Designing Genie

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Overview

- Introduction
- Persona
- Pedagogical Model
- Learner Model
- Curriculum Model
- Evaluation
- Prototype
Genie: A personal assistant in genealogy research at Ancestry.com

Design Process:
- Pinpoint a User Group
- Choose a Subject of interest
- Where will this guide be helpful: Ancestry.com
Persona

Genie Marie VanSant: Who is she?
- Born: October 16, 1938 in Grand Rapids, Michigan
- Teacher by profession
- Lived/Traveled all over the world
- Detailed family backstory
- Respectful, encouraging peer
Pedagogical Model

- Various pedagogical roles:
  - Peer
  - Tutor
  - Coach

- Teaching methods
  - Stories
  - Demonstrations
  - Lectures
Learner Model

- Addresses various learning styles
  - Interpersonal
  - Understanding
  - Mastery

- Persistent features
  - Name, Address, Email
  - Area of research interest
  - Motivation for doing research, etc.

- Dynamic Features
  - Searches
  - Need for support
Curriculum Model

- Small units of dialogue
- Tree-like structure
- Brief linear tutorials
Evaluation

- Agent Success:
  - Frustration
  - Length of interaction
  - Subjective guide success
  - Frequency/Length of visits
  - Type of interaction
  - Key phrases

- Learning Success:
  - Tutorial success
  - Idle time
Conclusion

- Genie in action!
- Questions/Comments/Suggestions