



TOOLKIT DEVELOPMENT

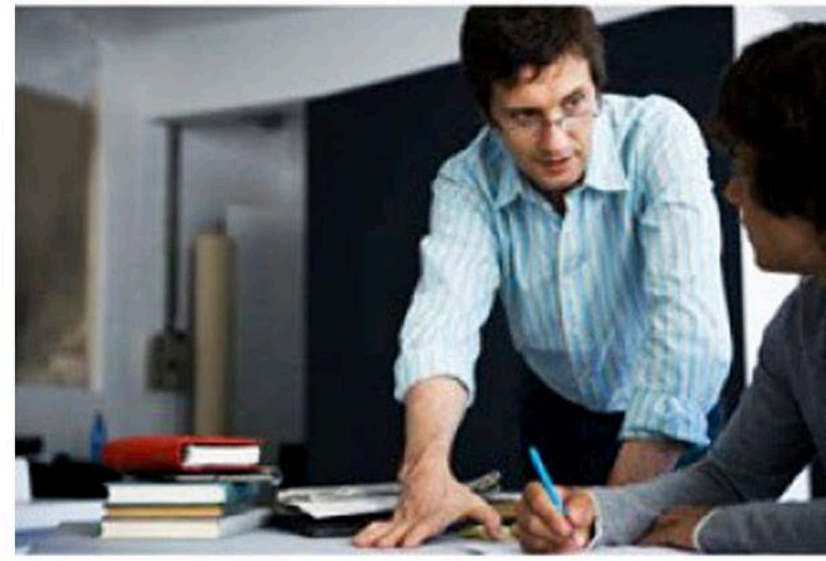
Visual Model

Persona

Personas are a communication tool for organizations to ensure they are staying focused on their users and customers. By creating a fictitious archetype based on goals and roles mentioned in interviews, organizations can represent thousands of people using just one persona.

A workflow can be created per persona, which indicates the kind of information that should be displayed at what time.

Casper Wilson Senior lecturer Technical University



Background

- 42 year old man.
- Just married and father of a newborn son.
- He is involved in teaching and research in the field of sanitary engineering.
- Has recently implemented a new educational curriculum.
- Travels a lot because of lectures he gives and conferences he visits.
- Considers web conferences a major outcome in terms of saving time and money.

Personal Profile

At the university where Casper works all lectures are recorded and are digitally available online. Just like all the lecture notes, PowerPoint presentations, examinations and special assignments. At his university they want to use the digital possibilities. Initially, there was an enormous shudder amongst colleagues: "Should we do that, way too modern." But Casper and a group of colleagues want their students to have the best material. This can also be used for recruiting activities, which for Casper is clearly an afterthought. "You can never develop something for the future, you do not know whether it will attract the students. It obviously costs a lot of money to develop education." The consequence of open publishing means all materials automatically undergo a quality check, according to Casper. "Because once we had everything in Blackboard here. And Blackboard is a 'wonderful' closed environment". The technical department is applied education and is great for making movies of experiments. The course is internationally established. Therefore there is a very diverse group of students having different backgrounds. "And that makes a nice interaction between students, as a foreign student may say: 'Yes, but in my country we do it very differently.' This way you get a very nice discussion." Foreign students speak English very well, in theory, but in practice they do not. "I know that some students view the lectures up to eight times." Diversity also arises because the master students have worked already a number of years in practice. They really have very specific questions about issues they encounter in the daily activities of their job. More and more students ask for digital educational applications. The more you can digitize, the more pleasant it is for them. "And it is really crazy that we get money from the government and that education happens in small rooms at universities where nobody can see it. Make it open! We get paid anyway by the government? So show what you do and if the teacher is afraid to lose his face, then he should not teach. That is part of the game. Anyway, that's my opinion and I know that is not shared by everybody."

"The basic lessons I'll tape on video, I'll teach them well once and they stand for the next five years. That's also the way I see Wikiwijs, a basic will arise and you pick up from there on."



Casper Wilson

Senior lecturer Technical University

Goals and motivation

Casper comes to Wikiwijs to ...

- Find core courses, for example about a small part of chemistry. The basic components plus a way to link applications to each other. "That would be a nice form of connecting materials."
- Digital didactics for support. To see what's going on in the field of digital learning resources, especially internationally.
- See how educational trends are applied.

Casper expects from Wikiwijs...

- That it focuses on practice. "Publish only theoretically materials and no one will visit Wikiwijs."
- A kind of base for colleagues to be able to build upon. "Fundamental knowledge that you do not want to explain yourself anymore."
- An international set up.
- English language.

Casper will return to Wikiwijs for...

- The core lectures.
- Making referrals to publications and books he writes.
- To see what other experts from leading institutes are talking about.
- Movies of technical experiments, preferably in 3D.

Philosophy of Casper

- Arrange education so that in addition to digital communications your personal contact hours will be maintained. "Extra things you offer to students to make them feel: I'm unique."
- Besides lectures add many practical elements.

Work motivation

- The diversity of students and discussions.
- Develop the best materials together with colleagues.
- Give inspirational lectures that will affect you.
- The personal relationship with the master students.

Internet usage

- Experience: High
- Primary uses: Sites of other (foreign) universities.
- Favorite sites: My department site for the students.
- Hours online per week: Continuous online.
- Computer: My laptop.