

# POSA

tkkim@kut.ac.kr

## A Study on the User Segmentation Analysis through POSA method

TaeKyun Kim  
Dept. of Industrial Design Engineering, KUT

가  
POSA(Partial  
Order Scalogram Analysis) MSA(Multidimensional Scalogram Analysis)  
POSA  
가 가  
POSA  
POSA

Keyword : POSA, MSA, User Segmentation

1.

가 , UI  
가

POSA

가

가

, POSA

2

2004

. 5  
20

10

가

, POSA

가

가

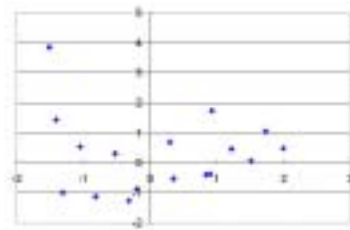
(reconstruction rate)

가

2.

2-1 POSA (

(Multidimensional Scaling, MDS)



2

3

[ 1] MDS

POSA

(

), ( ), ( 가 )

(ideal point)

가

1

1

- . 1) 가
- . ( 80%
- . 2)
- . 4)

POSA

. 3)

가

Prepare(research) -> Make(analysis and user type) -> Create(ideas)

가

POSA

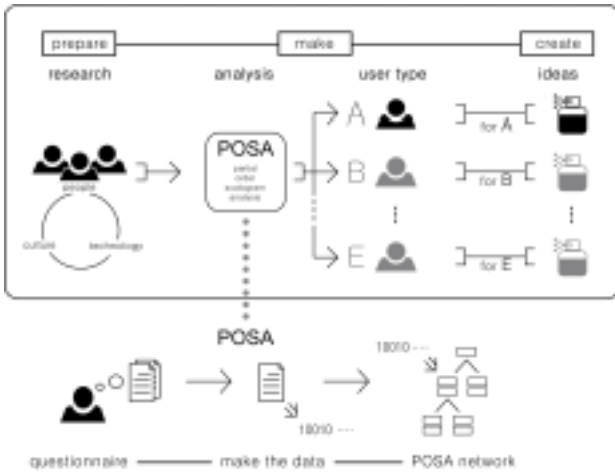
[ 2]

, POSA(Partial Order

POSA

Scalogram Analysis,

, POSA



[ 2] POSA

2-2

2-2-1

5

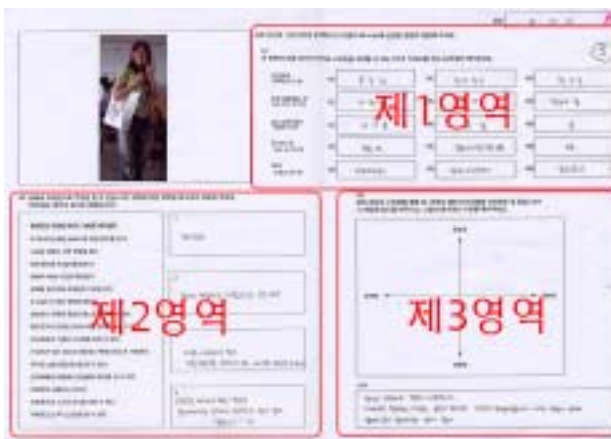
가

10

20

, [ 3]

3



[ 3]

1

( , ),

( , ),

( , ),

),

( , ),

( , ) 5

3 가 가

2

POSA

가

16 가

4 가

3

/ ( ),

/

( )

1

2

POSA

2-2-2

2

KJ Method

5

10

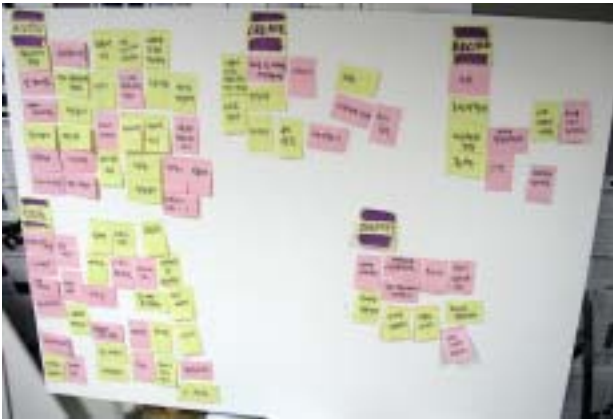
2004 6 , 107

10

20

Access, Control, Create,

Identify, Communicate, Enjoy, Record 7



[ 4]

2-2-3 POSA

POSA

[ 1]

가

1

0

	Acc	Con	Cre	Ide	Com	Enj	Rec	
A	0	0	1	1	0	0	0	2
B	1	1	0	1	0	0	1	4
C	0	0	1	0	0	0	0	1
D	0	0	1	1	1	0	0	3
E	0	0	1	1	0	0	0	2
F	0	0	1	1	0	1	0	3
G	0	0	1	1	0	1	0	3
H	0	0	1	1	1	1	0	4
⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮
⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮

[ 1]

가

POSA

	A	C	C	I	C	E	R		
	c	o	r	d	o	n	e		
	c	n	e	e	m	j	c		
C	0	0	1	0	0	0	0	1	1
A,E	0	0	1	1	0	0	0	2	2
D	0	0	1	1	1	0	0	3	1
F,G	0	0	1	1	0	1	0	3	2
B	1	1	0	1	0	0	1	4	1
H	0	0	1	1	1	1	0	4	1
⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮
⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮

[ 2]

2-2-4 POSA

POSA

가 가

(0000000)

가

가

가

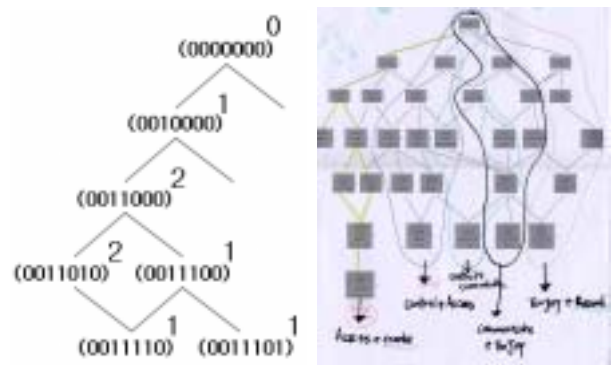
(reconstruction rate)

1)

2)

3) 2)

가 가



[ 5] POSA

가

가

80%

107

90

84%가

2-2-6

POSA

1

2-2-5

3 가

가

가

Access Create, Access Control, Control Communicate, Communicate Enjoy, Enjoy Record

Access Create	Access Control	Control Communicate	Communicate Enjoy	Enjoy Record
14%	33%	24%	18%	13%

Reconstruction rate 90/107=84%

[ 3] POSA



[ 7]

1, 3

2-2-7

2

POSA

5 가

1 , 3

POSA

POSA

5



[ 6] POSA

Access Create -> Net canvas

Access Control -> Smart manager

Control Communicate -> Remote control with heart

Communicate Enjoy -> Bridge to my friend

Enjoy Record -> Toy for my story

가 Control Communicate

[ 8]



[ 8]

林 知己夫, 多次元尺度解釋法, サイエンス社, 1999

, , , 2000

, , , 2005

, 가

, , 1998

SDM, Exhibition\_2004 Global Design Project “Self Expressism”, Samsung Design Membership, 2004

### 3.

가

POSA(Partial

Order Scalogram Analysis, )

, POSA

POSA

가

가

가