

THE EDUCATION SEARCHER

Bulte Epsilon

“Quote ... ”

Bulte is 42 years old, lives Stockholm and work for an IT company. He has more than 6 years experience of teaching. He just got a new role as the education director. He spends a lot of time rearching and visit other schools for inspiration. When he’s not working, the spends all his time with his family and his hobbies is fishing. He’s social, motivated and always striving for the best. He looks forward his new role at work.



Aims	Expectations	Behavior	Influences	Characteristics
To understand what is required to start a school	That all the information is on the website	Social Motivated		
	That it's easy to find everything			

SCENARIOS

“The application”

The head of IT company was very dissapointed on how restricted the already existing education plan was. Over a coffee he talked to Bulte who has the most experience in teaching about how he wanted to changed the education system. Bulte agrees and thought it was a really good idea, he has been waiting for a change for a very long time. First step for Bulte was to check out myh.se for all the information he needs.

THE STUDENT

Skatt Zula

“I would like to study but I don’t know where to start.”

Skatt is 27 years old, lives Stockholm and works at full-time for H&M. When she’s not working she meet up with her friends and drink wine. She bikes everywhere and dislikes SL. She’s a very social person and she would like to study to get a better future. Skatt has always struggled in school and that’s why she is thinking about Higher Vocational Education because most of the educations has internships.

Aims

Find an education
Get a better life

Expectations

Guidance
Inspiration
User friendly website

Behavior

Adaptive
Social
Stress resistant
Street smart

Influences

Preferse to use the computer than the phone to search for information.

Characteristics

Knows what she doesn’t want to do



SCENARIOS

“The Aha-moment”

Skatt is at work, everything is as usual until her boss comes in the room and yells at her for no reason. During lunch Skatt calls her best friend and complains about not feeling appreciated at work and her boss is always complaining about things. Skatt is very frustrated and tired at her work.

“Hi Jessi, my boss has gone wild again. She just came and yelled at nothing, as if I’m her garbage bin. So tired at this!”

“Oh Skatt, you know you are better than this, you should aim for something more in life. Do something different. Why don’t you start studying, there is so much you can do.”

“Studying? But I don’t know where to start and don’t want to study for too long.”

“You should look at an Higher Vocational Education, they are based on what jobs the society need. Usually like 1-2 years and also several months internship. It might suit you. Have a look at myh.se and see if you find anything there.”

“Really? I will have a look, sounds perfect. You are a gem. Thank you Jessi. I should go back get back to work before the boss goes nuts. Speak to you later”

“Sounds good, speak to you tonight. And hey, don’t forget to search on the site. There a loads of possibilities.”

The first thing Skatt did when she got back home, she went to the website of myh.se and realized she just got more confused, stubborn as she is she kept searching on the website for an “aha-moment”.