The research of completion supporting system for education program through persona strategy

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1. Background and Purpose

In this paper, we develop an adaptable persona model on education program and completion supporting system,

Also, we propose about new completion supporting system with persona model, instance of Japan Advanced Institute of Science and Technology (JAIST),

Our goal is developing a recommendatory persona model that it can support suitable curriculum to students, and optimized for student based on a study goal and a path in job.

So, we apply persona strategy in this research, because it is supporting HCD (Human Centered Design) concept.

We have matched between the results of Computing Curricula 2005 report (CC2005) and the standard of industrial fields by Japan national statistical office, and re-design education curriculum for school of information science at JAIST, based on CC2005.

As the result, we present recommendatory persona model and propose that using to education portfolio system with our persona model.

2. Background knowledge

In this research, we used personal strategy and CC2005 report, because we should consider that condition of student and the career to pursue after graduation.

Personas are fictional characters created to represent the different user types within a targeted demographic, attitude and/or behavior set that might use a site, brand or product in a similar way. Personas are a tool or method of market segmentation.

Personas are useful in considering the goals, desires, and limitations of brand buyers and users in order to help to guide decisions about a service, product or interaction space such as features, interactions, and visual design of a website.

Also, CC2005 report is the result of an unprecedented cooperative effort among the leading computer societies and the major computing disciplines.

It is based on inspection and analysis of the five discipline-specific volumes (Computer Engineering, Computer Science, Software Engineering, Information Science, and Information Technology) of the Computing Curricula Series.

3. Temporary persona model and the results of data gathering

We does data gathering for implementation of a persona model from JAIST data book.

Also, we decided 3 characteristics of persona model based on a questionnaire and an interview from students of JAIST.

Characteristic 1: Are they able to speak or read Japanese??

Characteristic 2: Have they the knowledge about information science??

Characteristic 3: What they want to a course?? Find a job?? Entering a doctoral course??

4. Implementation of Persona model

We implemented 2 persona models.

The one is M-program (the master course) persona model, other one is D-program (the doctoral course) persona model and we defined 5 sample persona models which be

opposed to course in M-program.

Also, we designed a skeletal persona model and a template of persona.

The template of persona includes a profile and lecture list.

5. The result of matching between CC2005 and JAIST education program based on the standard of industrial fields

We re-arranged a JAIST education program based on CC2005, and then, we made out a education structure map of lecture with relationship.

Also, we designed a map of relationship that between education structure map of JAIST and industrial fields.

As the result, we can provide a suitability curriculum to students.

6. The result of recommendatory persona modeling

We show persona modeling process and present the result of recommendatory persona model based on education structure map.

7. Conclusion and next works

The results of this research are following as that.

One, we implemented the persona model and profile about JAIST students through persona strategy.

Two, we made the map of relationship that between education structure of JAIST and CC2005 with industrial fields.

Three, we propose the method of recommending curriculum that considered not only main field lectures, but also additional lectures, such as class of Japanese, seminar of job finding, and so on.

Finally, we have two works to next step.

One, we consider that apply the persona model to an education portfolio (e-portfolio) system.

How to define persona model for e-portfolio?? What needed characteristic of persona model for e-portfolio system?? How to design e-portfolio system with completion supporting system??

Two, we also consider that do integration between legacy completion system of JAIST and renewal completion supporting system based on persona model.

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