



Creating a Sustainable Multimedia Demo Creation Process

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Agenda



- About This Presentation
- Understanding Demos
 - Thinking Beyond Software Tasks
 - Visual Strategies
 - Storyboarding Ideas
 - Construction and Post-processing
- Defining Demo-Creation Process

About This Presentation




What you will learn:

- Define a conceptual framework for creating a demo
 - Create stand-alone demos
 - Scope integrating multiple demos
 - Understand organization-level implications
- Explore new themes, techniques

What is not covered:

- How to select the 'right' tool
- Instructions to use the selected tool to create a demo

Demos (Beyond Software)

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- Commercial
 - Games
 - Movies
 - High-end demos
 - Training
 - ISO/CMM
 - Process
 - New Hire
 - Evaluation
 - Post-assessment
 - Pre-assessment
 - Getting Started
 - Intranet/Internet
 - Getting Started Pages
 - Experience
 - Signatures
 - Emoticons
 - Avatars
 - Social
 - Pic book
 - Proposals
 - Merging experience in applications (CD, SaaS)

Demos (Software)



Tasks

- Quick Application
- Troubleshooting
- Demo
 - Capability
 - Prototype


Module

- Explain Pre-task Planning
- Demo Functions
- Highlight Special Behavior, Exception


Software

- Part Versus Whole
- Stand-alone Versus CBT
- Hierarchical flow versus sequential flow


Demos: Visual Strategies

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- From Parts to Whole
 - Build-ups (Incremental addition (parts, themes, whole), By discovery, Treasure-hunt)
 - Layers (Number, Embed Versus Link, Intelligent use of transparency)
 - Callouts
 - Whole Versus part
 - Selective elimination
 - Selective highlighting (Geometrical pattern; Fractal or shape-based)
 - Callouts
 - Multiple threads
 - Picture in Picture (Comparison, Variance)
 - Summation (Merging images, text, voice together in build-ups)
 - Embedding effects
 - Timeless strategies
 - Tables
 - Image-Maps
 - Motion (Algorithmic, random)
 - Embed, Emboss


Before You Create Demos (1)

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- Create a graphic style sheet
 - Define the use of fonts, colors
 - Define how to use figures, lists, graphics, hyperlink rules
 - Set up a template for standard overviews, summaries
 - Create an image bank
 - Define Experience Guidelines
 - Set up guidelines for sound usage
 - Use a skin (tied to launch site/style)
 - Define a base template
 - Define a copyright notice/variation
 - Define version control requirements
 - Identify standard disclaimers


Before You Create Demos (2)

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- Define a screenshot taking process
 - Settle on OS, Window Size, Color palette
 - Have guidelines on still images, demos (recorded by tool) and embedded demos
 - Define Text, Audio Relationship
 - Create rules in terms of basic tasks, labels and density of frame text
 - Compliment text, audio
 - Define an archival/version control process
 - Identify guidelines for source project archival, versions, reviews, outputs, clubbing of outputs etc
 - Define an output integration plan
 - Identify how demos display in product CD, intranet/Internet, specific CD/DVD
 - Define a review Process
 - Copy Editing, Instructional Review, SME Review, Production Consistency
 - Define a localization, Globalization, Communication Plan


Storyboarding (1)

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- Research
 - **A**udience analysis: Background, current knowledge/comfort level
 - **T**ask analysis: Identify all required tasks, enabling concepts, and relevant reference
 - **N**eeds analysis: Identify when a user needs to use task (and why). List all typical situations
 - Follow ARCS model
 - **A**ttention: Can show (best/flashy/relevant) output first; connect to new view, a new possibility; surprise/exact
 - **R**elevance: Establish the need; differentiate from past; compare with other offering; solve limitations
 - **C**onfidence: Can simulate tasks, address key steps/possibilities, recommend path (from multiple options); identify what to avoid; test results; reiterate sub-tasks
 - **S**ummary: Connect to next step, possibilities

Storyboarding (2)

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- Follow a structure
 - Slide, caption, audio, graphic/video, interaction notes (hint, cue, correct/incorrect), notes (self, translation)
 - Define structure but allow flexibility (allow multiple logical views)
 - Content Guidelines
 - Write accurate, relevant content (not complete)
 - Use simple, unambiguous text (apply creativity in images, not text)
 - Ensure smooth transitions (allow flexible navigation, branching)
 - Avoid long topics, multiple ways to do same task (unless that's what you are demoing)
 - Optimize examples (have creative but relevant images)
 - Apply consistency in style, usage, edits
 - Compliment relationships of different objects (in screen, across a demo, across demos)

Storyboarding (3)

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- Review Guidelines
 - Review storyboard before construction (most for complex/long demos)
 - Review post-constructed demo for Graphics, SME, Edit
 - Incorporate some early beta review (identify guidelines for internal/external beta)
 - Production Guidelines
 - Apply consistent skin, select consistent style for intro, end, pre-task, post-task slides
 - Record in one session (including audio, if possible)
 - If different users create different aspect for demo, have a clear role-list
 - If embedding audio, use .WAV. .MP3 files
 - Use accent-free voice (telephone-friendly)
 - Avoid humor
 - Test demo, apply agreed production settings, generate .swf file
 - Integrate demo with product, CD, Intranet/Internet

Summary



You learned:

- Planning Demos for Software and Non-Software Subjects
- Using Creative Visual Strategies
- Defining Processes For Creating Demos Across Organization/Department/Group-level
- Storyboarding a Demo
- Constructing and Post-processing A Demo