Assignment 3: Multimedia Proposal

TCO 620: Managing Multimedia

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This proposal outlines a project to develop a multimedia product for Symantec Corporation that highlights recent changes to product development processes and the relationship between the information development, user interface engineering, and localization teams.
Assignment 3: Multimedia Proposal

Executive Summary
To emphasize recent changes to the NetBackup development processes, this proposal outlines a project to develop a multimedia product that highlights the relationship between the information development, UI engineering, and localization teams. The primary audiences for the multimedia products are the members of the teams affected, though all development teams, including management, can benefit from the product by learning about the teams and the processes. The product will feature video interviews with featured team members, interactive process explanations, and software tool simulations. Currently available software and equipment will be used, so no additional expenditure is needed. We plan to conduct extensive unit, system, and usability testing to ensure the effectiveness and functionality of the multimedia product. It will be available through Symantec’s Intranet training portal, and, if desired, available for learning credit and performance review objectives.

Background and Need
Recently Symantec’s NetBackup development teams updated their development methodology. One change is in the relationship between information developers, user interface (UI) engineers, and localization coordinators. Previously, UI text was not consistently reviewed for spelling, grammar, and translatability. This resulted in confusing, sometime embarrassing messages, labels, and captions, as well as costly and time-consuming translation questions. Project post-mortem comments indicate that the development process documents were too vague in explaining how and when UI content should be written and checked. Development processes now include several steps throughout the development phases in which user interface text is developed, reviewed, and revised. While this change was mentioned in previous communications and in updated development process documents, the extent of the change was not fully communicated or implemented by the development teams. Requests for more clarification have come from managers and from members of the information development, UI engineering, and localization teams.

This is a proposal to develop a multimedia product that highlights the relationship between the information development, UI engineering, and localization teams. The following are the three primary objectives of the product:

- Introduce members of the teams to each other. A representative from each team will give a brief summary of their team, job, and role in UI development. This will humanize each team for the viewers.
• Explain the process steps in which the teams are involved. This will clarify the changes in the development methodology, which should result in a consistent UI text development process.

• Provide an overview of tools used in the processes. Brief, screen-captured tours of the tools used by the teams will introduce viewers to some of the resources available to the team, for instance, engineering’s UI string content repositories, information development’s content management system, and localization’s translation memory tools.

The following benefits will result from this product:

• Viewers will understand who should be involved in UI text development and when they should be involved.

• UI content will be properly written according to information development standards, checked for spelling, grammar and terminology issues, and prepared stylistically for translation.

• Ultimately, customers will be happy with a better UI.

**Treatment**

In this multi-module, multimedia presentation available on Symantec’s SymLearn portal, viewers will learn how Symantec NetBackup’s user interface (UI) text is developed by three teams (information development, UI engineering, and localization) on three continents (Asia, Europe, and North America). After viewers watch a brief overview of the subject and of the presentation, told through a collage of photos and graphic images accompanied by narration, they can explore the teams and the processes by selecting a module – one for each team involved with the UI text process. Each module includes a short video interview with a team member, who provides an engaging two-to-three minute chat about their jobs and about themselves. Viewers can then choose to view an interactive flowchart, which depicts the team’s processes, and a simple simulation of the use of a primary tool. When the viewer has viewed all three team modules, they can select the summary module, which reiterates key points of the presentation and provides links to further resources. After the summary, viewers can take an optional quiz before exiting the presentation.

**Technical Specifications**

The product will be developed using Adobe Captivate 5.0 and delivered as a Flash video. The product must be SCORM-compliant so that history and quiz results can be incorporated into Symantec’s learning and performance management systems. Symantec employees will access the product through the Intranet corporate training portal, SymLearn.
The multimedia developer will need the following configuration to develop the product:

- Laptop or desktop computer
- Intel processor, 2.16 GHz, with 2.00 GB RAM or equivalent
- Windows XP SP2, Windows Vista, or Windows 7 operating system
- A standard 19" monitor, 1280x1024 resolution recommended
- A digital video camera
- Internet Explorer 8 or Mozilla Firefox 3.6
- Adobe Captivate 5.0
- Camtasia Studio 7 for screen captures
- Microsoft Office Suite 2007, particularly PowerPoint and Visio
- Audacity audio recording and editing software
- Flash Player, latest version
- Standard Symantec network connections

Users will need the following PC desktop or laptop configuration to best view the product:

- Intel processor, 2.16 GHz, with 2.00 GB RAM or equivalent
- Windows XP SP2, Windows Vista, or Windows 7 operating system
- Standard 19" monitor, 1280x1024 resolution recommended
- Internet Explorer 8 or Mozilla Firefox 3.6
- Flash Player, latest version
- Standard Symantec network connections

**Narrative Structure and Flowchart**

The presentation will follow the following structure:

1. Introduction
2. Information Developer’s Role
   a. Interview with an information developer
   b. Process overview
   c. Tools used in this process
3. User Interface Engineer’s Role
   a. Interview with UI engineer
   b. Process overview
   c. Tools used in this process
4. Localization Coordinator’s Role
   a. Interview with localization coordinator
   b. Process overview
   c. Tools used in this process
5. Summary
6. Quiz
The following flowchart depicts the presentation structure:

Figure 1 – Presentation structure of the multimedia product
Sample Storyboards

The following storyboards are samples that show the general sequence and functionality of the Information Development module. The UI Engineering and Localization module will use a similar sequence with similar functionality. Viewers must finish the Introduction module before they can select another module. They can view modules in any order, but they must complete all three team modules before they can view the Summary module.

The first storyboard picks up where a viewer has completed the Introduction and has selected to view the Information Development module next.

Figure 2 – Opening screen of the Information Development module
Figure 3 – Interview video screen

Narration:
Meet Dhaval. He’s an information developer who writes about the security and encryption features of NetBackup. He will tell you more about himself and about his role in developing the user interface for NetBackup features.

Select the play button on the video display to start.

Functions and Interactions:
- Viewer uses the Flash controls to start, pause, stop, etc., the video.

Notes:
The video should not exceed three minutes.
Figure 4 – Introductory process screen

Narration:
Information developers get involved in UI design at the earliest phases of feature development. They participate in user story reviews and sometimes suggest user stories for consideration. Information developers can use the user stories to refine the outline of documentation content, and they can begin to suggest language for the UI content that meets Symantec writing style and localization guidelines.

Learn more about each of these processes. Click a process to read a brief description of the process activities.

Functions and Interactions:
- Viewer selects any of the process boxes to display a description of that process. Viewers can select in any order.

Notes:
The flowchart should be scrollable in case the chart runs off the screen.
Language Checking
In this step, information developers receive proposed UI text strings from the UI engineer. The text is analyzed using Acrolinx IQ, which identifies spelling, grammar, terminology, and style problems. The information developer then corrects the problems and returns the UI strings to the UI engineer, who then updates the UI.

Functions and Interactions:
• The viewer’s selection from the previous screen is highlighted.
• The viewer selects Close to close the text box. The display returns to ID_003.

Notes:
The text box should be scrollable in case the content runs out of the text box.

Figure 5 – Process description screen
<table>
<thead>
<tr>
<th>Functions and Interactions:</th>
<th>Notes:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Viewer selects one of the tool categories to display a description.</td>
<td>Only a team's primary tools should be discussed in this module. Specifically, the tools used in the UI text development process should be presented.</td>
</tr>
</tbody>
</table>

Figure 6 – Introductory tools screen
Figure 7 – Tool description screen

Language Checking
Acrolinx IQ is the tool used to analyze text for language problems. Information developers edit content from the Vasont CMS with the XXML editor XMetal. From there, a menu selection launches Acrolinx IQ. Any problems with the content are marked with XXML tags that are visible in the XMetal interface so that the information developer can correct the text ...

Functions and Interactions:
- The viewer’s selection from the previous screen is highlighted.
- The viewer selects Close to close the text box. The display returns to ID_004.
- The Try It! button launches a simulation of the software tool. (We may not be able to provide simulations of all tools. The Try It! button appears only when we have a simulation.)

Notes:
- The text box should be scrollable in case the content runs out of the text box.
Team Description

To complete this project effectively, we must assemble a project team that includes a multimedia developer, representatives of each team, the managers of each team, a narrator, and for some locations, a videographer/audio recorder.

- The multimedia developer will come from the Information Development team because some team members already have experience with multimedia projects, as well as the required equipment and software for this project.
- Managers and representatives of each team are needed to develop, review, and approve the content of the presentation.
- A narrator, possible coming from one of the teams, is needed to provide the voice of the product.
- In locations where the multimedia developer is not present, a videographer/audio recorder is needed to record interviews with team members.

Table 1 lists the team members and their major responsibilities.
### Table 1 – Team members and responsibilities

<table>
<thead>
<tr>
<th>Team Member</th>
<th>Responsibilities</th>
</tr>
</thead>
</table>
| Multimedia Developer | - Manages the project  
                        |  - Develops script templates  
                        |  - Writes and revises introduction, summary, and quiz scripts  
                        |  - Reviews module scripts  
                        |  - Creates and revises storyboards  
                        |  - Identifies and acquires image and sound assets  
                        |  - Records and edits video interviews (with videographer/audio recorder)  
                        |  - Provides interactivity for flowcharts  
                        |  - Records and edits tool simulations  
                        |  - Develops Flash modules in Captivate  
                        |  - Coordinates testing activities  
                        |  - Revises content based on testing results  
                        |  - Delivers final product to SymLearn platform  
                        |  - Announces product availability via email and Intranet announcements |
| Information Developer| - Writes information development module script  
                        |  - Reviews other module scripts  
                        |  - Reviews storyboards  
                        |  - Identifies and acquires image and sound assets  
                        |  - Participates in information development video interview  
                        |  - Develops information development flowchart  
                        |  - Records and edits tool simulations  
                        |  - Tests individual modules and the entire product  
                        |  - Participates in usability testing |
| Localization Specialist| - Writes localization module script  
                        |  - Reviews other module scripts  
                        |  - Reviews storyboards  
                        |  - Identifies and acquires image and sound assets  
                        |  - Participates in localization video interview  
                        |  - Develops localization flowchart  
                        |  - Records and edits tool simulations  
                        |  - Tests individual modules and the entire product  
                        |  - Participates in usability testing |
Team Member | Responsibilities
--- | ---
User Interface Engineer | - Writes and UI engineering module script  
- Reviews other module scripts  
- Reviews storyboards  
- Identifies and acquires image and sound assets  
- Participates in UI engineering video interview  
- Develops UI engineering flowchart  
- Records and edits tool simulations  
- Tests individual modules and the entire product  
- Participates in usability testing

Videographer/Audio Recording | - Identifies and acquires image and sound assets  
- Records and edits video interviews (with multimedia developer)  
- Records and edits tool simulations

Managers:  
- Information Development  
- Localization  
- UI Engineering | - Reviews scripts  
- Reviews storyboards  
- Reviews process flowchart  
- Tests individual modules and the entire product  
- Participates in usability testing

Narrator | - Provides the voice for the narration

**Project Tasks and Schedule**

Table 2 suggests a high-level overview of the task sequence necessary to complete this multimedia development project.

**Table 2 – Task sequence and deliverables**

<table>
<thead>
<tr>
<th>Task</th>
<th>Lead Team Member</th>
<th>Deliverables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial meeting/brainstorming</td>
<td>Multimedia Developer</td>
<td>Project objectives and task assignments</td>
</tr>
<tr>
<td>Develop project plan</td>
<td></td>
<td>Project plan</td>
</tr>
</tbody>
</table>
| Develop scripts for each module | Multimedia Developer  
Team representatives | Script template  
Scripts for each module  
Quiz script |
| Review, revise, and consolidate scripts | Multimedia Developer  
Team representatives  
Team managers | Final script |
<table>
<thead>
<tr>
<th>Task</th>
<th>Lead Team Member</th>
<th>Deliverables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create storyboards</td>
<td>Multimedia Developer</td>
<td>Draft storyboards</td>
</tr>
<tr>
<td>Review and revise storyboards</td>
<td>Multimedia Developer</td>
<td>Final storyboards</td>
</tr>
<tr>
<td></td>
<td>Team representatives</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Team managers</td>
<td></td>
</tr>
<tr>
<td>Identify and acquire assets</td>
<td>Multimedia Developer</td>
<td>Initial asset list</td>
</tr>
<tr>
<td></td>
<td>Videographer</td>
<td>Video interviews</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Flowcharts</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tool simulations</td>
</tr>
<tr>
<td>Create modules</td>
<td>Multimedia Developer</td>
<td>Intro module</td>
</tr>
<tr>
<td></td>
<td></td>
<td>InfoDev module</td>
</tr>
<tr>
<td></td>
<td></td>
<td>UI module</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Localization module</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Summary module</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Quiz</td>
</tr>
<tr>
<td>Unit test modules</td>
<td>Multimedia Developer</td>
<td>Unit test report</td>
</tr>
<tr>
<td></td>
<td>Team representatives</td>
<td></td>
</tr>
<tr>
<td>Revise and consolidate modules</td>
<td>Multimedia Developer</td>
<td>Revised modules</td>
</tr>
<tr>
<td>System test</td>
<td>Multimedia Developer</td>
<td>System test report</td>
</tr>
<tr>
<td></td>
<td>Team representatives</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Team managers</td>
<td></td>
</tr>
<tr>
<td>Usability test</td>
<td>Multimedia Developer</td>
<td>Usability test report</td>
</tr>
<tr>
<td></td>
<td>Team representatives</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Team managers</td>
<td></td>
</tr>
<tr>
<td>Revise and consolidate modules</td>
<td>Multimedia Developer</td>
<td>Final modules</td>
</tr>
<tr>
<td>Upload to Intranet and activate</td>
<td>Multimedia Developer</td>
<td>Access to presentation</td>
</tr>
<tr>
<td>in SymLearn</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Announce availability</td>
<td>Multimedia Developer</td>
<td>Email announcement</td>
</tr>
<tr>
<td></td>
<td>Team managers</td>
<td>Intranet announcement</td>
</tr>
</tbody>
</table>
Table 3 depicts the major tasks and estimated start and stop dates.

Table 3 – Major tasks and estimated timeline

<table>
<thead>
<tr>
<th>ID</th>
<th>Task Name</th>
<th>Start</th>
<th>Finish</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kickoff and brainstorming</td>
<td>1/3/2012</td>
<td>1/6/2012</td>
<td>4d</td>
</tr>
<tr>
<td>2</td>
<td>Develop project plan</td>
<td>1/9/2012</td>
<td>1/13/2012</td>
<td>5d</td>
</tr>
<tr>
<td>3</td>
<td>Develop scripts for each module</td>
<td>1/16/2012</td>
<td>2/3/2012</td>
<td>15d</td>
</tr>
<tr>
<td>4</td>
<td>Review, revise, and consolidate scripts</td>
<td>2/6/2012</td>
<td>2/17/2012</td>
<td>10d</td>
</tr>
<tr>
<td>5</td>
<td>Create storyboards</td>
<td>2/20/2012</td>
<td>3/2/2012</td>
<td>10d</td>
</tr>
<tr>
<td>6</td>
<td>Review and revise storyboards</td>
<td>3/5/2012</td>
<td>3/16/2012</td>
<td>10d</td>
</tr>
<tr>
<td>7</td>
<td>Identify and acquire assets</td>
<td>2/20/2012</td>
<td>3/16/2012</td>
<td>20d</td>
</tr>
<tr>
<td>8</td>
<td>Create modules</td>
<td>3/19/2012</td>
<td>4/20/2012</td>
<td>25d</td>
</tr>
<tr>
<td>9</td>
<td>Unit test modules</td>
<td>3/30/2012</td>
<td>4/27/2012</td>
<td>21d</td>
</tr>
<tr>
<td>10</td>
<td>Revise modules</td>
<td>4/30/2012</td>
<td>5/4/2012</td>
<td>5d</td>
</tr>
<tr>
<td>11</td>
<td>System test</td>
<td>5/7/2012</td>
<td>5/11/2012</td>
<td>5d</td>
</tr>
<tr>
<td>12</td>
<td>Usability test</td>
<td>5/7/2012</td>
<td>5/9/2012</td>
<td>3d</td>
</tr>
<tr>
<td>13</td>
<td>Revise and consolidate modules</td>
<td>5/14/2012</td>
<td>5/18/2012</td>
<td>5d</td>
</tr>
<tr>
<td>14</td>
<td>Upload to Intranet</td>
<td>5/28/2012</td>
<td>5/28/2012</td>
<td>1d</td>
</tr>
<tr>
<td>15</td>
<td>Launch and announce availability</td>
<td>6/4/2012</td>
<td>6/4/2012</td>
<td>1d</td>
</tr>
</tbody>
</table>
Summary

This proposed multimedia project provides NetBackup development teams with an engaging resource primarily for learning about UI development processes, tools, and teams. It also describes a key development component that can illustrate the cooperation necessary among several teams in multiple locations. And it provides a bit of “face” time through the videos so that other Symantec employees can get to know the interviewed team members. Other Symantec teams have produced several other multimedia products recently, and the response has been overwhelming positive to them.

The project plan is timely because it concludes about a month before the next major development cycle starts in July 2012. The process changes highlighted in the multimedia product will be of particular interest to members of the three teams as well as to project managers and members of other NetBackup development teams. Also, the project team members will be available during the time period suggested by the project timeline. This project has also been designed to need no new software, equipment, or training to complete. The only expenditure will be in the time commitments of the project team members.

Careful adherence to the new UI processes is essential to improving the quality and translatability of NetBackup’s user interface. Communicating these changes in an effective and appealing manner will greatly help to ensure adherence among all teams. This proposed multimedia product, if approved, will serve as the communication vehicle we need.