

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:

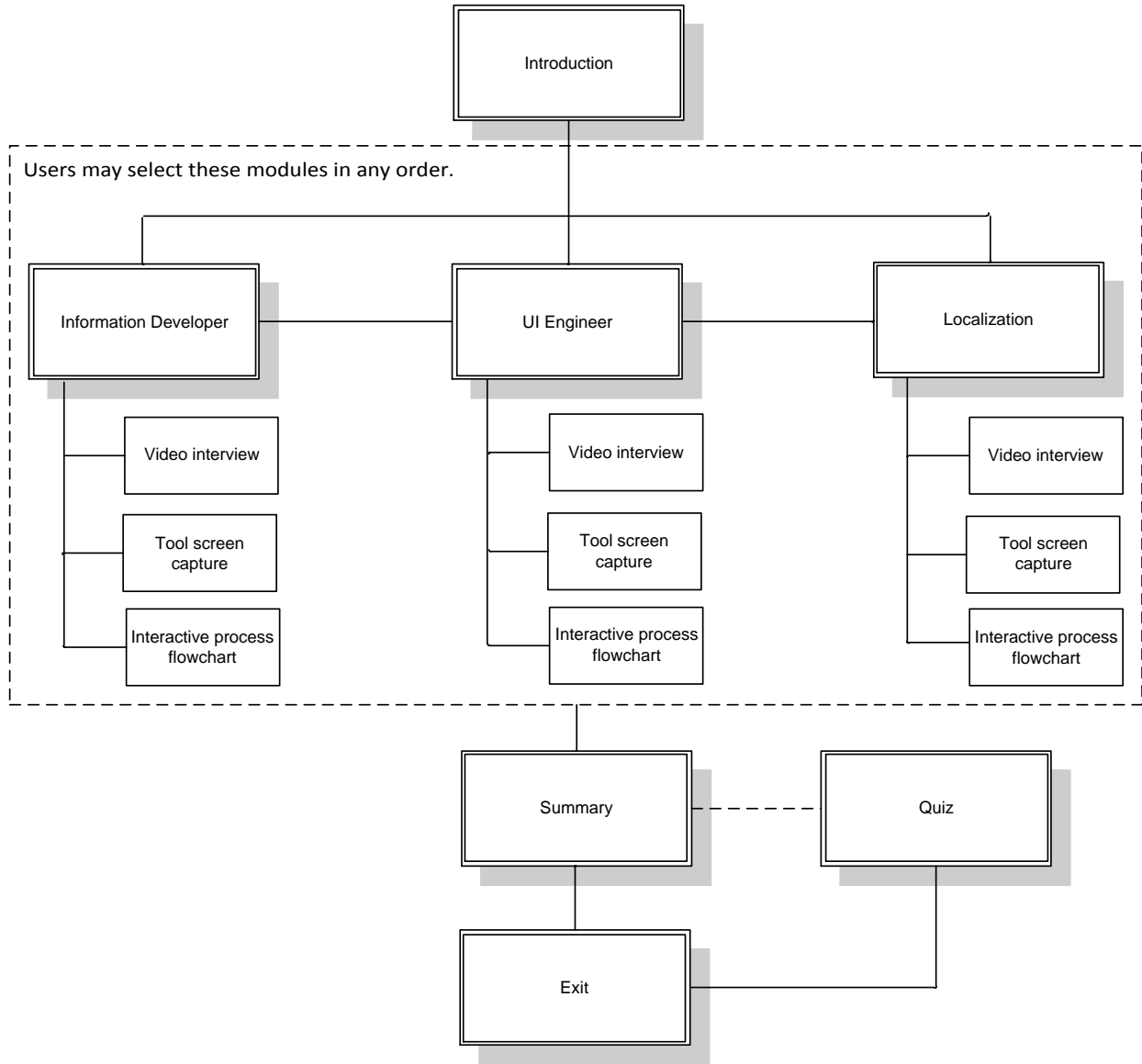


Figure 1 – Presentation structure of the multimedia product

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.


Module: Information Development Screen ID: ID_001 Version: 1		Date: 12/4/2011
		<p>Narration: The Information Development team not only writes NetBackup's customer documentation, but its team members also participate in process analysis, terminology administration, system testing, usability studies, and UI design.</p> <p>Learn more about the team:</p> <ul style="list-style-type: none"> • Select "People" to watch a video interview with an information developer. • Select "Process" to see an overview of the team's typical processes • Select "Tools" for a quick tour of some of the tools the team uses.
<p>Functions and Interactions:</p> <ul style="list-style-type: none"> • Buttons are functional after narration completes. • Viewer selects one of the buttons to navigate: <ul style="list-style-type: none"> People goes to the ID_002 Process goes to ID_003 Tools goes to ID_004 Return to Intro goes to IN_003 (final screen of intro module) Exit goes to EX_001 ("Are you sure you want to exit at this time?") 		<p>Notes: Replace placeholder background graphic with more appropriate team image.</p>

Figure 2 – Opening screen of the Information Development module


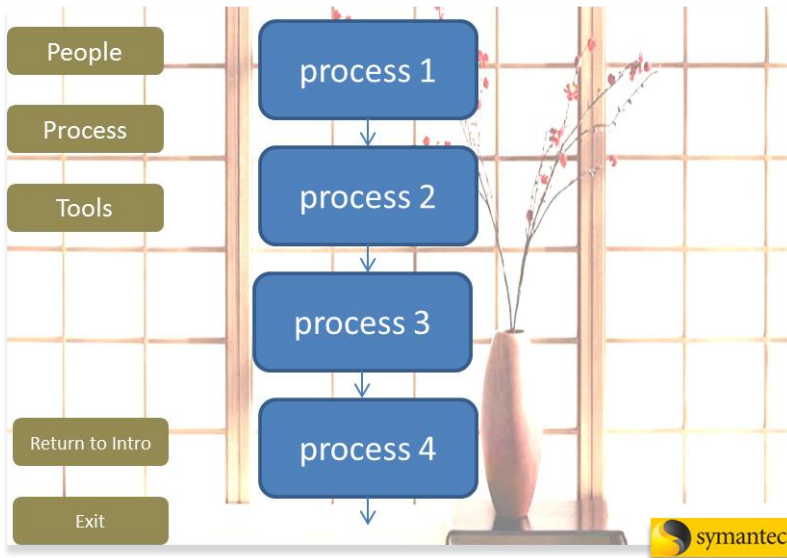
	<p>Narration: Meet Dhaval. He's an information developer who writes about the security and encryption features of NetBackup. He will tell you more about himself and about his role in developing the user interface for NetBackup features.</p> <p>Select the play button on the video display to start.</p>
<p>Functions and Interactions:</p> <ul style="list-style-type: none">• Viewer uses the Flash controls to start, pause, stop, etc., the video.	<p>Notes: The video should not exceed three minutes.</p>

Figure 3 – Interview video 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.

Figure 4 – Introductory process screen

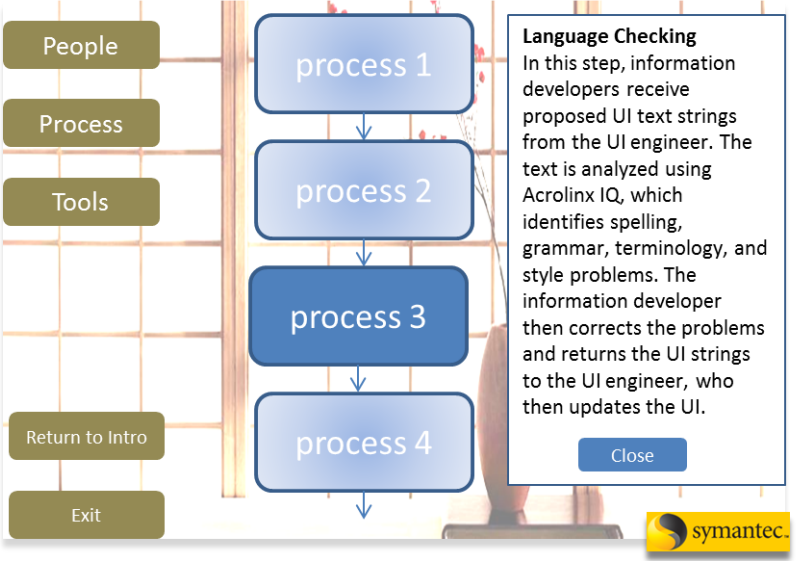
 <p>Language Checking In this step, information developers receive proposed UI text strings from the UI engineer. The text is analyzed using Acrolinx IQ, which identifies spelling, grammar, terminology, and style problems. The information developer then corrects the problems and returns the UI strings to the UI engineer, who then updates the UI.</p> <p>Close</p> <p>symantec</p>	<p>Narration: (None)</p>
<p>Functions and Interactions:</p> <ul style="list-style-type: none">• 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.	<p>Notes: The text box should be scrollable in case the content runs out of the text box.</p>

Figure 5 – Process description screen

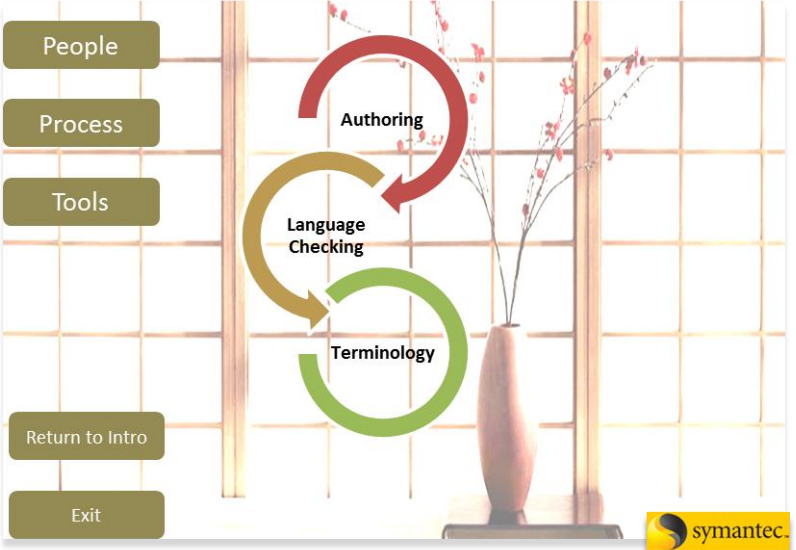
	<p>Narration: The information development team uses a number of software tools in their tasks.</p> <p>In preparing UI text, information developers use an authoring tool – usually XMetal – to enter text and mark it up with proper XML tags for formatting. They use Acrolinx IQ to check the language of the text for any errors or style problems. And team members who serve as terminology administrators use Acrolinx Terminology to enter Symantec-specific terms and definitions to the corporate information development term database.</p> <p>Select a tool category to learn more about it.</p>
<p>Functions and Interactions:</p> <ul style="list-style-type: none">• Viewer selects one of the tool categories to display a description.	<p>Notes:</p> <p>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.</p>

Figure 6 – Introductory tools screen

<p>Language Checking Acrolinx IQ is the tool used to analyze text for language problems. Information developers edit content from the Vasont CMS with the XML editor XMetal. From there, a menu selection launches Acrolinx IQ. Any problems with the content are marked with XML tags that are visible in the XMetal interface so that the information developer can correct the text ...</p> <p>Try It! Close</p> <p>symantec</p>	<p>Narration: (None)</p>
<p>Functions and Interactions:</p> <ul style="list-style-type: none"> • 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 tool s. The Try It! button appears only when we have a simulation.) 	<p>Notes:</p> <ul style="list-style-type: none"> • The text box should be scrollable in case the content runs out of the text box.

Figure 7 – Tool description screen

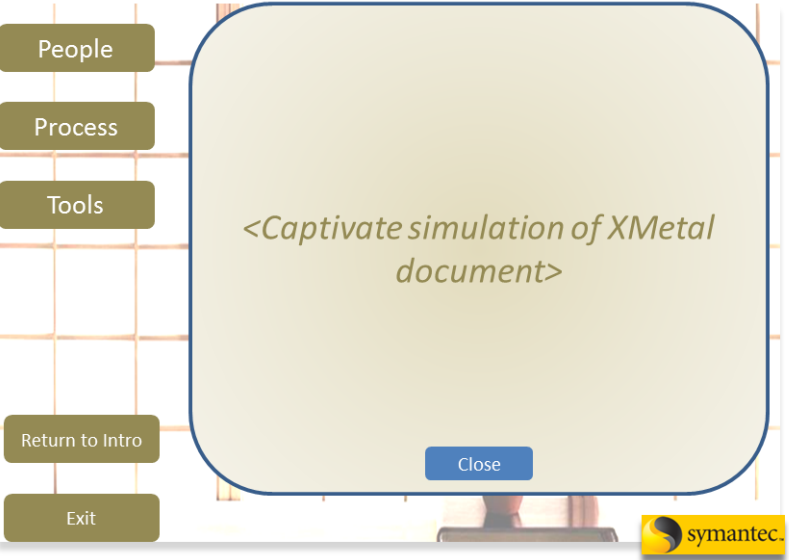
Module: Information Development Screen ID: ID_004_002_001 Version: 1		Date: 12/4/2011
	<p>Narration: Let's try using Acrolinx IQ to analyze a few UI text strings.</p> <p>Here you see the XMetal interface. Put your cursor between the <para> and </para> tags. Now enter this text: "<string>"</p> <p>[On error only] Enter the string like this. [Text box appears with text]</p> <p>Good. We'll enter a couple more strings for you. [Two more strings appear.]</p> <p>Now, from the Acrocheck menu, you can select Check.</p> <p>Acrolinx IQ surrounds each error with XML tags to identify the problem. Click a tag to see more about the error.</p>	
<p>Functions and Interactions:</p> <ul style="list-style-type: none"> The viewer selects Close to exit from the simulation. The display returns to ID_004. The simulation will handle errors in navigation and text entry. Narration should accompany any error handling. 	<p>Notes: (None)</p>	

Figure 8 – Tool simulation screen

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

Team Member	Responsibilities
Multimedia Developer	<ul style="list-style-type: none"> ▪ 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	<ul style="list-style-type: none"> ▪ 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	<ul style="list-style-type: none"> ▪ 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	<ul style="list-style-type: none"> ▪ 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	<ul style="list-style-type: none"> ▪ Identifies and acquires image and sound assets ▪ Records and edits video interviews (with multimedia developer) ▪ Records and edits tool simulations
Managers: <ul style="list-style-type: none"> ▪ Information Development ▪ Localization ▪ UI Engineering 	<ul style="list-style-type: none"> ▪ Reviews scripts ▪ Reviews storyboards ▪ Reviews process flowchart ▪ Tests individual modules and the entire product ▪ Participates in usability testing
Narrator	<ul style="list-style-type: none"> ▪ 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

Task	Lead Team Member	Deliverables
Initial meeting/brainstorming	Multimedia Developer	Project objectives and task assignments
Develop project plan		Project plan
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

Task	Lead Team Member	Deliverables
Create storyboards	Multimedia Developer	Draft storyboards
Review and revise storyboards	Multimedia Developer Team representatives Team managers	Final storyboards
Identify and acquire assets	Multimedia Developer Videographer	Initial asset list Video interviews Flowcharts Tool simulations
Create modules	Multimedia Developer	Intro module InfoDev module UI module Localization module Summary module Quiz
Unit test modules	Multimedia Developer Team representatives	Unit test report
Revise and consolidate modules	Multimedia Developer	Revised modules
System test	Multimedia Developer Team representatives Team managers	System test report
Usability test	Multimedia Developer Team representatives Team managers	Usability test report
Revise and consolidate modules	Multimedia Developer	Final modules
Upload to Intranet and activate in SymLearn	Multimedia Developer	Access to presentation
Announce availability	Multimedia Developer Team managers	Email announcement Intranet announcement

Table 3 depicts the major tasks and estimated start and stop dates.

Table 3 – Major tasks and estimated timeline

ID	Task Name	Start	Finish	Duration	Jan 2012				Feb 2012				Mar 2012				Apr 2012				May 2012				Jun 2012	
					1/1	1/8	1/15	1/22	1/29	2/5	2/12	2/19	2/26	3/4	3/11	3/18	3/25	4/1	4/8	4/15	4/22	4/29	5/6	5/13	5/20	5/27
1	Kickoff and brainstorming	1/3/2012	1/6/2012	4d	★																					
2	Develop project plan	1/9/2012	1/13/2012	5d	●★																					
3	Develop scripts for each module	1/16/2012	2/3/2012	15d	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
4	Review, revise, and consolidate scripts	2/6/2012	2/17/2012	10d							●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
5	Create storyboards	2/20/2012	3/2/2012	10d																						
6	Review and revise storyboards	3/5/2012	3/16/2012	10d																						
7	Identify and acquire assets	2/20/2012	3/16/2012	20d																						
8	Create modules	3/19/2012	4/20/2012	25d																						
9	Unit test modules	3/30/2012	4/27/2012	21d																						
10	Revise modules	4/30/2012	5/4/2012	5d																						
11	System test	5/7/2012	5/11/2012	5d																						
12	Usability test	5/7/2012	5/9/2012	3d																						
13	Revise and consolidate modules	5/14/2012	5/18/2012	5d																						
14	Upload to Intranet	5/28/2012	5/28/2012	1d																						
15	Launch and announce availability	6/4/2012	6/4/2012	1d																						

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.