



OVERVIEW Development Part

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Development Results: Long Term Vision and Goal



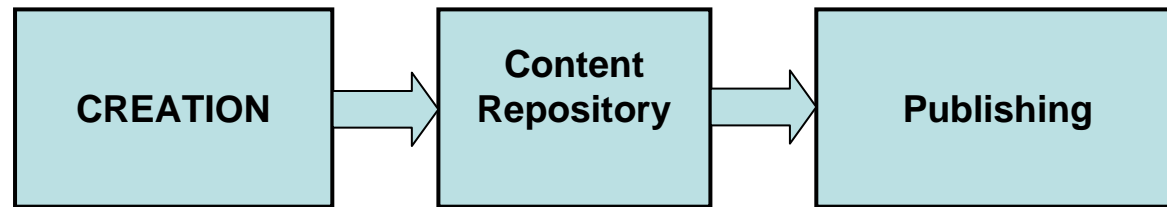
- Reinvent MIT Technology Review as an
 - interactive multi-channel magazine that
 - integrates intensively user-generated content
 - makes use of mobile, web and print
 - Combines the strength of CDTM and SIMS, Germany and the U.S.
- “Open Tech-Review”

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)

Development Results (technical perspective)



- Just-Click Author Formulars
- 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)

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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REALIZING DIGITAL CONVERGENCE




Organization for
RDC long development
weekend

Functions




Name1 Name2 Name3 Name1 Name2






Name1 Name2 Name3 Name1 Name2



Name1 Name2 Name3 Name1 Name2



Name1 Name2 Name3 Name1 Name2



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Categorie 1

Categorie 2

Categorie 3

Categorie 4

Categorie 5

Categorie 6

Categorie 7

Categories

	Categorie 1	Categorie 2	Categorie 3	Categorie 4	Categorie 5	Categorie 6	Categorie 7
Business Model							
Print Design							
JustClick							
Web							

Name1 Name2 Name3 Name1 Name2



Editor
In Chief

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

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

Workplan for the groups

Category Teams

- Tasks
 - Conceptualization of the Category (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 model: What is the Business Model for the category? Are there category specific Sponsors or advertisers?
 - User Feedback and iterations: Test your category 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 category team consists of 2-3 people

Category Teams: Milestones and Working Plan

- Day 1:
 - Present Category specific working plan
 - First Mockup of Category
 - User test and refined Mockup
 - First draft of Business Concept for the category
- Day 2:
 - Implementation in JustClick and requirements refining
 - Category 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 category
 - Final Business model of the category
 - Description of user integration and effect

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 SEPlers?
 - Gogolmedien?
 - Felix Frank?

JustClick Development Milestones and Working Plan

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

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

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

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

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

Web Function

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

Web Function: Milestones

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

Editors in Chief

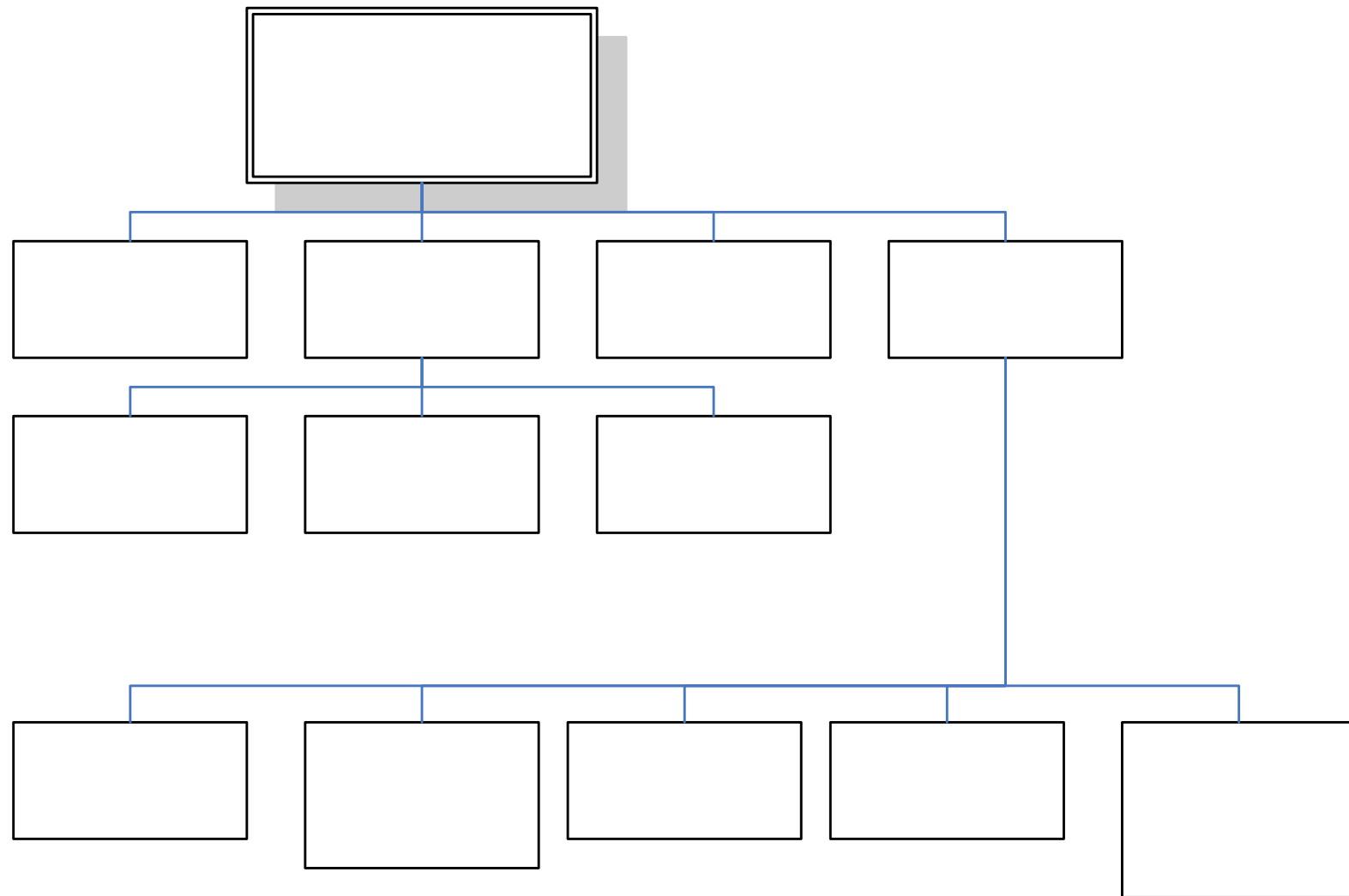
- Tasks
- Necessary Requirements

Editors in Chief: Timetable and Milestones

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

Old/ Back-up

Organisation Chart for implementation weekend



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