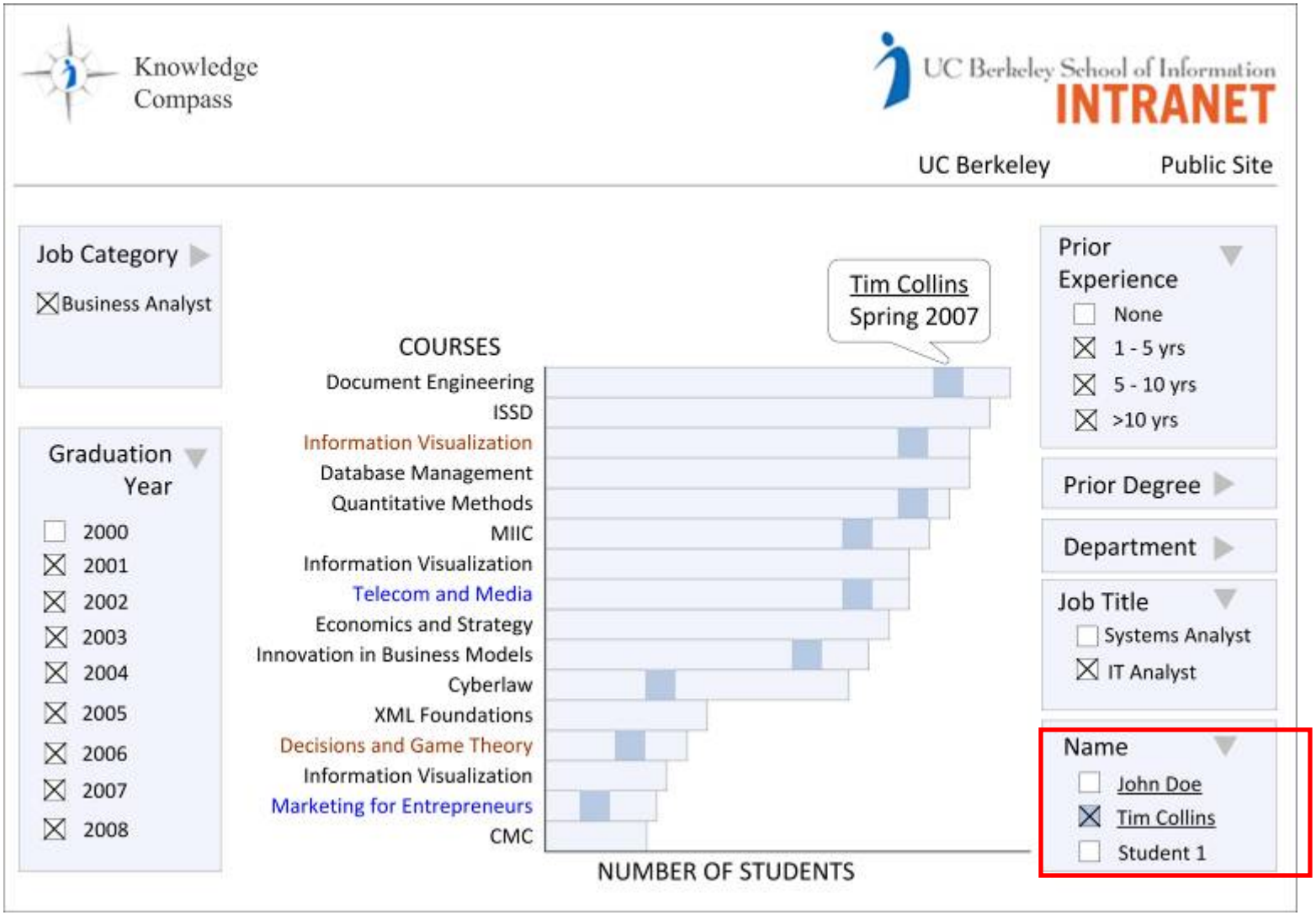


Course Recommender – Student View – Drill Down



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