

REALIZING DIGITAL CONVERGENCE




OVERVIEW Development Part

a course provided by the joint efforts of:








REALIZING DIGITAL CONVERGENCE




Development Results: Long Term Vision and Goal

- Reinvent MIT Technology Review as an
 - interactive multi-channel magazine that
 - integrates intensively user-generated content
 - makes use of mobile, web and print
 - Combines the strength of CDTM and SIMS, Germany and the U.S.
- “Open Tech-Review”

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First Trial- Issue after this course:

- Content Choice much wider (does not have to be only Tech Review related content): be creative
- Will provide space particularly for all kind of SIMS and CDTM related content
- Will also serve as a documentation for the course itself
- But: Should already comprise first ideas for a “real” Tech Review (e.g. content regarding SIMS or CDTM research projects)

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Development Results (technical perspective)

CREATION

→




Content Repository

→


Publishing

- Just-Click Author Formulators
- Mobile Interactivity
- Import of suitable Web content
- Configuration of content: Just-Click
- Print (XML, In-Design)
- Web (XML)
- Mobile (Elements)
- Will be printed in Germany (100 copies)

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Possible outline

Page	
1	Editorial: Introducing the course and goal of the magazine
2 - 4	Course documentation (pictures, people, structure, lectures etc.)
5 - 6	State of the Art in converged media (results of your research)
7 - 14	„Core-Part“ – your ideas – tech-review – CDTM-SIMS – many more
15	The Business Model of „Open Tech-Review“
16	Overview: Legal Issues with user-generated content
17	User generated content and Quality control: the journalistic point of view
18	New revenue streams from a converged digital magazine
+	Possibly Any other ideas

- Output channels:
 - Print (nearly complete content)
 - Web (complete content)
 - Mobile (partly where suitable)

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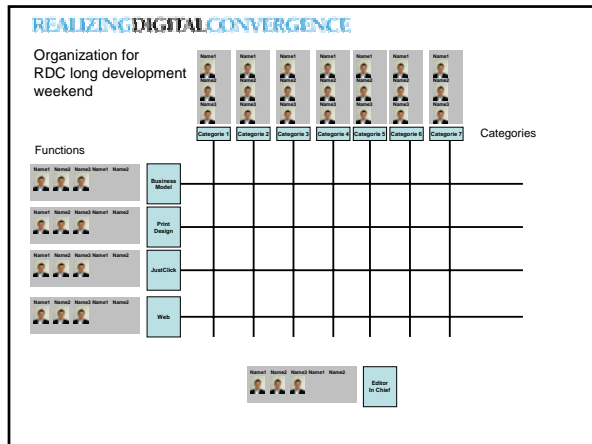


Organization of the Development Part

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CDTM

Center for Digital Technology and Management

Basic working groups based on Matrix Organization (vertical Axis)

- Function: Business Modelling
 - Business Model for a Technology Review competitor (p. 15)
 - Revenue-model (process, pricing, costs, revenues) for each innovation in the magazine
 - Basic reports on important issues (pp.5-6; 16-18)
- Function: Design
 - Design of print issue in Adobe Indesign (& Implementation of Indesign XML Interfaces to Justclick)
 - Design of corresponding webpage of the newspaper (& Implementation of XML connections to Justclick)
- Function: Just Click
 - Just Click implementation
- Function: Web
 - Structure, Design, Integration

CDTM

Center for Digital Technology and Management

Basic working groups based on Matrix Organization (horizontal Axis)

- 7 Product Categories (pp.7-14)
 - Ideas
 - Implementation in JustClick
 - Organizing or creating the content
 - Business Modell of the category
 - Implementation of Web and Print components (requirements)
 - Category specific advetising or sponsoring
 - User testings, needs and iterations
- Integration (2 Chief editors)
 - Link everything
 - Keep overall overview

CDTM

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Workplan for the groups

CDTM

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Category Teams

- Tasks
 - Conceptualization of the Categorie (Building on the existing mockups)
 - Organization of the content: Who and how is the content generated?
 - User interaction: At which points a user interaction takes place? What are the needs and benefits for the interaction?
 - Business modell: What is the Business Modell for the categorie? Are there categorie specific Sponsors or advertisers?
 - User Feedback and iterations: Test your catogypes with the target audience. Make iterations with small simulations, prototypes and mockups.
 - Implementation in JustClick. If you need more functionality, are confronted with a bug, etc. get in contact with the development task force.
 - Implementation of the Web, mobile and Print components. Work together with the design taskforce!
- Teams: Each categorie team consists of 2-3 people

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Category Teams: Milestones and Working Plan

- Day 1:
 - Present Categorie specific working plan
 - First Mockup of Categorie
 - User test and refined Mockup
 - First draft of Business Concept for the categorie
- Day 2:
 - Implementation in JustClick and requirements refining
 - Categorie Specific Advertising and Sponsors identification and acquisition
- Day 3:
 - Implementation of Web, Print and Mobile Components
 - Creating and Organization of the final content
- Day 4:
 - Integration and finalizing the categorie
 - Final Business modell of the categorie
 - Description of user integration and effect

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JustClick

- Tasks
 - Solving bugs and general problems in Justclick
 - Adjustments or small extensions for categories
 - Interfaces to Website and Print
 - General support for teams
- Necessary Requirements:
 - People that already have experience in Justclick development framework
- Team: 2-5
 - Peter Dornbusch
 - Just Click SEPler?
 - Gogolmedien?
 - Felix Frank?

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JustClick Development Milestones and Working Plan

- Day 1:
- Day 2:
- Day 3:
- Day 4:

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Business Model Function

- Tasks
 - Business Model for a Technology Review competitor (p. 15)
 - Revenue-model (process, pricing, costs, revenues) for each innovation in the magazine
 - Basic reports on important issues (pp.5-6; 16-18)
- Team: 2-3

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Business Modell Milestones and Working Plan

- Day 1:
 - Overall concept of the journal (Goal, Customers, Target Group, etc.)
 - First draft for Business Concept of the journal
 - Role of the categories for business modell
- Day 2:
 - Identify target advertisers and sponsors
 - Start acquiring target advertisers and sponsors
- Day 3:
 - Distribution Channel
 - Further Acquisition of advertisers and sponsors
- Day 4:
 - Complete Business Modell for Journal
 - Integrated Sponsors and Advertisers in Journal

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Design Function

- Tasks
 - Design of print issue in Adobe Indesign (& Implementation of Indesign XML Interfaces to Justclick)
 - Design of corresponding webpage of the newspaper (& Implementation of XML connections to Justclick)
- Necessary Requirements
 - Generell Design Experience
 - Experience in Website Setup and Design
 - Experience in Adobe Indesign
 - Photoshop Experience
- Team Size: 2-3

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Design Function: Milestones and Working Schedule

- Milestones:
 - Day 1:
 - Name, Logo
 - Overall Design Guide
 - First draft for Website and Print (do that categorie teams can build on that)
 - Day 2:
 - XML Interfaces from Website and Print to Justclick
 - First complete Version of Web and Print together with categories
 - Day 3:
 - Design and Categorie Refinements
 - Integration of Categories through Just Click
 - Day 4:
 - Finalizing of Print Magazine in Indesign
 - Launch of Website

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Web Function

- Tasks
 - Structure, Design, Integration of web
- Team Size: 2-3

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Web Function: Milestones

- Day 1:
- Day 2:
- Day 3:
- Day 4:

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Editors in Chief

- Tasks
- Necessary Requirements

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Editors in Chief: Timetable and Milestones

- Day 1:
- Day 2:
- Day 3:
- Day 4:

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Old/ Back up

CDTM

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Organisation Chart for implementation weekend

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graph TD
    A[ ] --- B[ ]
    A --- C[ ]
    A --- D[ ]
    A --- E[ ]
    B --- F[ ]
    B --- G[ ]
    C --- H[ ]
    D --- I[ ]
    E --- J[ ]
    E --- K[ ]
    E --- L[ ]
    E --- M[ ]
    
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