persona

Blonca, female, who is 24 years old and has been working for a year. She began to observe plenty of flowers and plants since childhood because her mother raised a lot of flowers. Besides doing some reading in her sporatic time, Blonca also goes for a walk in the park and enjoys the view there.

task

After the work during the day, Blonca not particularly wants to read at home. She tends to change the way of reading - reading online, which is more effective than paper reading. But there is no motivation for her to read every day.

The scenario

One day Blonca uses the app "knowledge graph" for reading. In the left menu bar, Blonca sees an icon of a rose, and the text showes that there is a "knowledge garden". As usual she is interested in the beautiful things. Then she clicks in and finds that for every field of knowledge that she looked up ever, there is one species of flowers in a stunning garden. Then Blonca is motived to see more knowledge that she has not been accessed before - the more she reads, the more vibrant her garden is.

persona

Verta is 18 years old and studies at the University of Hong Kong. In many cases, she is willing to touch new areas of knowledge to explore what she may be interested in. Every day there is something new that she wants to know.

The task

One day Verta sees a new word on the school posters about a lecture. Time is limited, if she wants to go, she must register soon. Verta needs to learn this new word quickly to decide that, whether or not to attend the lecture.

The scenario

Verta remembers not long ago the knowledge graph software helped her to understand a lot of new words. So she finds the search column in the left menu, and inputs the new word. Then it shows a cross-knowledge graph, which turns out to be an interdisciplinary term. Through the structure of the diagram, and a quick scan of its branches, Verta soon decided that she would attend the lecture.