

SUMMER PROJECT

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Interaction Design

OVERVIEW

- Ø Company
- Ø The Project
- Ø Aim of the Project
- Ø Weekly Tasks
- Ø Design Process
- Ø Learning

IMPELSYS, Bangalore



Diamond District, Bangalore

IMPELSYS, Bangalore



Diamond District, Bangalore

IMPELSYS, Bangalore



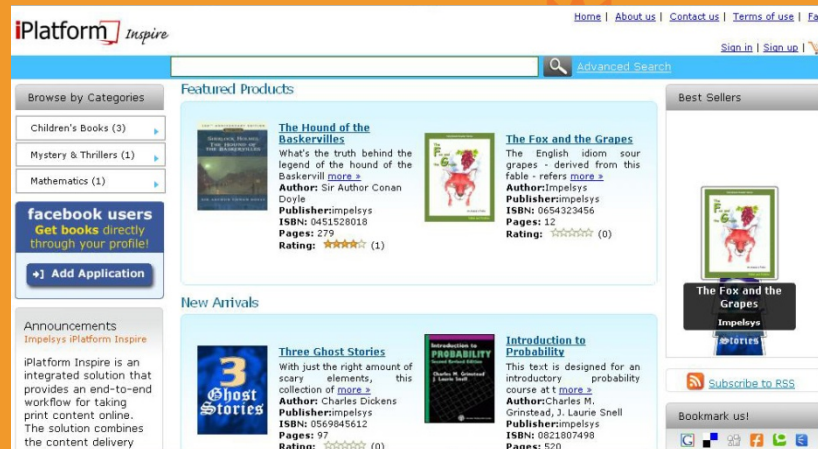
Diamond District, Bangalore

Impelsys, has devoted themselves exclusively in delivering the most innovative, cost-effective, and flexible online content delivery technologies and services to the global publishing industry. The digital age has brought monumental opportunities and challenges to publishers faced with the task of transforming their business from a single media model into that of an expansive, knowledge-based organization. Impelsys has devoted their skills to e-publishing and publishers identifying technologies, services and content solutions that deliver tangible results.

THE PROJECT

- The project was to design iPlatform which is a web portal solution
- That empowers publishers to monetize new and existing content
- Strengthen their relationships with readers, and to establish a profitable digital presence.

They have nine different market segments and they want to design different websites for them and also they want their websites to have features of social networking where the users, members of that website can have a social network of there own on that website. The project was to design a website for the market segment of science, technology and medicine.



AIM OF THE PROJECT

- Ø The aim of the project was to design an end to end website for the market segment of science, technology and medicine.
- Ø The website should have all the features of a proper web2.0 site on the user customization level
- Ø User interaction level
- Ø Visual appeal
- Ø Should have all the features that are required for a publisher website
- Ø The most important point was that it should have the features of the community websites, so that the users should be able to participate, should be able to share and communicate with others
- Ø The website should have all the stickiness factors for the user to stick to the website and be a part of it.

WEEKLY TASKS

WEEK 1

- Ø In depth study of web 2.0 sites,
- Ø To know about the types of users,
- Ø User activities,
- Ø Trends,
- Ø Special features,
- Ø User customization,
- Ø User content generation,
- Ø Presentation style,
- Ø Most viewed/accessed websites,
- Ø User interaction level,
- Ø Visual appeal.

Presentation of the research and the interesting findings, and sharing the thoughts and the understanding of web2.0



WEEKLY TASKS

WEEK 2

- ∅ Extensive research on web2.0 community sites,
- ∅ To know about the types of users,
- ∅ User groups,
- ∅ User profiles,
- ∅ User goals for each user group,
- ∅ Frequent users and their activities,
- ∅ Preference and prominence,
- ∅ Best features and trends.

Presentation with personas and scenarios with all specified information for each user group.



WEEKLY TASKS

WEEK 3

- Ø Visit publishers websites of the market segment science, technology and medicine, to know how publishing industry works,
- Ø Identify all the features of the market segment,
- Ø Types of users,
- Ø User activities,
- Ø Features provided for each user group.

Presentation with all the common and special features for each user group provided by the existing publishers websites, also the missing factors which can be added to make it better and intuitive.



WEEKLY TASKS

WEEK 4

- Ø Study of the existing product,
- Ø Conceptual design and wireframes of the website for the market segment of science, technology and medicine,
- Ø Detailed navigation pattern,
- Ø Interaction design,
- Ø Visual design.

Presentation of the conceptual design of the website for the market segment- science, technology and medicine.



WEEKLY TASKS

WEEK 5

- ∅ Presentation of the conceptual design,
- ∅ Feedback on the presented concept,
- ∅ Changes according to the feedback.



DESIGN PROCESS

This Internship gave me the opportunity to learn the process that is followed in the industry. First we started with the initial research work for the project. We had weekly tasks that were decided for us to be performed as the design process.

Ø **Data Collection**

- Study of Web 2.0 websites
- Study of Web 2.0 Community websites
- Study of Publishers websites

Ø **Personas and Scenarios**

Ø **Study of the existing Product**

Ø **Mind maps**

Designing was started with the mind maps of the activities, preferences, needs of the target

users, important features that are required in a website, and the features that are required in an e-publishing website.

DESIGN PROCESS

Ø **Paper Prototype**

Paper prototype was made with end to end navigation of the whole website with the added

features according to the market segment, special features from the web2.0, community and publishers websites research findings, and also keeping in mind the visual appeal and the user interaction levels.

Ø **Final Design**

After all the ground work and the paper prototypes, then final design was made in power point taking all the inputs from the paper prototypes regarding the user interaction level visual appeal, community features, stickiness factors etc.

LEARNING

- ∅ First Industrial experience
- ∅ Process to be followed in the industry for interaction related projects
- ∅ Process followed is shortcut

THANK YOU

