

Project I: Summer Project

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The famous four “W”s!!



Where?





Impelsys @ diamond district, Bangalore





Impelsys @ diamond district, Bangalore



about impelsys

- ❖ Delivering the most innovative, cost-effective, and flexible online content delivery technologies and services to the global publishing industry
- ❖ Mission
 - ❖ Enable the global publishing community to deliver and market electronic content



When?



May 2008

Mon Tue Wed Thu Fri Sat Sun

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

June 2008

Mon Tue Wed Thu Fri Sat Sun

30						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29



Why?



- ❖ To learn what are the industrial usability practices
- ❖ Getting acquainted with the industry



What?



about the project

- ❖ iDAMS (digital asset management system)
- ❖ iDAMS as a subset of Inspire an end to end publishing portal for publishers





Week 1

- ✓ *Orientation and introduction*
- ✓ *Study of web 2.0 features*
- ✓ *Presentation of what is web 2.0 and what might be the future trends in web*



Week 2

- ✓ *Introduction and a walk through of iDAMS*
- ✓ *Study of the current software of iDAMS*
- ✓ *Study of the competitor DAMS*
- ✓ *Stakeholder interviews to get the business, design and usability objectives*



Week 3

- ✓ *Interviews for publishers (potential users)*
- ✓ *Strategy review for the current DAMS*
- ✓ *Conceptual redesigning of few task flows*
- ✓ *Presentation on the same*



Week 4

- ✓ *Redesigning of the DAMS*
- ✓ *Studying the nine different market segments*
- ✓ *Redesigning DAMS to cater to the need for the nine market segments*



Week 5

- ✓ *Designing wireframes for the redesigned DAMS*
- ✓ *Stakeholder feedback*
- ✓ *Implementing the changes in the same*
- ✓ *Final presentation*

What did I learn from the internship?

- ❖ Industry approach of usability practice
- ❖ Get user data when the users are based on a global scale
- ❖ How to make interview protocols for stakeholder interviews?
- ❖ How to make protocols for user interviews?
- ❖ Prototyping softwares like “dia”



Thank you...

