



1

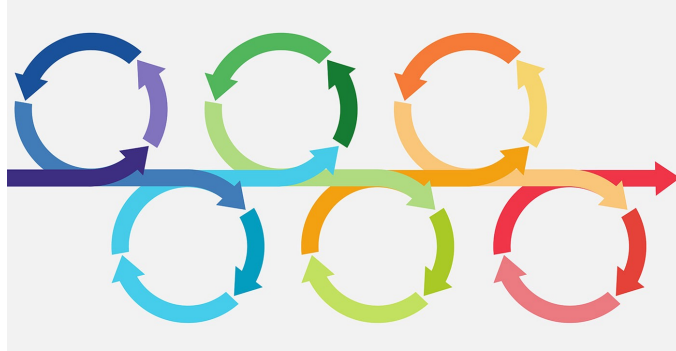


2

2

## Interact & Iterate

- **Interactive** - team members share expertise and ideas during the development cycle
- **Iterative** - revisions result from development feedback.



3

3

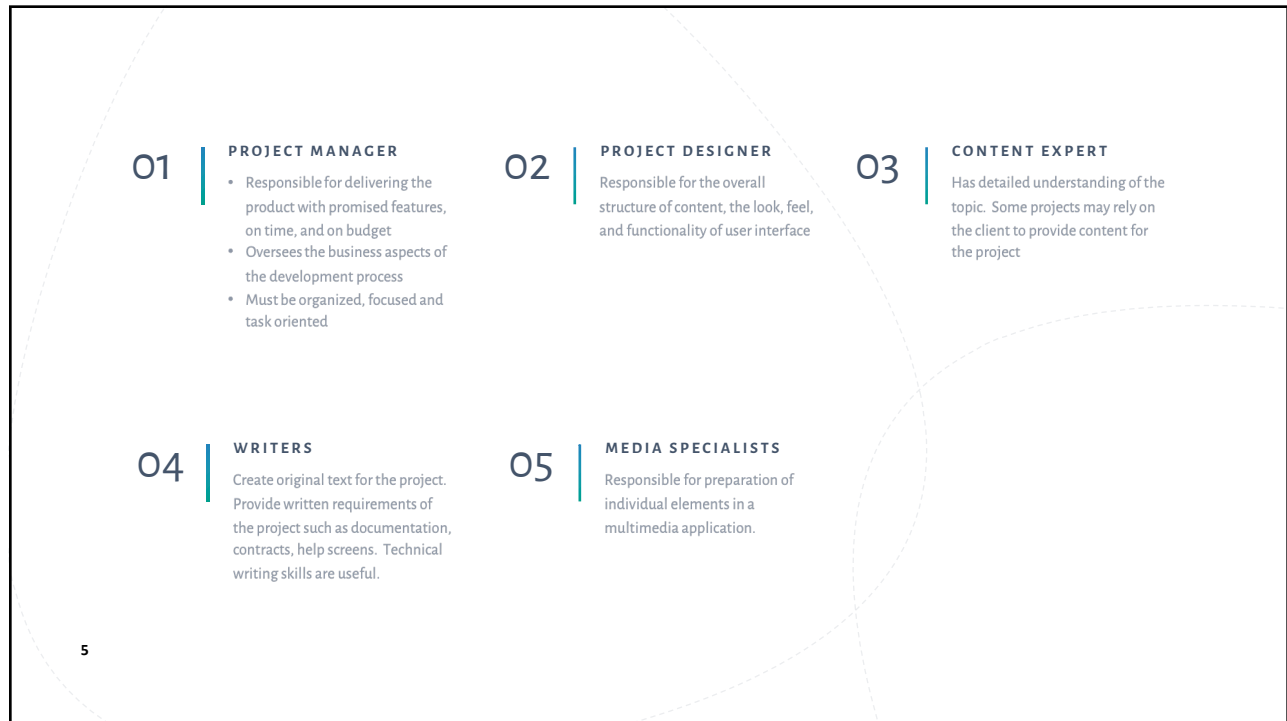
## The Team

- Team of experts for the the project
- Produce high quality media
- Contribute to the development of ideas in project cycle



4

4



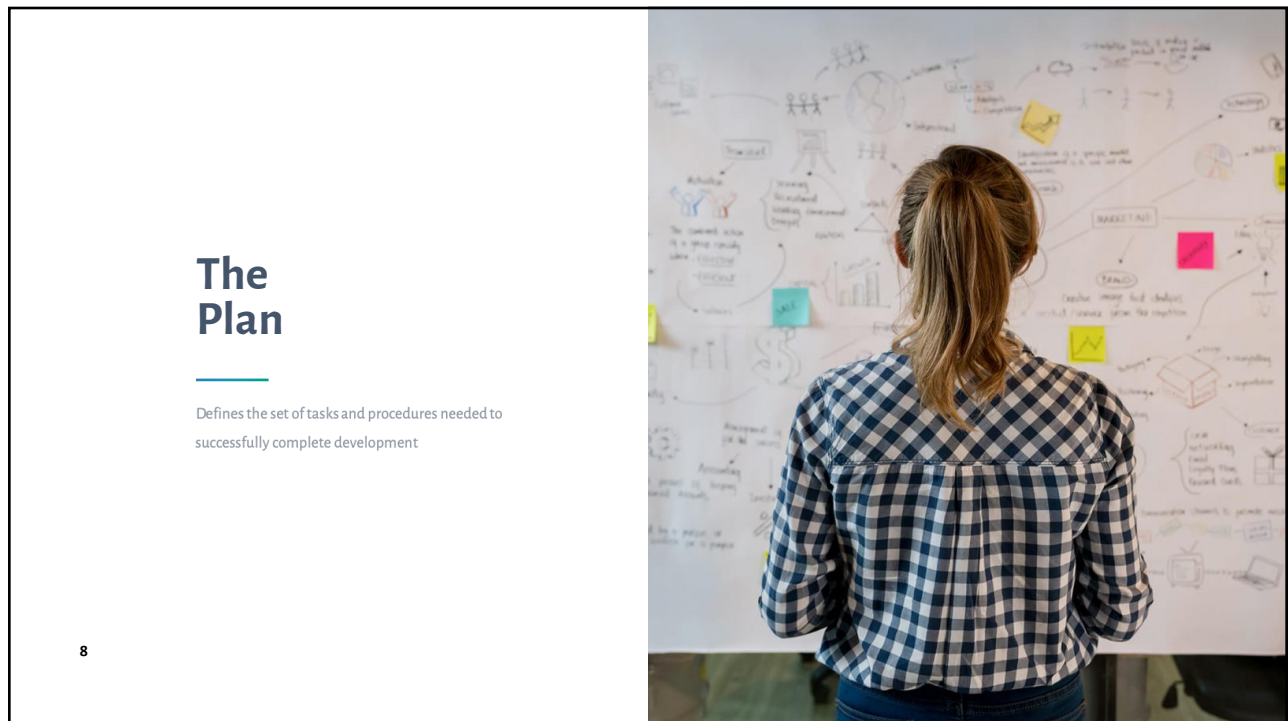
5



6



7



8



THE PLAN

# Essential Stages

- Progress markers or rewards are identified at each stage
- Deliverables are sent to the client as the project takes shape
- Payment schedules often tied to deliverables

O1


**DEFINITION**  
What do we need to do?

O2

**DESIGN**  
What will it look like and how do we make it work?

O3

**PRODUCTION**  
Get it done.



WHAT DO WE NEED TO DO?

# Stage 1: Definition

- Identify project goal or purpose
- Identify the audience
- Identify the role of multimedia

**ASK YOURSELF**

- Advantage of using multimedia?
- Media elements required?
- Forms of interactivity needed?
- Delivery method and cost estimates?

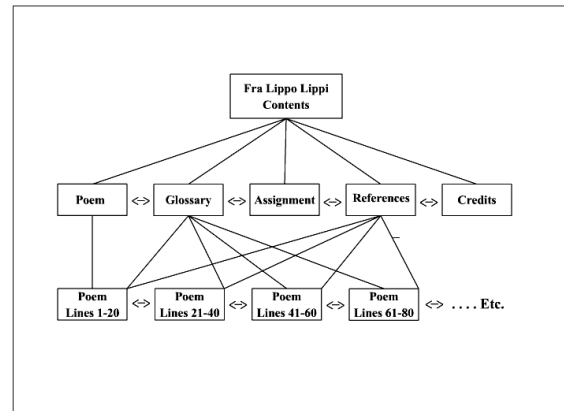
**KEY DOCUMENTS**

1. Preliminary Proposal
2. Storyboard (Mockups)
3. Functional Specification

## KEY DOCUMENT 1

## Preliminary Proposal

- Short description of the proposed application.
- Includes project goal, audience, outcomes, description of media, types and uses of interactivity and preliminary cost estimate.
- Often includes a flow chart



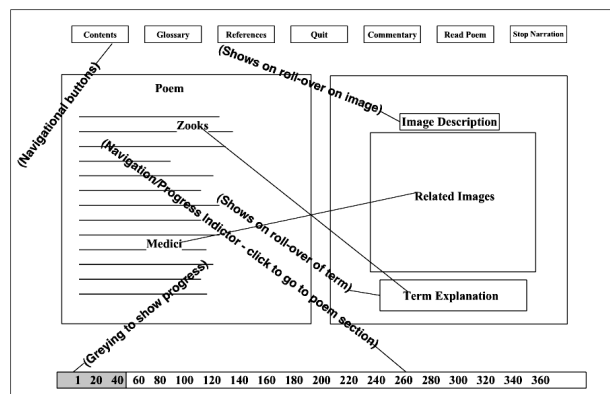
11

11

## KEY DOCUMENT 2

## Storyboards (Mockups)

- Sketches of major screens
- Rough drawings of media elements such as photos, animations, or videos are sketched in
- Navigation aides are identified



12

12

## KEY DOCUMENT 3

## Functional Specification

- Detailed description of the elements and performance of multimedia project
- Basis of a detailed business contract
- Helps developer and client understand what has been promised and the procedures to follow if changed are made to specifications

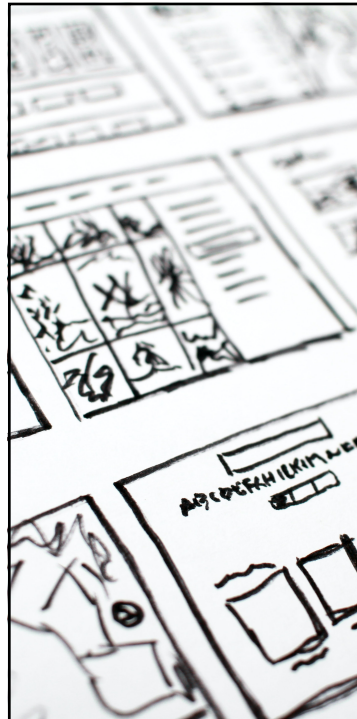
13

**WEBSITE FUNCTIONAL REQUIREMENTS TEMPLATE**

Use this template to communicate a plan for a new or updated website to stakeholders within your company and to web development resources you contract.

<b>WHO ARE YOU?</b>	It can be useful to remind internal users what your purpose is and is essential to good function and design to explain the to external visitors. What does your organization do? When was your organization founded and why? Size of company and location. Asset products and services.
<b>WHY DO YOU NEED A WEBSITE?</b>	What's the purpose of a website? What are your business goals for the website and how will you know when you've achieved them? What are the problems with your existing site? An example of a goal is to reduce inbound leads for services. A secondary goal might be to improve how fast account managers are notified of website inquiries.
<b>WHO IS YOUR KEY AUDIENCE?</b>	Who needs to look at your website? Is it customer research? The press? And what does your audience want to do when they get to your site? What do you want them to do?
<b>HOW SHOULD YOUR SITE BE ORGANIZED?</b>	Sketch out the information architecture. Don't be constrained by any existing designs. And don't be surprised if the sketch changes during development.
<b>HOW DOES IT WORK?</b>	You can discuss the aspect without having a background in web programming if you consider such things as whether a page should include an address form or what is required if you need to accept payments. The organization and functionality discussion may be best discussed in your primer. As a result, you'll do something to that "how does it work" is a result. For example, As a customer I want to remove items from my cart so that I buy only what I need.
<b>WHO ARE YOUR KEY COMPETITORS?</b>	Using the site of your immediate competitors can provide ideas for improvements and opportunities to add value that their site can't offer.
<b>WHAT RULES?</b>	Consider how your site will be used, or the usability. Detail any compliance requirements, such as HIPAA for health care sites.
<b>WHAT IS YOUR BUDGET AND TIMELINE?</b>	It's important for you and your web development vendors to understand these potential constraints.

13



## WHAT WILL IT LOOK LIKE?

## Stage 2: Design

- First media elements are created
- Interface is designed
- Elements are combined to create the prototype

## MEDIA CREATION

- Required media identified in a content inventory list
- Media pre-production, production, post-production tasks are carried out

## INTERFACE DESIGN

User interface defines how user experiences the project content

## PROTOTYPE

An incomplete working model of the project

14

## The User Interface



### Goals

- Engage the user
- Support project goals
- Match the expectations and abilities of the audience
- Establish appropriate tone determined by style of media elements and controls



### Features

- Intuitive
- Consistent
- Predictable & reliable

15

15

THE USER INTERFACE

## Sample UI

1 20 40 60 80 100 127 145 166 183 205 221 241 258 270 293 316 336 354 376

16

16

## The Prototype



### Features

- Incomplete working model of the final project
- Generally built in the authoring application that will produce the final project



### Functions

- Refine the definition of the product
- Guide further work of team members
- Used to test proposed features & assumptions
- Used to obtain internal and external product review.

17

17

THE PROTOTYPE

## Sample Prototype

Contents Glossary Commentary Stop Narration

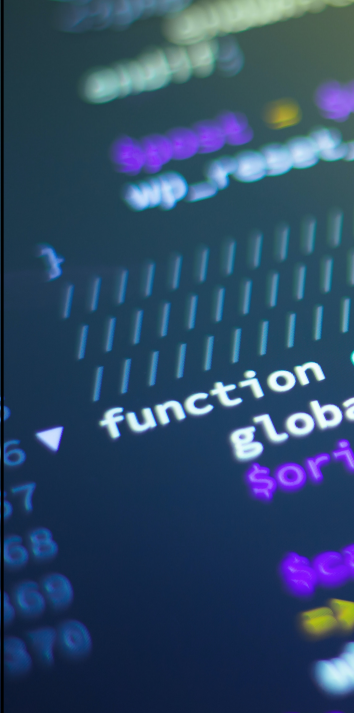
80 Come, what am I a beast for? tell us, now!  
I was a baby when my mother died  
And father died and left me in the street.  
I starved there, God knows how, a year or two  
On fig-skins, melon-parings, rinds and shucks,  
Refuse and rubbish. One fine frosty day,  
85 My stomach being empty as your hat,  
The wind doubled me up and down I went.  
Old Aunt Lapaccia trussed me with one hand,  
(Its fellow was a stinger as I knew)  
90 And so along the wall, over the bridge,  
By the straight cut to the convent. Six words, there,  
While I stood munching my first bread that month:  
93 'So, boy, you're minded,' quoth the good fat father  
Wiping his own mouth, 'twas *refection-time*,—  
'To quit this very miserable world?  
Will you renounce' . . . The mouthful of bread? thought I;  
By no means! Brief, they made a monk of me,  
I did renounce the world, its pride and greed,  
Palace, farm, villa, shop and banking-house,  
100 Trash, such as these poor devils of Medici  
Have given their hearts to—all at eight years old.

1 20 40 60 80 100 127 145 166 183 205 221 241 258 270 293 316 336 354 376

18

18





GET IT DONE

## Stage 3: Production

---

Remaining elements of project are created and integrated into the application

**QA TESTING & BUG REPORTING**

- Alpha version: includes most media elements but also many "bugs"
- Beta version: includes all media but still has a few bugs
- Gold master: complete, bug-free application

**RELEASE PREPARATION**

Completion of release notes, manuals & packaging

**ARCHIVE MATERIALS**

Project materials are systematically archived

19

WRAP UP

---

**Multimedia development is a team effort!**



20

20