



Knowledge Compass

Ruchi Kumar

Kathleen Lu

Advisor: Prof Robert Glushko

Problem Symptoms

Students



About Courses

About Alumni

Alumni



About Alumni network

About Email Exchanges

Administrators



About Employment Surveys



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

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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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Example Services

Course Recommender

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

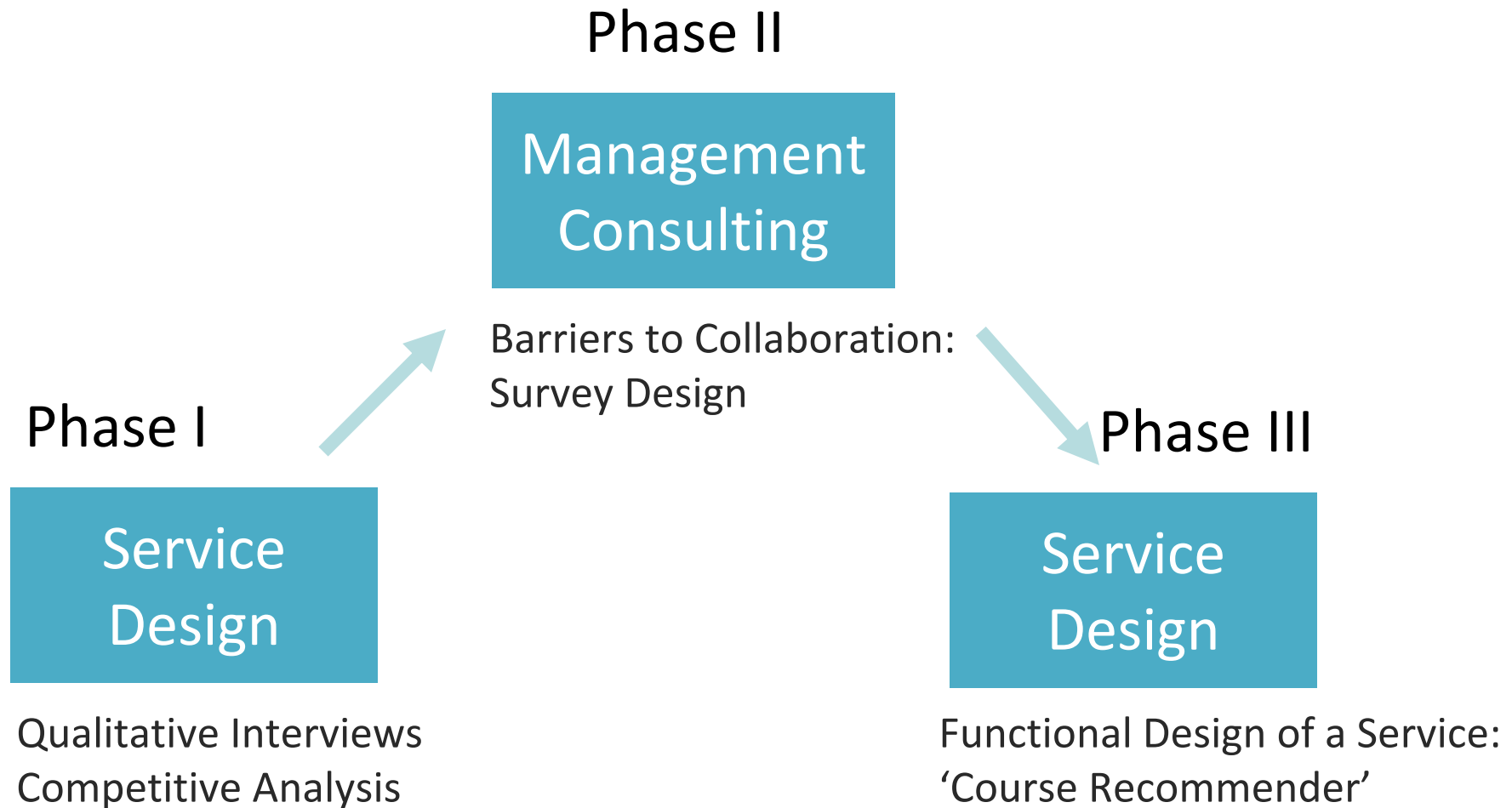
Mentor Match

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



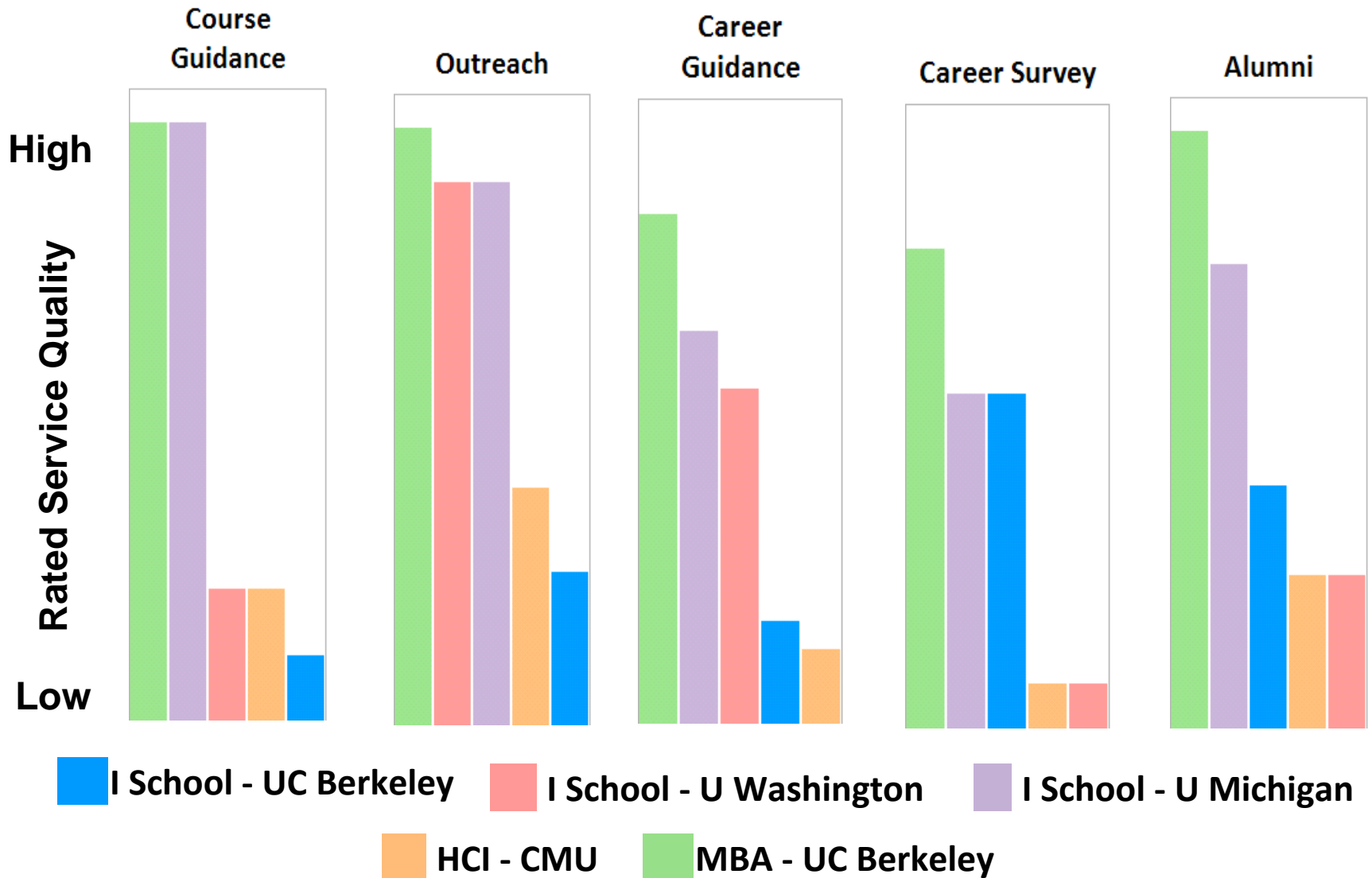
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Approach



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

Competitive Analysis



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Organizational Issues

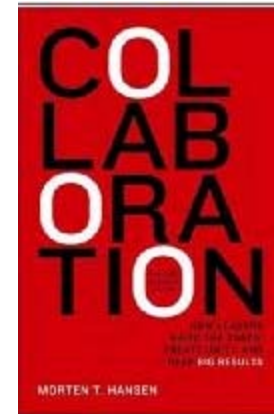
- Weaknesses in current communication mechanisms
- Many stakeholders, with somewhat incompatible perspectives
- Underestimation of the problem scope
 - Insufficient resources to undertake a comprehensive solution



Barriers to Collaboration

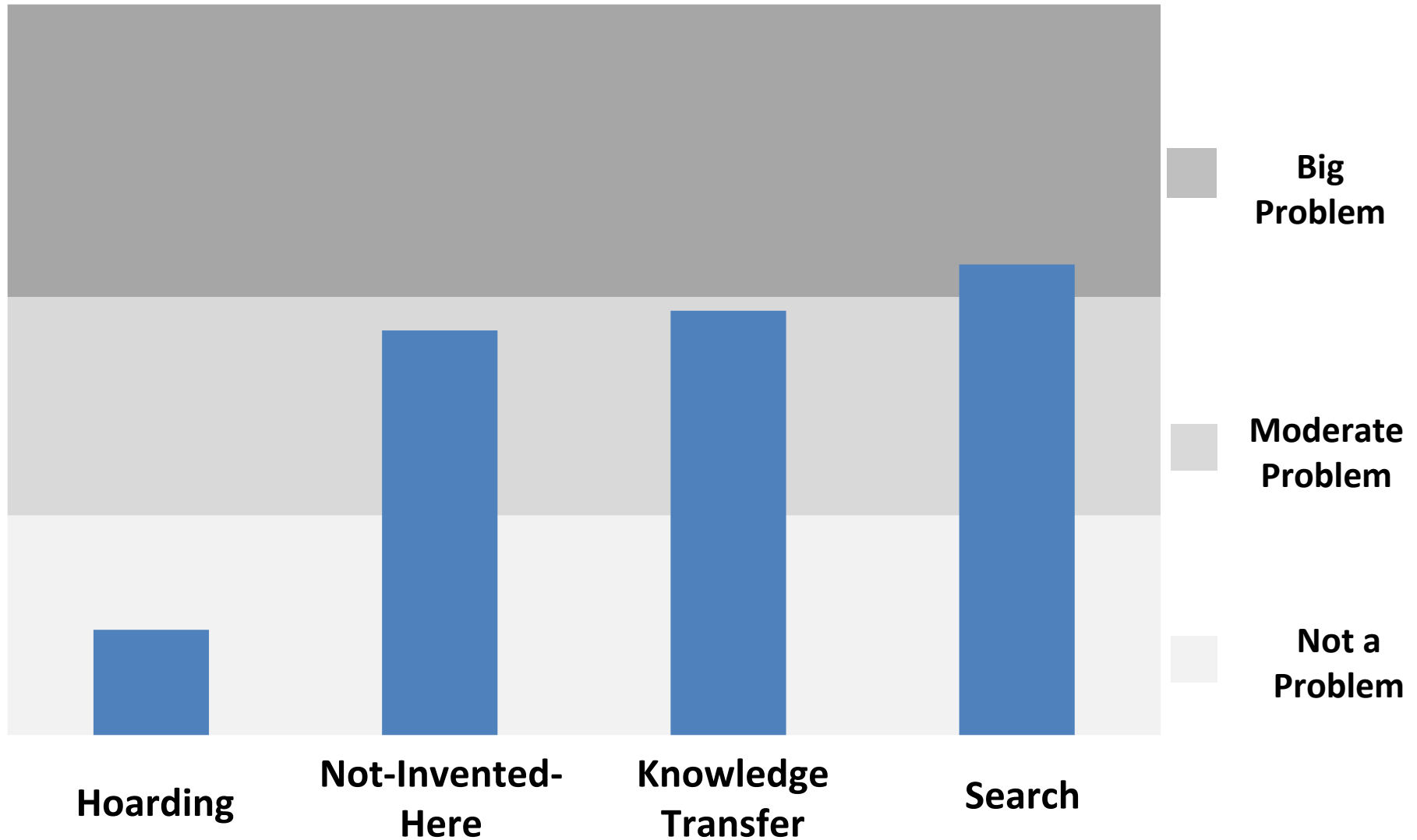
People can't or won't collaborate if:

- **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



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Barriers to Collaboration



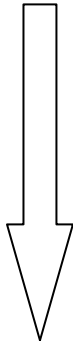
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General Recommendations

- 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

| Recommendation | Barrier Reduced | |
|-----------------------|-----------------------|---|
| Social Networking | Search | Identifying Opportunities  Capturing Value |
| 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 | |



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Recommendations - Search

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Identifying
Opportunities



Capturing
Value



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

Recommendations - Combination

| Recommendation | Barrier Reduced |
|-----------------------|-----------------------|
| Social Networking | Search |
| Course Recommender | Search |
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Identifying
Opportunities



Capturing
Value



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

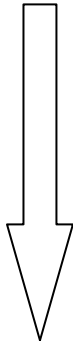
Recommendations – Knowledge Transfer

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| Course Recommender | Search | |
| Data Archives | Search | |
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| Executive Education | Transfer | |
| Advisory Panel | Transfer | Capturing Value |



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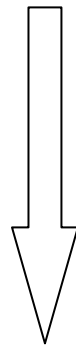


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Identifying
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Capturing
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Course Recommender – Alumni View - Mockup



Knowledge
Compass



UC Berkeley School of Information
INTRANET

UC Berkeley Public Site

Welcome Tim,

Confirm your Job category from the drop down

Job Category: ▼

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
- ...


Legend:

- I School
- Haas
- EECS




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Course Recommender – Student View - Mockup



Knowledge
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INTRANET

UC Berkeley

Public Site

Job Category ▶

Business Analyst

Graduation
Year ▼

2000

2001

2002

2003

2004

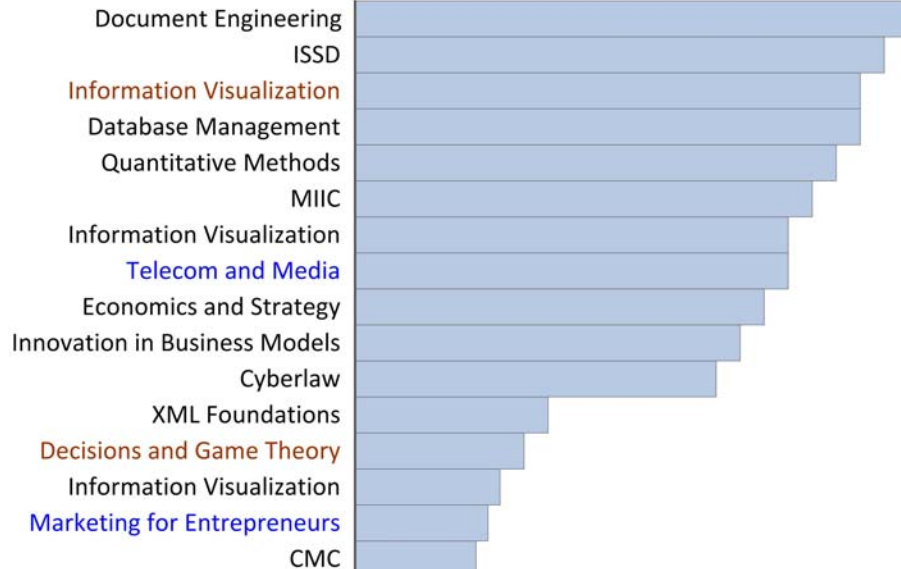
2005

2006

2007

2008

COURSES



NUMBER OF STUDENTS

Prior
Experience ▼

None

1 - 5 yrs

5 - 10 yrs

>10 yrs

Prior Degree ▶

Department ▼

I School

EECS

...

Job Title ▼

Systems Analyst

IT Analyst

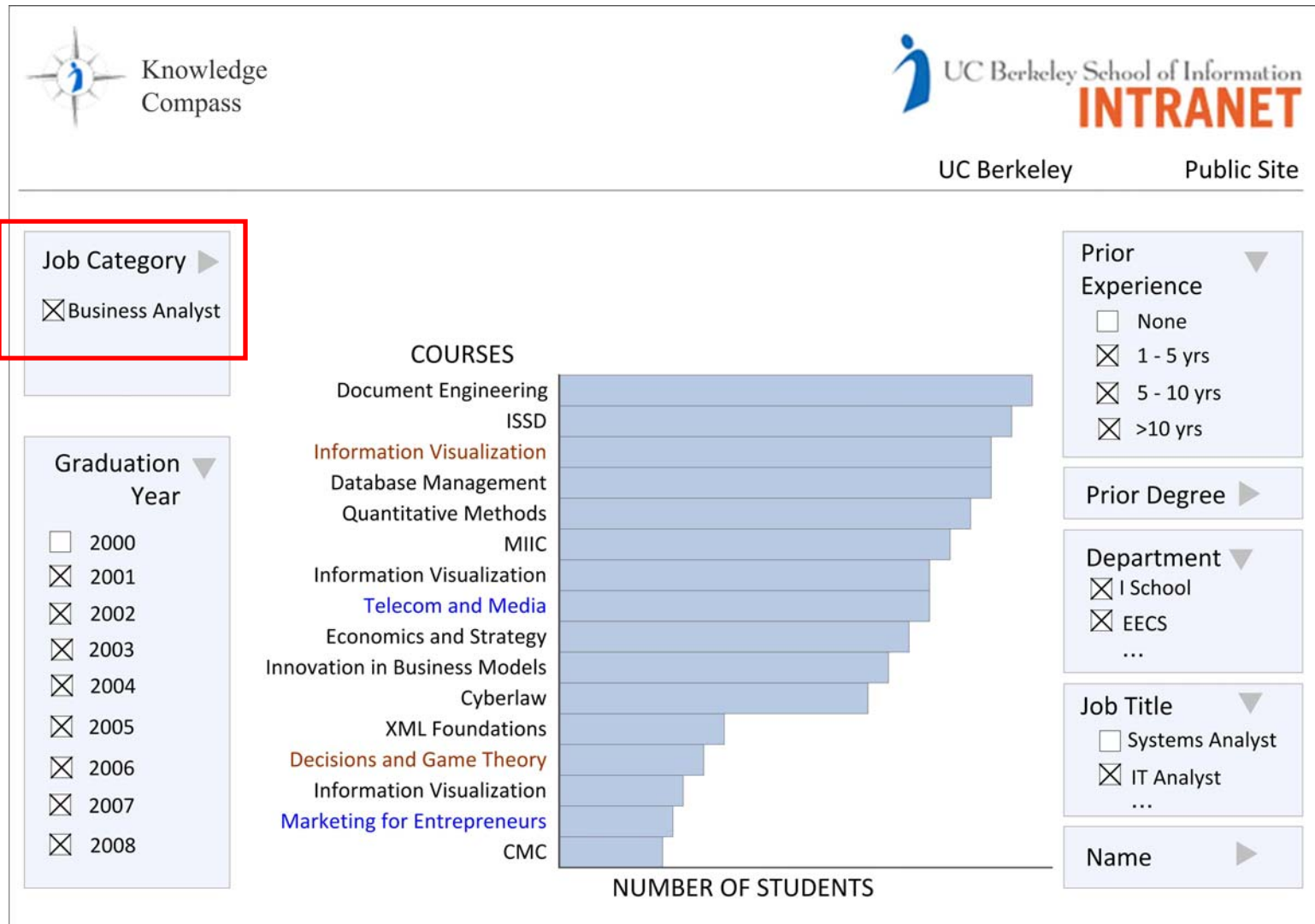
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Name ▶



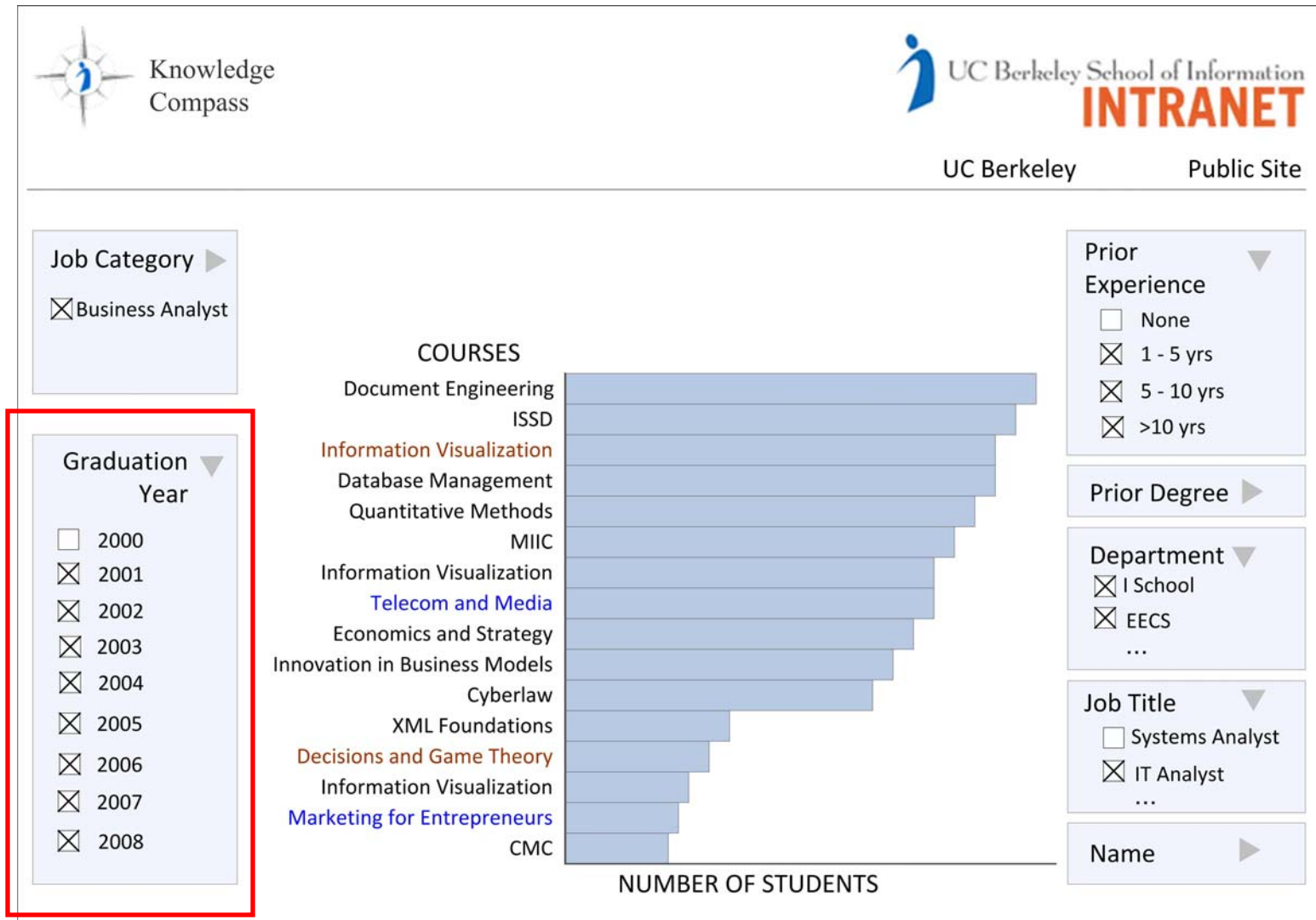
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Course Recommender – Student View - Mockup



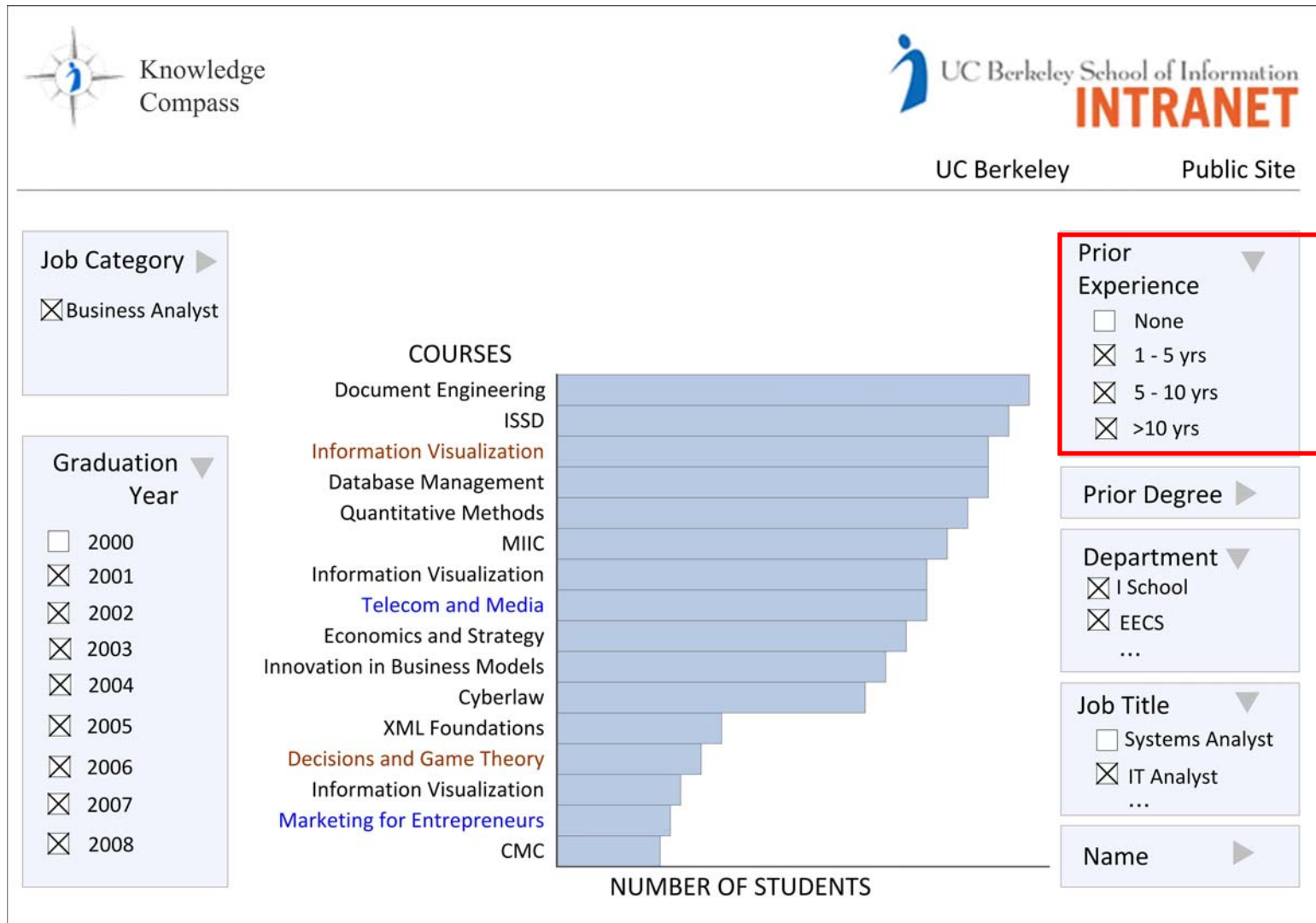
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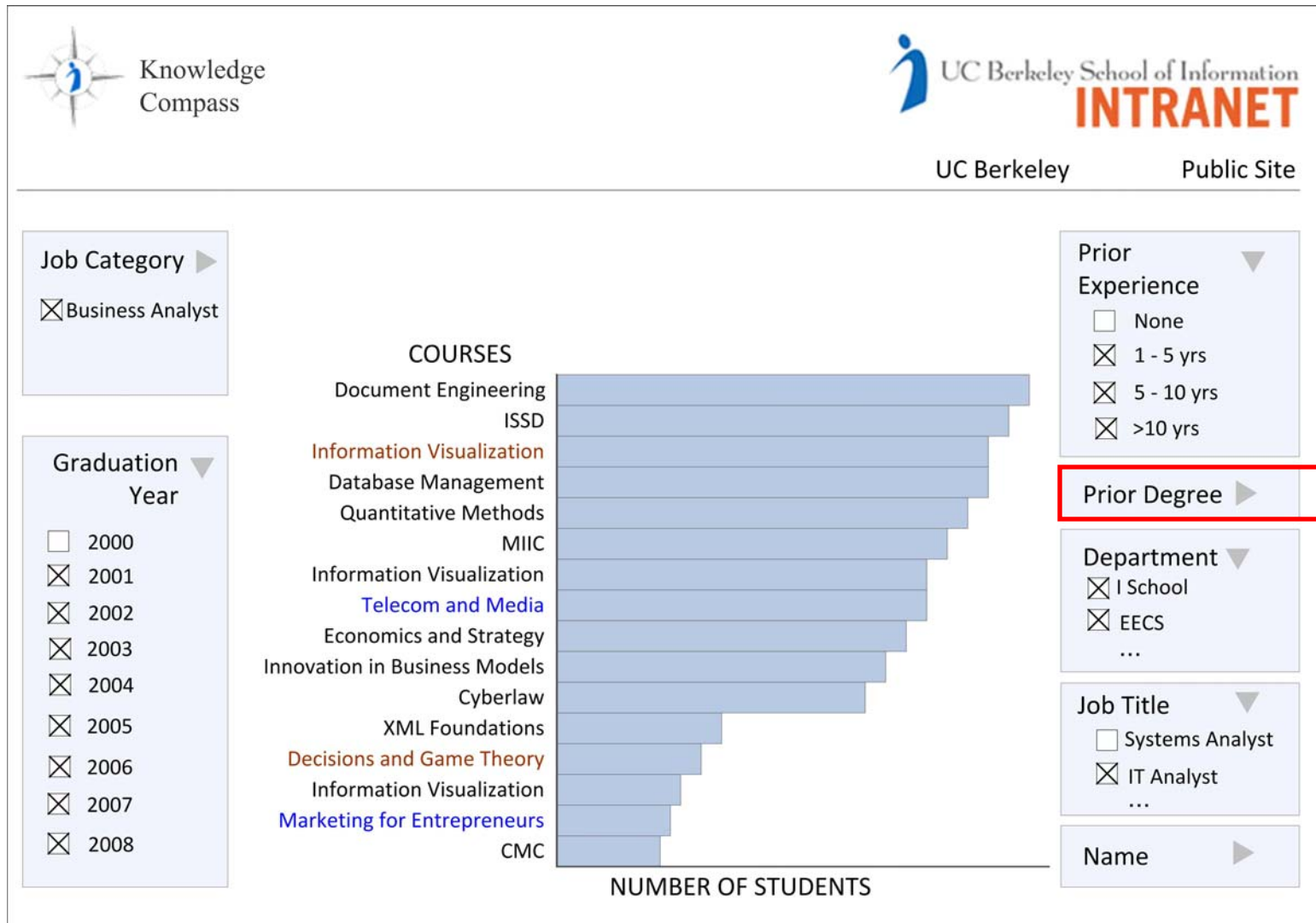
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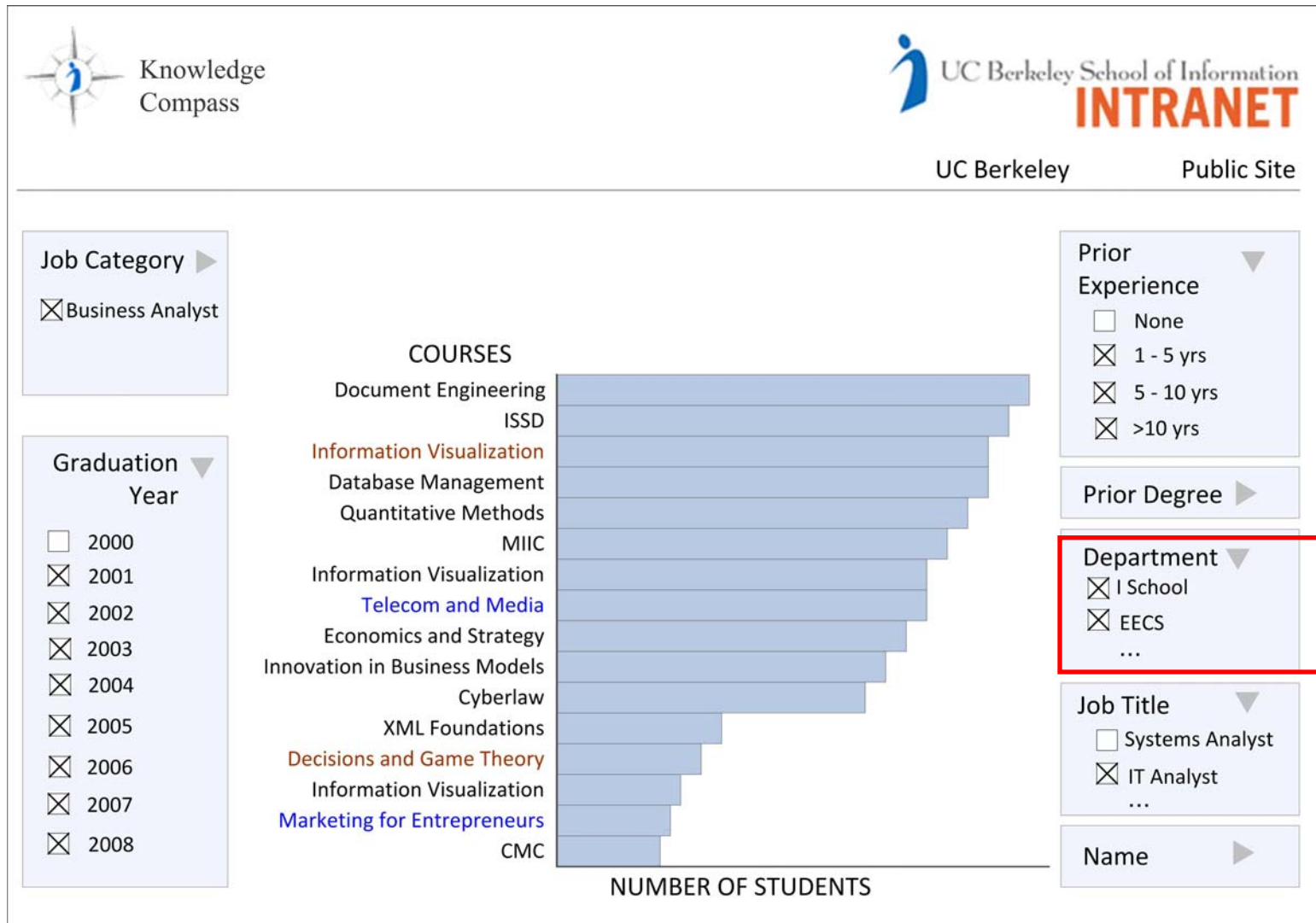
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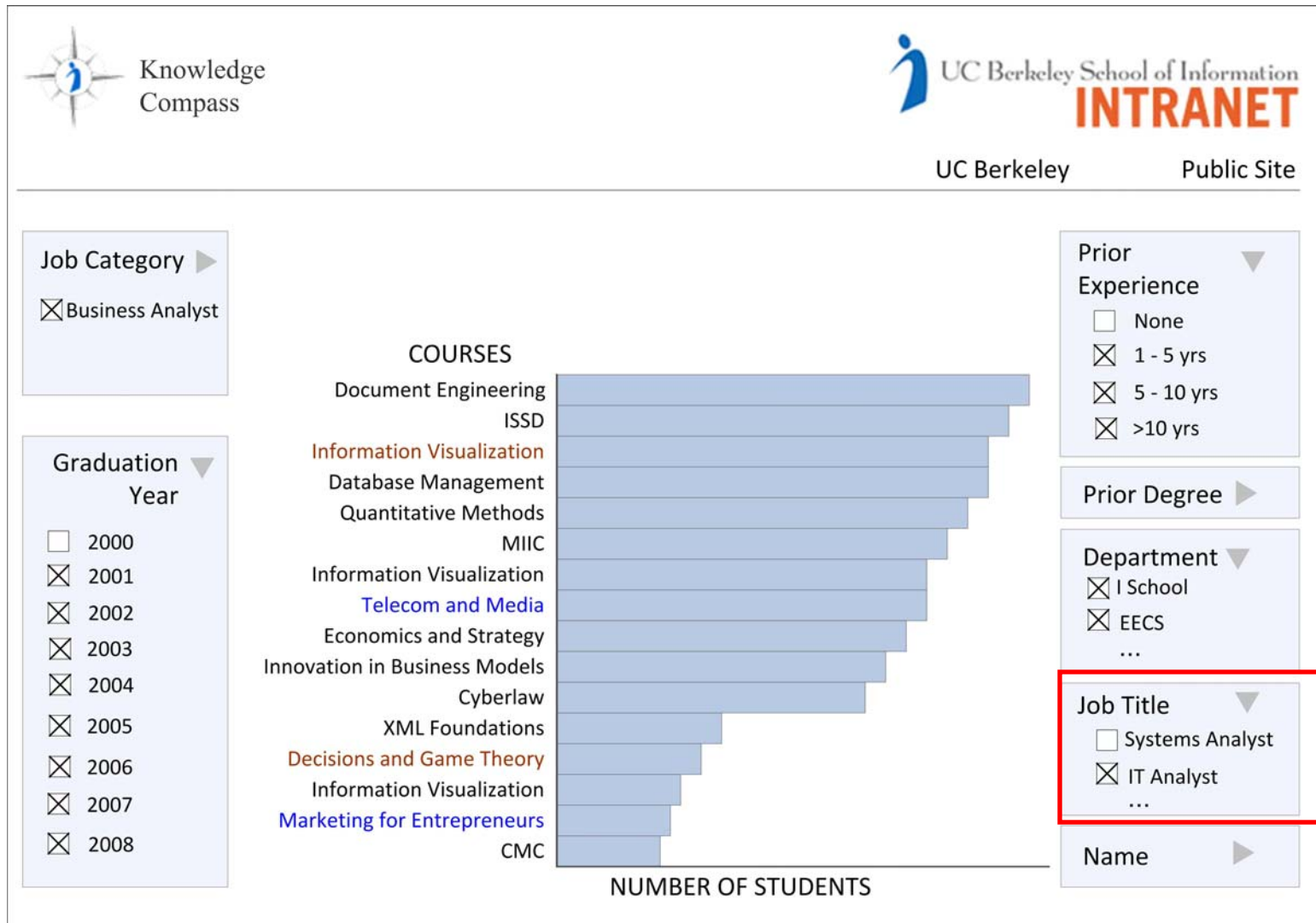
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Course Recommender – Student View - Mockup



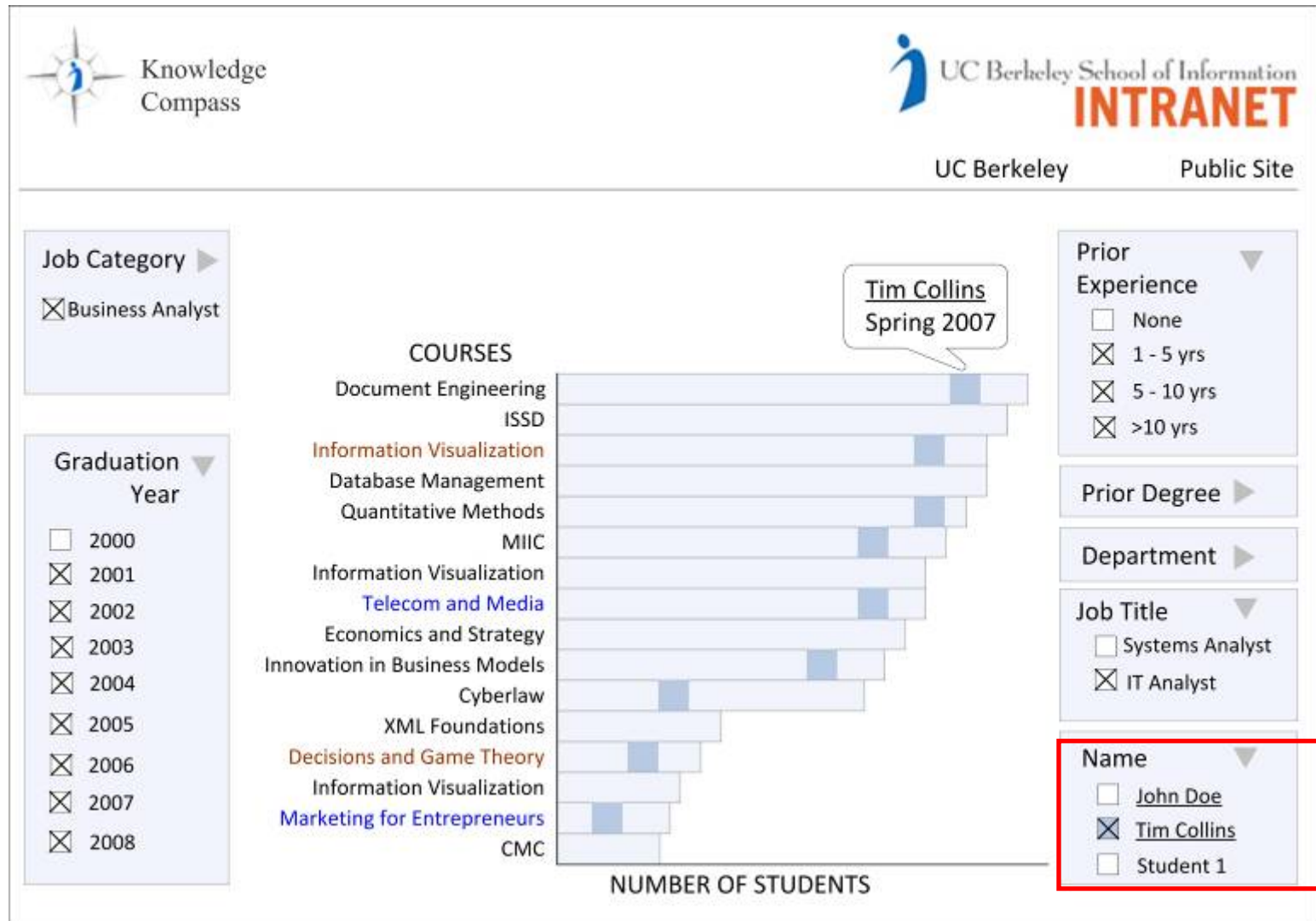
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Course Recommender – Student View - Mockup



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

Course Recommender – Student View – Drill Down



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

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

