AT&T Foundry:
Innovation Centers in Texas, Silicon Valley and Israel
Purpose: To accelerate the process of developing and delivering new products to its customers.

- **Palo Alto, California, USA:** Emphasis on developing applications and enablers for the Consumer segment
- **Plano, Texas, USA:** Tools and staffing specialized for developing Innovations for a Business customer
- **Tel Aviv, Israel:** The Foundry hub for international outreach, as well as for incubating back-office solutions
- **Virtual Innovation Center:** A remote access environment for Innovator interaction as well as access to development resources and communication tools.

Project:
Foundry Calendar System
Inspiration:
iCal – polished, "sexy," maximum utility/usability for entire team. Like left side filtering.
System Requirements
Users:

- 100 ATT Foundry Employees
- 1000+ Vendors, Application Devs, Services

Screens: *currently all accessible via password protected website*

- Desktop (Macbook Pro) – **in a browser**
- 2 - 60-70" Plasma Screens – **in a browser**
  - 16x9 Widescreen
  - 1920x1080 p canvas (scrolling ok)
- 30' Touch Display – **in a browser**
- Tablet (future phase, iPad *App* required by full release – possibly iPad 3)
- Mobile (future phase, unless we are able to fit it in)
- Public Facing Element (future phase, more ATT stakeholders)

Views: Select, or Toggle on and off with filters

- Daily
- Weekly (7 columns)
- Monthly (7 columns)
- 3-6 Months View (each month gets one column)
- Room View – see all events scheduled in specific rooms
- Texas / California / Israel / Virtual Events – any one or combo
- "Exec View" – view only events marked "Major Event" (see below)
- Full Event Description
- Dashboard
- Customized view for sharepoint user to select and save filter configuration.

Events: 50-70 events per month

- **Major Events** – all locations.
- Plano TX Events + Major Events from all locations
- All Developer Events
- All Innovation Scouting Fast Pitch
- Non-Event Notes (events in special/expandable section view – monthly, weekly & daily) Visual notification on overview when items exist in the day.
  - Personnel OOTO
  - Holidays (Israel & US)
  - Construction/Network Upgrades
  - Other

Detail View:

- # of people attending, attendee names
- # of Foundry/ATT Personnel
- # of external attendees (innovators, developers, attendees)

- # of pitches in Fast Pitch
- Contact person/info

Functionality/Details Requested:

- Collapse/expand ribbon
- Display day of week as 3 letter abbreviation (Mon, Tue, etc)
- Display start and end time.
- Display for all day/ multi-day events
- Title w/ character limit
- Short description
- Contact Person
- Location Info
    - Dropdown of which Foundry (TX, PA, Israel, Redmond, NY/NJ, Webcast, Other)
    - Dropdown of which room within the

Problems to solve for:

- All critical event info to be visible in calendar view (other details available in rollover/ opening meeting).
- Title text being cut off in display/ Need us to give them a strict character count for Title
- Microsoft is a sponsor/partner – would like the experience to be as tied to sharepoint as possible for political reasons.
- No start/end time - When planning events 6-9 months out they often don't have a start or end time yet, need to figure out a way to display these on the calendar that represents them correctly.
- All Day Events in week and day view – currently sharepoint collapses these into one line at the very top of the day, need to represent visually that these are all day, while still being able to view important details as a glance (as in, can't just collapse it vertically instead to make skinny column).
- Multi-Day Events – same display problem as all day, also no way to tell that it is the same event across the multi-days.
- Would like some reporting capabilities for attendees, in particular Corporate attendees of events.

AT&T Long Term Vision

James' Hope = $1m 3 Phase Project

Phase 1: $150k – internal facing reskin of Sharepoint Foundry calendar. Solve for problems listed below. Be thinking about building phase 1 to be scalable for future phases (all dynamic content, etc)

Phase 2: $TBD – Refine functionality and features from Phase 1, mobile enabled (but don't know what it needs to do yet on mobile). iPads for conference rooms/ iPad app.

Phase 3: $TBD – Tool as a platform for use in other AT&T divisions with Team calendaring, potentially sell as a solution to enterprise customers.

BLITZ POV

Simple, clean, intuitive.

Easy to select specific views and see and understand information at a glance in any view (day/week/months) utilizing colors for separate/discrete calendars and iconography.

Make it look like a technology innovation in line with the Foundry goals.

Scalable for wider use – all content is fed in dynamically from Sharepoint.

The landscape

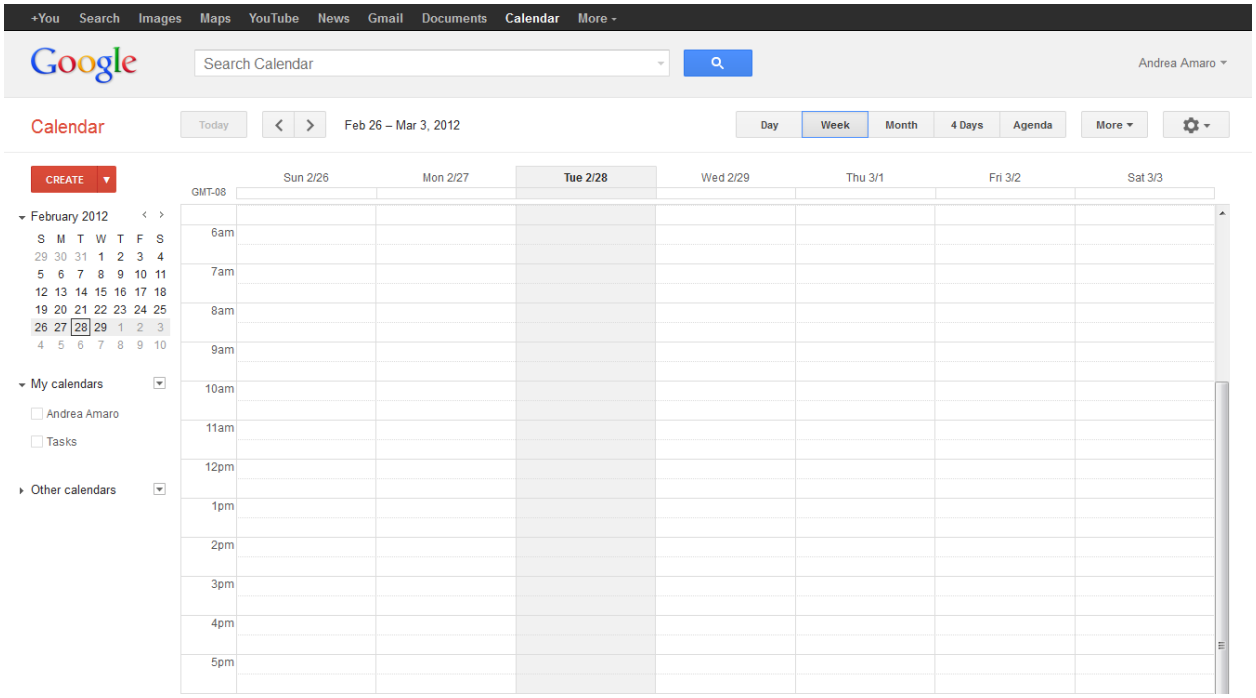
*Would like us to show/ demonstrate our conference room iPads

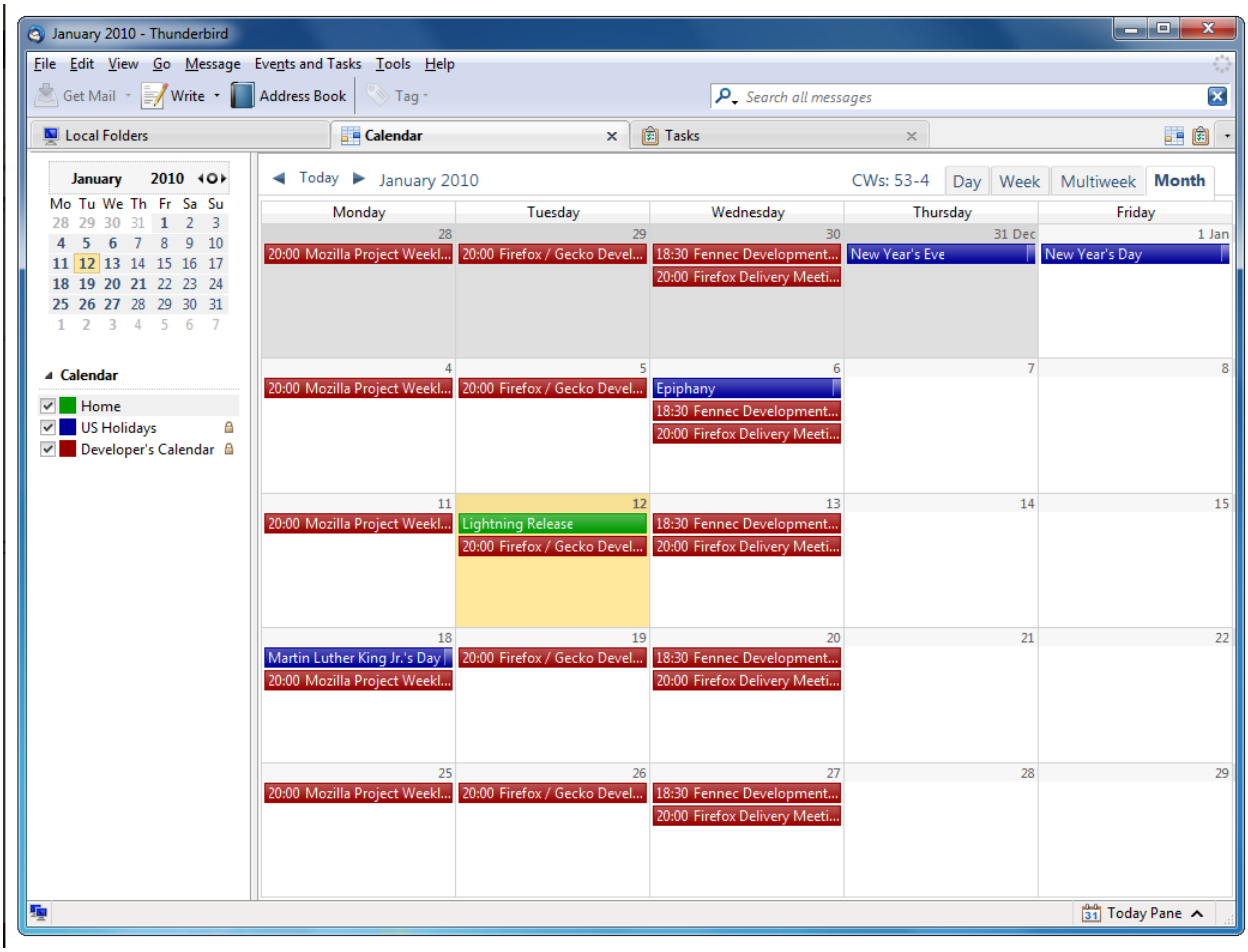
http://lifehacker.com/5048189/five-best-calendar-applications

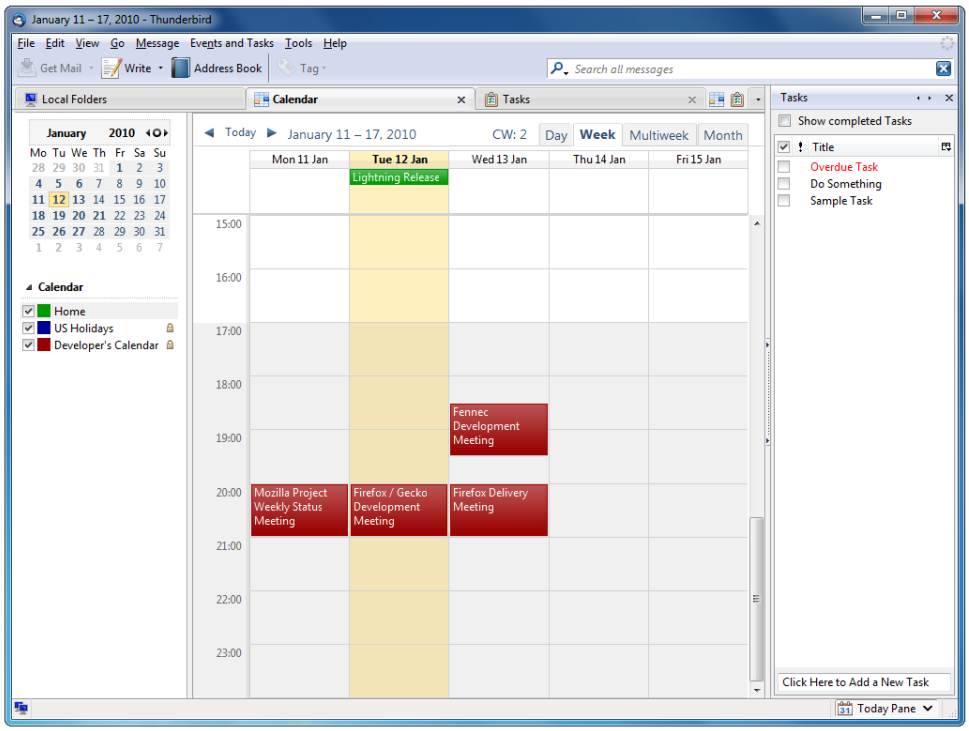
http://lifehacker.com/5833969/the-best-calendar-app-for-iphone

http://lifehacker.com/5834328/the-best-calendar-app-for-android

JULY
MON TUE WED THU FRI SAT SUN
2010
EVENTS:
Today
09:00 - 10:00
Morning meeting
14:00 - 17:00 Visit customer premises
15:00 - 15:30 Call the project manager
20:00 - 22:00
Football game
Friday - Sunday
Weekend in Paris
Monday next week
21:00 - 23:00
Monday night movie
Tuesday next week
Final exam
TO DO:
Housework
Clean the house
Wash the dishes
Party
Buy balloons
Make punch
Send invites
Work
Add feedback form to the website
Convert flash objects to html5
CREATE NEW:
Create new event or task


+You Search Images Maps YouTube News Gmail Documents Calendar More
Google
Search Calendar
Andrea Amaro
Calendar
Today
Feb 26 – Mar 3, 2012
Day Week Month 4 Days Agenda More
CREATE
Sun 2/26 Mon 2/27 Tue 2/28 Wed 2/29 Thu 3/1 Fri 3/2 Sat 3/3
GMT-08
February 2012
My calendars
Andrea Amaro
Tasks
Other calendars
6am
7am
8am
9am
10am
11am
12pm
1pm
2pm
3pm
4pm
5pm

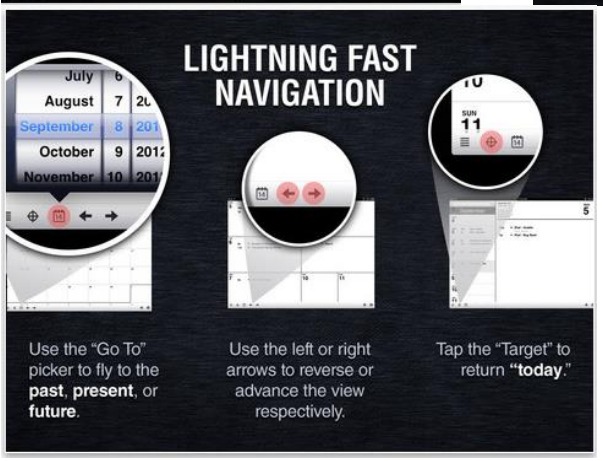

January 2010 - Thunderbird
File Edit View Go Message Events and Tasks Tools Help
Get Mail Write Address Book Tag Search all messages
Local Folders Calendar Tasks
January 2010
Mo Tu We Th Fr Sa Su
28 29 30 31 1 2 3
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30 31
1 2 3 4 5 6 7
Calendar
Home
US Holidays
Developer's Calendar
Today January 2010
CWs: 53-4
Day Week Multiweek Month
Monday Tuesday Wednesday Thursday Friday
28 29 30 31 Dec 1 Jan
20:00 Mozilla Project Weekl... 20:00 Firefox / Gecko Devel... 18:30 Fennec Development... New Year's Eve New Year's Day
20:00 Firefox Delivery Meeti...
4 5 6 7 8
20:00 Mozilla Project Weekl... 20:00 Firefox / Gecko Devel... Epiphany
18:30 Fennec Development...
20:00 Firefox Delivery Meeti...
11 12 13 14 15
20:00 Mozilla Project Weekl... Lightning Release 18:30 Fennec Development...
20:00 Firefox / Gecko Devel... 20:00 Firefox Delivery Meeti...
18 19 20 21 22
Martin Luther King Jr.'s Day 20:00 Firefox / Gecko Devel... 18:30 Fennec Development...
20:00 Mozilla Project Weekl... 20:00 Firefox Delivery Meeti...
25 26 27 28 29
20:00 Mozilla Project Weekl... 20:00 Firefox / Gecko Devel... 18:30 Fennec Development...
20:00 Firefox Delivery Meeti...
Today Pane


January 11 – 17, 2010 - Thunderbird
File Edit View Go Message Events and Tasks Tools Help
Get Mail Write Address Book Tag Search all messages
Local Folders Calendar Tasks
January 2010
Mo Tu We Th Fr Sa Su
28 29 30 31 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
1 2 3 4 5 6 7
Calendar
Home
US Holidays
Developer's Calendar
Today January 11 – 17, 2010
CW: 2
Day Week Multiweek Month
Mon 11 Jan Tue 12 Jan Wed 13 Jan Thu 14 Jan Fri 15 Jan
Lightning Release
15:00
16:00
17:00
18:00
19:00
20:00
21:00
22:00
23:00
Fennec Development Meeting
Mozilla Project Weekly Status Meeting
Firefox / Gecko Development Meeting
Firefox Delivery Meeting
Tasks
Show completed Tasks
Title
Overdue Task
Do Something
Sample Task
Click Here to Add a New Task
Today Pane

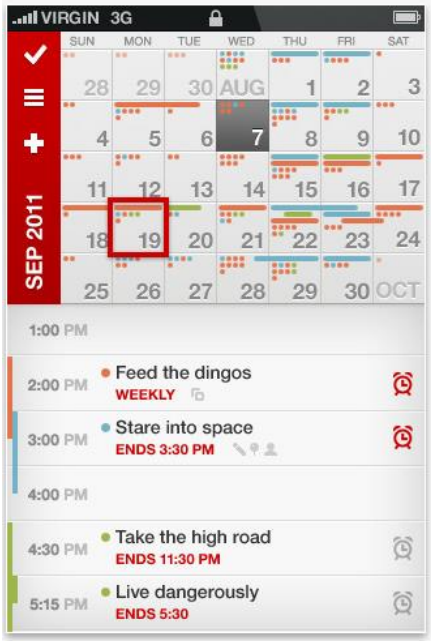
Calendars
Day
Week
Month
Year
Today
ON MY MAC
Personal
Work
Family
Fun
MOBILEME
Personal
Work
Family
Fun
SHARED
Hide
Family Shared
6 Monday
7 Tuesday
8 Wednesday
9 Thursday
10 Friday
11 Saturday
Project Kickoff Recap
2nd floor conference room
Dentist Appointment
Dentist Office
Finance Review
3rd floor conference room
Weekly Team Meeting
2nd floor conference room
Expense Discussion
1st floor conference room
Lunch with Katie
cafe
Lunch with Lisa
Lunch with Manager
cafe
Spin Class
gym
Guitar Lessons
Lunch with Gilbert
Creative Review
Cupertino Office
Conference Call
meeting room
Call About Apartment
Conference Call
meeting room
Project Kickoff
2nd floor conference room
Jenn's Volleyball Practice
High School Gymnasium
Jenn's Birthday Party
Pizza Land
Jenn's Volleyball Practice
High School Gymnasium
Parent-Teacher Conference
High School
Jenn's Volleyball Game
High School Gymnasium
Concert in the park
downtown
Movie Night

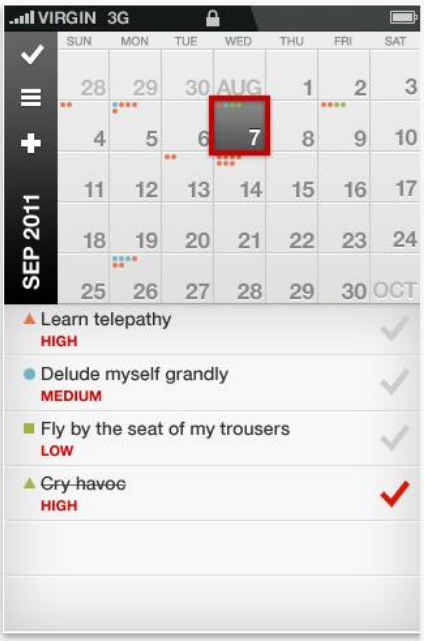
MINIMAL YET BEAUTIFUL DESIGN
Agenda has a clean design and removes everything but the key information you need to manage your day.
November
THU 10 11a Agenda 2.3
12p Theme Support
FRI 11 All Day Veteran's Day
SAT 12 All Day Highlight Weekends
SUN 13 All Day Highlight Weekends
THU 10
Agenda 2.3
Theme Support

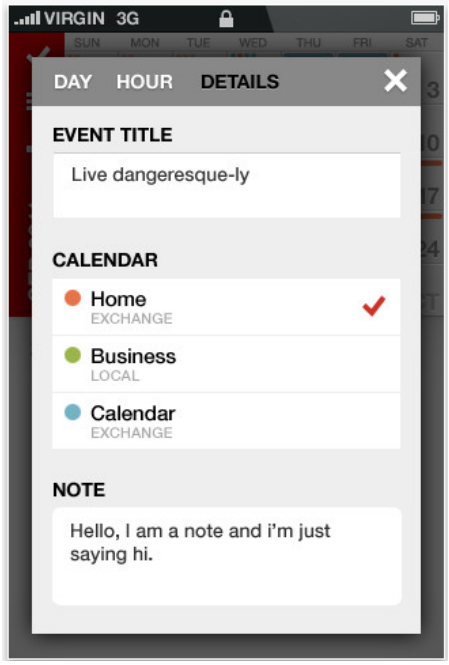
AMAZING WEEK VIEW
View your entire week at once, just like you used to do with your paper calendar.
MON 16
THU 19 10a Agenda Brainstorm
3p Meeting w/New Developer
TUE 17 10a SA App #4 - Localization
2:30p Agenda Support System
FRI 20 5p SA App #4 - v0.8
WED 18 All Day SA App #4 - Bug Bash
10a Agenda Marketing Materials
SAT 21
SUN 22

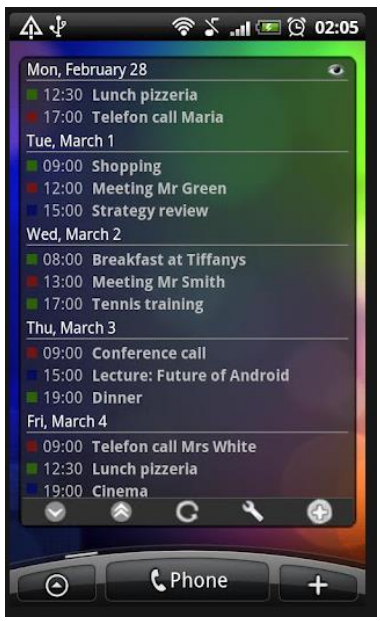

LIGHTNING FAST NAVIGATION
July
August
September
October
November
Use the "Go To" picker to fly to the past, present, or future.
Use the left or right arrows to reverse or advance the view respectively.
Tap the "Target" to return "today."

FROM YEAR TO EVENT
Year
Month
Week
Day
July 2011
August 2011
October 2011
November 2011
December 2011
List & Search
Look at your calendar from multiple perspectives. Plan ahead, manage your day, or search for specific events.


VIRGIN 3G
SUN MON TUE WED THU FRI SAT
28 29 30 AUG 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 OCT
SEP 2011
1:00 PM
2:00 PM Feed the dingos
WEEKLY
3:00 PM Stare into space
ENDS 3:30 PM
4:00 PM
4:30 PM Take the high road
ENDS 11:30 PM
5:15 PM Live dangerously
ENDS 5:30


VIRGIN 3G
SUN MON TUE WED THU FRI SAT
28 29 30 AUG 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 OCT
SEP 2011
Learn telepathy
HIGH
Delude myself grandly
MEDIUM
Fly by the seat of my trousers
LOW
Cry havoc
HIGH


VIRGIN 3G
DAY HOUR DETAILS
EVENT TITLE
Live dangeresque-ly
CALENDAR
Home
EXCHANGE
Business
LOCAL
Calendar
EXCHANGE
NOTE
Hello, I am a note and i'm just saying hi.



Best practices/insights

Where it truly excels, however, is in how easy it is to use such a vast number of features and still see all the information you need directly from any view. You can still see the events of your day quickly even in year view, simply by tapping a date. Moving events around works just like moving apps on your home screen—you tap and hold, then drag it to where you want.

"Status taps" allow you to quickly confirm events, indicate arrival or lateness, and more generally send an email or SMS (iPhone-only) to attendees of an event from the event view using predefined messages.

Instead of having views for "week", "4-day", "month", and so on, you start with a month view and can tap and drag on a certain set of days to shrink the view to those days. Tapping on a specific day brings up a small pop-up of that day's events, and you can swipe to an agenda view if you'd rather see your month that way.

It has a list of calendars at the bottom from which you can show and hide different calendars, though it gets a bit unruly if you have a lot of calendars. You can also drag and drop events, which is really awesome if, say, you have the same event three days in a row and don't want to re-create it three times.

insanely easy to use

easier to navigate than pretty much any other calendar out there

focus on the interface

Iconography:

Locations should be differentiated by color so viewers can easily scan to tune out info not relevant to him and know immediately what when away when they toggle them off/on.

Needs to feel understandable at a glance, relevant to the item it is representing like:

= Fast Pitch = Venture Capital Fast Pitch

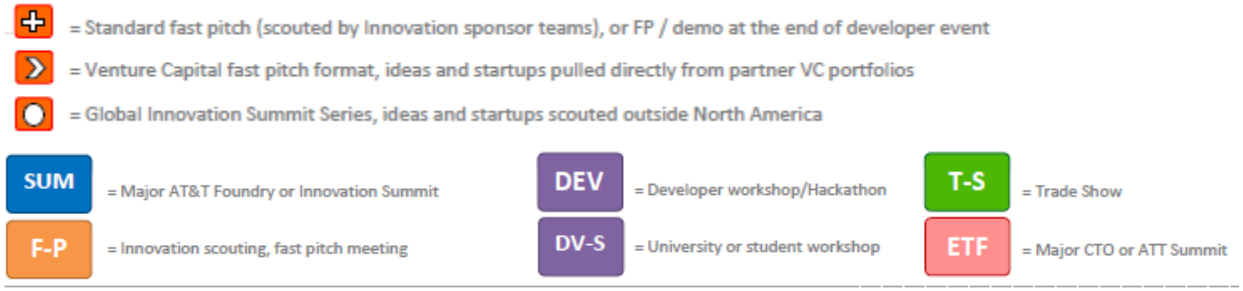
= Global Innovation Summit = Innovation Summit

Attendee Icons:

=Developer

= Vendor

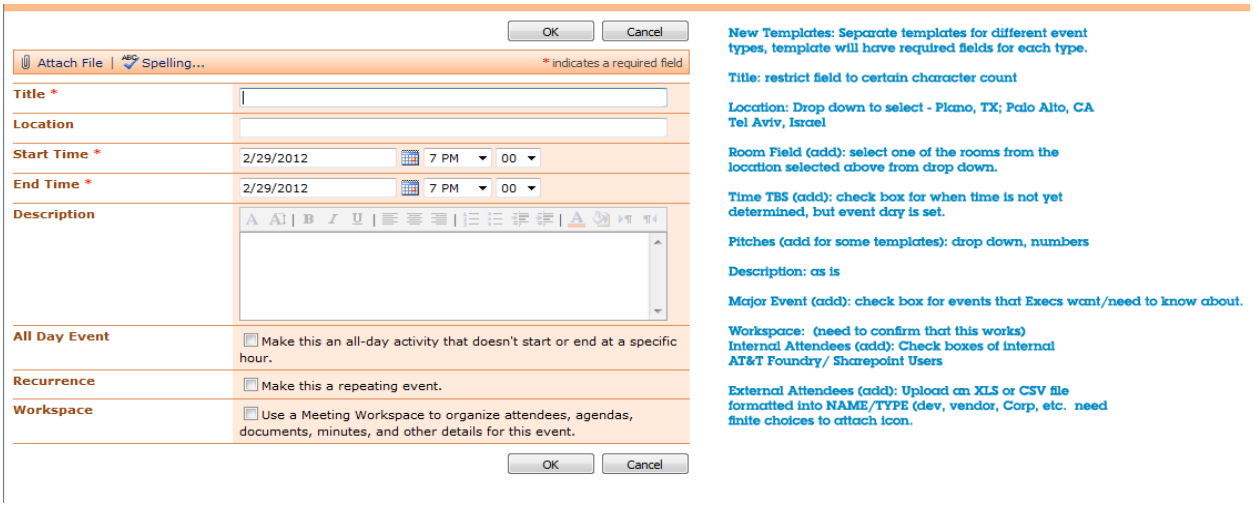
These icons are super common to other interactions and acronyms are too hard to remember what they stand for.



Sharepoint

Sharepoint will most likely need:

- Template for each type of event such as:
  - Add new – Standard Fast Pitch, VC Fast Pitch, Global Innovation Summit, etc.
    - Drop down to select location – Plano/ Palo Alto / Tel Aviv
    - Drop down to select room within location (TX = 7-8 rooms, CA = 5 Rooms, Israel = 4)
    - Start/ End Time, or TBD (TBD needs to be a finite value – solve for issue above)
    - Check box system for adding internal attendees, these users should already have sharepoint profiles w/ permissions set.
    - Upload external attendees from excel sheet, with attendee differentiator if possible – Corporations, vendors, developers, services etc. (extra plus would be to be able to create reporting from this upload)
    - Templates will have required fields for any specific info such as # of pitches for Fast Pitch
    - Field to select contact person which links up vcard or email address.
    - Checkbox for "MAJOR EVENT"
  - Need permission levels for internal sharepoint users – Admin can edit any event, people who can add events, people that can only view.



Current External Facing Calendar:
http://developer.att.com/developer/communityEvents.jsp?passedItemId=2600002
http://mobileapppa.eventbrite.com/

Similar to:
Verizon Application Innovation Center San Francisco and Boston
http://www.engadget.com/2011/08/10/verizon-opens-application-innovation-center-in-san-francisco-we/

Vodafone Xone R&D Center – Redwood City, CA
http://www.engadget.com/2011/09/09/vodafone-xone-randd-center-opens-its-doors-in-silicon-valley-want/
Focused on identifying startups with potential and putting their ideas on the fast track to proof-of-concept trials goal is to "accelerate market delivery" of products that can benefit Vodafone's customers