



## **Cingular Wireless**

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September 8, 2006

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Dr. Davis

I am pleased to submit my report of my learning experiences and projects while interning at Cingular Wireless.

I hope that you will find each of my projects interesting and beneficial for my future corporate experiences. Completing my internship and majoring in Technical Communication has helped me find a full-time position at Cingular Wireless.

Thank you for always helping me set my standards high.

Thank you,

Rachel Astorino



## **Cingular Wireless**

**IT Analyst**

**Rachel Astorino**

**June 5- September 1**

**Supervisor: Colleen Jones**

## Acknowledgments

Reflecting over the four years and especially the past three months I want to thank the Department of Technical Communication. Everything that I have ever learned inside of a classroom has taught me the concepts I need to know to succeed in the technical world. I learned that this is what I want to do as my career. I also want to thank Cingular Wireless for hiring me for this internship and treating me as an important employee. I feel that if I did not intern with Cingular Wireless I would still be a scared student.

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## **1.0 Executive Summary**

While interning for Cingular Wireless, my main goal was to get enough corporate experience to pass my class and get offered a full-time position either with Cingular or another large company. I can successfully say that I achieved my goal. Cingular is the number one cell phone company in the United States and its most popular technology is the global system of mobile phones (GSM). The Human Centered Design Team (HCD) is apart of the IT department at Cingular Wireless. They work on projects including kiosks, call centers, collateral, web design, and usability testing.

The main projects I worked on were the Cingular Service Summary (CSS), order confirmation, combined billing, and a new voicemail guide. I also helped other teammates on small projects such as, wording for proposals, writing letters, and creating four instructional guides. I was able to be apart of one project, the voicemail guide, for beginning to end, and it really taught me how each project goes through a process of designing, testing, and talking with clients. Although I never had to talk to clients I was informed when I stay for full-time I will have the chance to interact with clients.

From my mid evaluation review I learned that I need to be more confident. I was told that in meetings I need to contribute more ideas. I was told to be more confident not because I was not confident, but because I was not confident enough.

Overall recommendations that I have the Department of Technical Communication are to offer more classes in the design aspect. People associate technical communication with technical writing. I think as a whole technical communication is design and technical writing. If we add more classes in design then major companies like Cingular will not associate the name with technical writing. I also feel that students should be able to make a set of questions they wish to be answered in peer reviews. Most students do not take peer reviews seriously, and I would recommend for that to change.

## 2.0 Introduction

### 2.1 Background

#### 2.1.1 Cingular Wireless Background

Cingular Wireless is the largest cell phone company in the United States with over 57 billion customers. Cingular is known for the popular technology of global system for mobile communication (GSM). Consumers use SIM cards in cell phones which makes Cingular Wireless the number one GSM Company next to T-mobile. Cingular recently joined BellSouth, which is owned by AT&T and have their new slogan *raising the bar*. By January of 2007 Cingular and AT&T will be one company called AT&T Wireless.

#### 2.1.2 Human Centered Design Background

The Human Centered Design (HCD) team is four years old, and is apart of Cingular's IT department. HCD is divided into two categories; information architecture and graphic design. Both teams work collaboratively on different projects based on improving Cingular customer's experience. Current projects include; Device Support Kiosk located in Cingular stores, web re-design for Cingular employees, welcome Collateral for first-times buyers, billing collateral for different branches of customers, IVR engineering for call centers, and a voicemail guide for customers. All projects have to be tested before presented to clients; therefore HCD is equipped with a usability lab.

### 2.2 Cingular Job Description

Having my major in Technical Communication, I was hired to be involved with information architecture. My supervisor was Colleen Jones who is a Sr. IT Manager. On the job description and during orientation I was under the impression that the interns would be able to work on different projects within HCD; almost how first-time residents go through "rounds" as doctors. I wanted to work on everything from graphic design to usability testing. Each intern had the same job description upon accepting the internship position, and it was not until midway through orientation Lori McDaniel assigned each intern with a different project lead. I was assigned to Colleen, and she gave me a brief overview of what projects she has worked on and upcoming projects. Colleen has worked on many collateral projects; one main project was the welcome collateral for customers buying new phones. The welcome kit contained a QuickStart guide, Cingular Service Summary, and Cingular Customer Guide. The welcome kit collateral went through extreme testing and is now in action in all Cingular Wireless stores. The next project she said she would be working on is a voicemail guide. As of right now Cingular does not have any type of guide. Her goal is to create a guide and then make a website that relates with the guide. This was the main project with which I helped her.

### 2.3 Cingular Projects

#### 2.3.1 Cingular Service Summary

The Cingular Service Summary (CSS) is apart of the welcome kit collateral, which was Colleen's project. Upon arriving at Cingular, Colleen had me copyedit each branch of the CSS. During this project I learned the most about each of Cingular's branches. Each CSS is delivered with the type of customer you are. Example: If you are a business customer, then there is folder for business customers with a copy of the CSS specifically for you. If

you have any problems there are different phone numbers to call to reach customer service. While editing the CSS I had to look for spelling, grammar, and consistency. I had to make sure each phone number and web address was correct. I found most errors with consistency between documents and spelling errors in the fine print. After copyediting 20 different versions of the CSS I had to update them on the network. Learning to update the files was confusing. The main programs they use for designing is Adobe Illustrator and when the create pages they use Adobe Professional. The process of updating files is not hard, but it was complicated because I had to learn how each CSS was saved and the process of how to update.

### *2.3.2 Order Confirmation*

The order confirmation was a relief after spending two weeks copyediting. Cingular Wireless had the order confirmation instructions of 'how to return' in fine print located sideways on the order form. Colleen got permission to create a design that could go on the back of the order form. This way we could make the fine print visible by creating a design and making the information clear and concise. This was the first project Colleen had given me. I made three different designs and made the information clear by creating bullets. Colleen and I went through a peer review process and came up with the best way to organize the information with the best design. Colleen eventually presented the two designs to the clients and we got great feedback. This project was the first project that I felt I helped contribute something to the company.

### *2.3.3 Combined Billing*

The combined billing information was presented to me at the same time the order confirmation was presented to me. I was working on two projects at once. Colleen presented me the current combined billing information and told me that I needed to make the information much more concise. The combined Billing is a page located in the Cingular Customer Guide (CCG) right before the legal print. The problem was that it is important information customers need to read, but it looked too much like legal documentation. She gave me the current combined billing letter and it was a full page of text. It took me ten different drafts to get the information more concise. I had to distinguish between what was important and what was not. At the time I was new to Cingular, so I did not know what I was allowed to delete from the page. We did the peer review on the combined billing at the same time of the order confirmation, and again we got great feedback from the clients.

### *2.3.4 Voicemail*

The voicemail guide was my main project while interning at Cingular. I was able to be involved with this project from start to end. The very first process was to evaluate and have a peer review with competitor's voicemail guides. We were able to get a sense of what we liked and disliked, and what we should include in our guide. After the peer review we thought of different themes for the guide. Once theme was the business theme, another was the lazy theme, and the last theme was the on-the-go theme. We chose the on-the-go theme and researched different pictures we thought were appropriate. It took us several weeks to add the content to the voicemail guide, but once we did, we did extensive testing. Our testing was a week long which included, three tasks involving the

Cingular guide and the Verizon guide, reviews on the Cingular guide compared the Verizon guide, and lastly we did cover comparisons with the Cingular guide. After testing we analyzed our data for permanent recommendations and future recommendations for our clients. We made changes to our content and design based on testing, and the Cingular voicemail guide will be in two stores in Atlanta this coming week to test how popular and useful they are.

#### *2.3.5 CSS, CCG and Quickstart instruction guides*

The last part of my internship, when the work load was light, Colleen had me write instruction guides on how to update files for, Store CSS, Kit CSS, CCG and Quickstart. Since over the past months I did many edits and updates to the collateral, Colleen thought it would be good for me to create instructions for future updaters. I made four 15-page instructions manuals.

#### **2.4 Evaluation**

My main personal learning objective was to be a reliable and dependable employee and be offered a full-time position after the summer. I am glad to say that I did achieve my personal objective. I also achieved my learning objectives for Mercer and the HCD learning objectives. HCD provided each intern with mid and final performance reviews. The reviews tell you if you are meeting expectations and areas of development. On my mid-performance review, my area of development was to learn the Cingular background i.e. how to enter time, sign-up for new programs, taking online courses, what each channel stands for, acronyms etc. I was also told to me more assertive and confident. Colleen told me that if I am more confident in what I say, and what I am doing, then people are going to respect me more. She told me this not because I did not look confident, but because she wished some one told her when she was right out of school. I need to be more confident by giving input at meetings so that the team respects me as an employee and not just an intern. If I had to take one thing I learned from Cingular it would to be more assertive and confident. I know that I have learned an infinite amount of information while working at Cingular, but the one piece of advice that will always stick with me is to be confident. The definite benefit working with Cingular is that I got to meet amazing people. The HCD team as a whole amazed me. Everyone is everyone's friend. Everyone is dependable and you can ask anyone for help. There was not one person that I did not like. I had a choice to intern either at Cox communications or Cingular Wireless, and everyday I was thankful that I chose Cingular. I mainly think this because every class I took at Mercer in with TCO I have found beneficial for the HCD team. There is not one class that I regret taking because is some way or another it has given me the concepts that I needed to succeed at Cingular. The one thing that I disliked when I first started my internship was how overwhelming everything was. When I first started no one on the team ever talked to me. I had to go out of my way, with the other interns, and talk to people. After a couple of weeks when the work load of people's projects calmed down, more people started visiting the interns. It took me about a month to feel comfortable and that I belonged with Cingular Wireless. Once I got to know everyone I was very thankful that I picked Cingular to complete my internship.

### **3.0 Recommendations**

There are very few recommendations that I have to offer. From what I learned at Cingular, and HCD being as close to TCO to the curriculum as possible, I would recommend more courses involving flash if someone wants to go into design. I would also recommend more courses in web design and in multimedia. Everyone on the HCD team knows how to code HTML. I never learned how to code HTML even though it probably would not take me long to figure out. I would also recommend more restrictions on peer reviews. One thing I noticed at Cingular was that every peer review was completed as if the project had to be in stores tomorrow. I know in class students tend to think of peer reviews as more days until the actual project is due. I would recommend that each student create rubric or set of questions to be answered during peer reviews. At Cingular we were able to ask our peers to look at something specifically and give us feedback. I feel that students stick to the professor's rubric, and do not give feedback on anything else.

## 4.0 Appendix

## **A- Learning Objectives**

## **Learning Objectives**

1. I will be able to learn Cingular's background and how the HCD relies on each member to create a team.
2. I will take my knowledge from Mercer University and apply it each project I work on with Cingular.
3. I will be able to talk confidently to people that are higher than me.
4. I will finish each project on time, and I will only present my best work.
5. I will convince the team that I am dependable; especially to Colleen and Lori
6. I will receive a full-time position within a month of when my internship is over.'

## **B- Mid-Performance Evaluation**

## Intern Workplan and Performance Review Document

**Intern Name:** Rachel Astorino

**Start Date:** 6-15-2006

**Date of Meeting:** 7-18-2006

**Hiring Manager:** Lori McDaniel

**Supervisor:** Colleen Jones

### **MANAGER:**

Please complete the following sections in the left-hand column and review the Key Job Assignments/Responsibilities with your intern during the first day of his/her assignment.

An interim and final performance review is required. The performance review is designed to objectively rate the intern's performance in completing assigned projects/tasks. After completing this document and reviewing the document with your intern, please fax or email to John Gurskey, University Relations Manager @ (404) 236-5979.

While there is no *Overall Rating* given, the document and discussion between you and the intern is an opportunity to identify strengths and developmental opportunities for the intern.

### **INTERN:**

By signing this document you are acknowledging that your manager has had **two (2)** performance discussions with you.

#### ***Assignment review***

- Assignment review
  - Within given constraints – time, etc.
  - Attention to detail
  - Number of iterations/amount of rework required to complete

**For each key role/activity, "comments", "areas of opportunity" and "meets and/or exceeds expectations" must be completed**

| Summary description on Key Job Assignments/Responsibilities  | Comments   | Areas of opportunity   | Meets and/or Exceeds Expectations |
|--|--|--|-----------------------------------|
| <b>Collateral Maintenance</b> <ul style="list-style-type: none"><li>• Review background materials explaining collateral context, purpose, and design process.</li><li>• Review and edit all collateral, including CSS, Cingular Customer Guide, Quick Start.</li><li>• Implement edits in electronic format (Illustrator files).</li><li>• Develop inventory of competitors' collateral.</li></ul> | <ul style="list-style-type: none"><li>• Good attention to detail in copyediting, such as identifying typos.</li><li>• Careful thought reflected in more substantive comments, such as identifying information that is missing.</li><li>• Sufficient skills</li></ul> | <ul style="list-style-type: none"><li>• Continued growth in understanding Cingular's business and customers' needs.</li><li>• Continued refinement of word choice and concision.</li><li>• Continued growth in attention to detail in layouts.</li></ul> | Yes                               |

|   |   |  |  |     |
|---|---|--|--|-----|
|   | <p>in Illustrator to implement needed edits.</p> <ul style="list-style-type: none"> <li>Ability to learn scanning quickly.</li> <li>Thoroughness and attention to detail shown in collateral inventory.</li> </ul>  |  |  |     |
| <b>Collateral Development: Order Confirmation and Combined Billing "Welcome Letter"</b> | <ul style="list-style-type: none"> <li>Develop concepts for content organization and layout.</li> <li>Write and edit text.</li> <li>Assist in conducting peer review session of concepts, including partial moderating and taking notes.</li> <li>Completely execute final visual design of Order Confirmation</li> </ul> | <ul style="list-style-type: none"> <li>Careful thought reflected in substantive comments.</li> <li>Good ability to organize and label information.</li> <li>Sufficient skills to explore visual layouts.</li> <li>Thorough note taking.</li> </ul> | <ul style="list-style-type: none"> <li>Continued growth in exploring multiple concepts / schemes for content organization.</li> <li>Continued refinement of word choice and concision.</li> <li>Continued growth in understanding Cingular's business and customers' needs.</li> </ul> | Yes |
| <b>Content Review: Device Support Kiosk</b>   | <ul style="list-style-type: none"> <li>Review content for warranty exchange screens.</li> <li>Also comment on related factors such as process flows, where pertinent.</li> </ul>  | <ul style="list-style-type: none"> <li>Good "customer friendly" suggestions for title and tag line.</li> <li>Careful thought reflected in more substantive comments.</li> </ul>  | <ul style="list-style-type: none"> <li>Continued growth in thoroughness.</li> <li>Continued growth in exploring multiple concepts / schemes for content organization.</li> </ul>   | Yes |
|   |   |  |  |     |

## Intern Workplan and Performance Review Document

Pg. 2

*Indicate performance by checking appropriate box*

| Competencies   | Does<br>Not<br>Apply | Developmental<br>Area | Meets and/or<br>Exceeds<br>Expectations  |
|--|----------------------|-----------------------|--|
| <b>Being a team player</b> <ul style="list-style-type: none"> <li>● Supports collaboration and cross-functional teamwork</li> <li>● Encourages and considers contrary viewpoints</li> <li>● Respects the values, talents, and skills of others</li> <li>● Identifies ways to build ongoing relationships and cultivate a broad network</li> <li>● Considers feedback as an opportunity rather than a threat and responds appropriately</li> <li>● Takes direction from leaders as appropriate</li> </ul>   |                      |                       | x  |
| <b>Drive for accountability –</b> <ul style="list-style-type: none"> <li>● Establishes aggressive goals that achieve business results.</li> <li>● Drives hard to meet and frequently exceed goals and objectives</li> <li>● Holds self and other accountable</li> <li>● Anticipates roadblocks and redirects efforts when results do not meet expectations</li> <li>● Monitors performance and redirects efforts when results do not meet expectations</li> <li>● Demonstrates a strong sense of urgency</li> <li>● Persists in the face of obstacles</li> </ul> |                      |                       | x  |
| <b>Adaptability –</b> <ul style="list-style-type: none"> <li>● Demonstrates flexibility and resiliency in response to shifting priorities and business needs</li> <li>● Works effectively in ambiguous situations</li> <li>● Responds appropriately to the dynamic, competitive wireless landscape</li> <li>● Remains productive in stressful situations</li> <li>● Demonstrates appropriate level of patience</li> <li>● Readily adapts to change and shifting priorities</li> </ul>  |                      |                       | x  |
| <b>Initiative –</b> <ul style="list-style-type: none"> <li>● Demonstrates a high motivation for succeeding</li> <li>● Is self-motivated</li> <li>● Sets aggressive goals and works hard to achieve them</li> <li>● Accepts ownership and responsibility for work</li> <li>● Identifies opportunities for professional growth and development</li> <li>● Completes assignments with minimal guidance; Works independently successfully</li> <li>● Knows when to act alone and when to seek</li> </ul>   |                      |                       |  |

| Competencies  | Does Not Apply | Developmental Area                                 | Meets and/or Exceeds Expectations                      |
|---|----------------|--|--|
| help  |                |  |  |
| <b>Use sound judgment –</b> <ul style="list-style-type: none"> <li>• Applies critical thinking and experience in decision making</li> <li>• Displays and demands high standards of ethical behavior</li> <li>• Collaborates with others in decision making</li> <li>• Comes to decisions at the right time</li> <li>• Assumes reasonable risk in order to achieve goals</li> <li>• Considers the impact of decisions on the business, customers, and employees</li> <li>• Takes ownership of decisions</li> <li>• Defines issues clearly despite incomplete or ambiguous information</li> </ul>                                 |                |  | x  |
| <b>Capability level in selected discipline(s)</b> <ul style="list-style-type: none"> <li>• Design research &amp; usability testing</li> <li>• Information architecture</li> <li>• Graphic design</li> <li>• Interaction/interface design with a good balance between information architecture and graphic design</li> <li>• Rapid prototyping, especially for mobile devices</li> </ul>   |                |  | x<br>Information architecture and basic graphic design |
| <b>Perceived and measurable value</b> <ul style="list-style-type: none"> <li>• Understands and leverages personal strengths to contribute to the continuing success of HCD</li> </ul>   |                | x<br>See last bullet under "Areas for Development" |  |
| <b>Areas of Strength:</b> <ul style="list-style-type: none"> <li>▪ Ability to adapt quickly to changes in computer equipment and task priorities.</li> <li>▪ Ability to write and edit; ability to organize information.</li> <li>▪ Ability to develop and maintain basic visual layouts.</li> <li>▪ Ability to perform variety of tasks and manage multiple tasks.</li> <li>▪ Positive, collaborative attitude.</li> <li>▪ Strong interpersonal relationships with other interns and HCD team members.</li> <li>▪ Creativity with wording and formatting.</li> <li>▪ Diligence and persistence in completing tasks.</li> </ul> |                |  |  |
| <b>Areas for Development:</b> <ul style="list-style-type: none"> <li>▪ Thoroughness for some tasks—focus on completing task correctly as much as quickly.</li> <li>▪ Verbally sharing comments and questions in meetings—this has developed significantly already and just needs to continue progressing.</li> <li>▪ Communicating about task status.</li> <li>▪ Projecting confidence and communicating strengths to others.</li> </ul>  |                |  |  |
| <b>Career Development and Training Activities:</b>  |                |  |  |

## **C- Journal Entries**

Rachel Astorino

June 5, 2006

Day 1

Today was my first official day at Cingular Wireless. My start day was May 17<sup>th</sup>, which I was able to attend, but due to back surgery I was not able to start until today. There are 5 interns, and we are all working with Human Centered Design (HCD) team. Each intern is assigned a different project leader so that we can work with different aspects of the project. I was assigned Colleen Jones who is the Sr. IT Business Consultant.

Not much was done today. I had a lot of required training that I had to complete before I can start with the HCD team. The training is basic Cingular training about ethics, rules, and policies. There were about 14 different courses I had to complete, and some of the courses can be up to an hour long.

Colleen and I met for a little bit today. Tomorrow I am bringing my Verizon Wireless package filled with my bill, a welcome letter, how to activate my phone, and voicemail options, so that we can compare Cingular Wireless's Welcome Kit. Our goal is to make our Welcome Kit as user friendly as possible. I am excited for tomorrow because I will be able to start working on HCD project.

Rachel Astorino  
June 6, 2006  
Day 2

Today was my second day working with Cingular Wireless. Colleen and I met today and she explained to me her section of the HCD project. She showed me two PowerPoint presentations containing usability testing conducted on the Welcome Kit for the wireless devices that are sent to customers' homes. She is trying to create an important document flyer called the Quick Start document that is eye-catching to the customer for an easier activation process. The main purpose is for the customer to easily follow a set of instructions for the activation process by recognizing the Welcome Kit and Quick Start document. There are seven different channels of customers, so there are seven different flyers for the types of customers. Each flyer is set up according to the type of customer.

Today Colleen had me edit 7 Quick Start flyers for the early release dates and 7 Quick Start flyers for the final copies. Upon my copyediting I referred back to my technical editing text book. Fortunately my editing skills are still in tact. I was able to edit the 14 documents without any trouble. Tomorrow morning Colleen and I will meet and discuss my input on the Quick Start documents.

Today I also finished my training which took more time than I expected. I am also supposed to start editing seven different types of Welcome Kits which are about 17 pages each. Since my computer has not arrived I was not able to start on that task yet. Hopefully tomorrow I will receive my computer.

Rachel Astorino

June 7, 2006

Day 3

Today was a slow day. I still have not received my computer, and until I do my work load is light. Early this morning Colleen and I met and talked about my editing marks on the Quick Start documents. We spent an hour talking about different designs and which layout is the most effective. Afterwards I copyedited 7 different Cingular Customer Guides. It was very similar to yesterday. Once I finished I met with Colleen to review my editing comments and to discuss style issues. This took up the whole day because the Cingular Customer Guides are long booklets that give directions about the phone, and discusses the terms and agreements. Editing the booklets took up most of my time for the day.

Rachel Astorino  
June 8, 2006  
Day 4

Today at Cingular Wireless I met with Colleen mid-morning and we reviewed more of my editing comments on the Customer Guide booklet. After my meeting yesterday, and discussing my ideas, Colleen asked me to try to re-write an awkward sentence. So this morning we reviewed more of the Customer Guide and then we moved along into a presentation about the Combined Billing Information. I am starting a new project working on documents related to the affiliate customers. Basically the affiliate customers are one of the seven channels that I talked about yesterday, and they are the customers that have bills related to Cingular's parents (BellSouth or AT&T), and also have a Cingular cell phone. Instead of having two or three separate bills, Cingular has created a combined billing system, which combines their affiliate bill together with their cell phone bill. It creates an easier monthly payment for the customer, but for our project we are redesigning its "welcome letter", which is placed in the Welcome Kit called CSS. The goals are to prevent calls from customers about billing issues and to prevent customers from opting out of combined billing. Colleen informed me about the goals, constraints and a timeline for the new design. Once this project is completed and peer reviewed I will start working on the order confirmation context. Both projects will most likely be going on simultaneously.

After our meeting I did research that was available online on the usability testing that was conducted by Cingular. This helped me figure out some design ideas. There are two different design ideas that were in the meeting- one being that we keep it as a letter format, and two that we add more of a design that is eye-catching and doesn't look like it belongs with the terms and conditions. This will be my project for the rest of the week. I also have to document the design process and why I think each design is beneficial to the CSS.

Rachel Astorino  
June 9, 2006  
Day 5

Today I continued my work from yesterday, which was creating multiple designs for the affiliate Combined Billing Welcome Letter. Upon creating the designs that were 'eye-catching' I noticed that the Welcome Letter has too much text. Colleen was working from home today so I had a meeting with her over the phone at 2 pm. It was basically a check-in and making sure that everything was going according to plan. I asked her a few questions about the text, and she informed me that I was able to edit the text to my desire. If I think that it should be in a different format then I am allowed to change it. This was good news. I feel if the text has too much information than customers are not going to read it. So for the rest of the day I made different designs for the Welcome Letter that I thought were appropriate. I am working on Adobe Illustrator, which I am happy about because Illustrator and Photoshop are two of my favorite programs.

I just figured out today why I have been doing a lot of copy-editing, and not graphic design. I know in my interview I emphasized that I like graphic design and usability testing, and so far all I have been doing a lot of editing. I figured it out when Colleen told me that she was really happy to have another technical communicator working with her because I had experience in technical writing and editing. I was really upset because they new what they wanted me to do before I even had a chance to tell them what I enjoy. Because of this incident I believe that we (Mercer University) need to change the name of our major so that innocent interns do not get sucked into something that they do not enjoy, such as editing. On the other hand, I was very happy when I was informed that I was going to be designing the Combined Billing Welcome Letter and the Order Confirmation Form because this had less editing and more designing. I am afraid to tell Colleen that my editing might be "okay", but my technical writing skills are horrible (which I am not proud of). All I can do at this point is my best and hope that I am doing everything correctly.

Rachel Astorino

June 12, 2006

Day 6

Today was a day that felt like I did not have enough time to get anything done. I got my password today, so I am finally able to log into the computer. This means I can e-mail, log my hours, access important files over Cingular's intranet, and much more. This makes my life much easier, especially having e-mail to my access. This also makes my life much harder because I don't know Outlook that well, so it is taken me awhile to figure out the program. Not only did I have my designs to finish from Friday, but I also had to create all my passwords and get IT support to accept me into the system. I have to do this if I want to be able to access anything over the intranet. It is a very difficult and complicated process that I was not aware of. I also have all these reminders and new e-mail messages constantly popping at me. I think this will take awhile to get use to.

Besides being able to log into the system, I worked on my designs from Friday. When I got in this morning I worked really hard to chunk the important information from the Combined Billing letter. On our timeline I need to be done by today or tomorrow so that we can get situated for the peer review. I thought cutting out a lot of the information would create more space, but it didn't. I created three different designs and had meeting with Colleen at 2 pm to discuss them. She liked my ideas and understood my problem about having too much text. She gave me ideas about breaking the text into tables or checklists. She then told me she wants me to create a letter with more text and fewer illustrations, and a design with fewer text and more illustrations. This project might sound simple, but it has taken me awhile to start from scratch and create a design with too much text. It has actually taken me longer than I predicted.

At 10 this morning Colleen and I had a meeting with Tee. Within in our HCD team he is one of the main graphic designers. He had to meet with us today to show us how to edit all the numerous files and how to locate the numerous files. After the meeting today I understood a little more about the project I am working on. As I said before there are seven different channels, and within these channels there are files in English and Spanish, there are files for early release and final date, there are files for review friendly and printer documents, there are files for PDF's and AI's, and much more. Learning the organization of the files helped me understand what is going on with our project and why there are many different copies of documents with very subtle differences.

Rachel Astorino  
June 13, 2006  
Day 7

Today was a day filled with meetings. I met with Tee again today to go over the layouts that I have created the past few days for the combined billing letter. I have been editing the Combined Bill so that all the information will be able to fit in the Cingular Customer Guide. As I have mentioned previously the client wanted us to make the Combined Billing information to have more of a design and not look so much like 'legal' (terms and conditions). I spent the morning editing and submitting, and editing and submitting, and editing and submitting, so that we keep the important information but get rid of unnecessary words (basically making it simple for the reader to glance at and understanding the combined billing system). The Combined Bill consists of an 8.5x11 full text piece of paper, which I had to make into bullets and checklists. There are about 5 different versions of the Combined Bill that I have created and 5 different layouts in Illustrator that I have created. Once we have picked a layout and version of the text we want to keep, we will combine them together to make one document to send in for peer review. I didn't realize that in the business world they do peer- reviews also- I just thought that was for college students. I am actually excited about the peer-review to see what steps they take in editing a document.

During my meeting with Tee today we talked about different layouts, and how to combine the text to make it fit on the page. I told him some of the problems I was having with not having enough space, and he showed me different ways to re-arrange items. It was a good meeting because it is helping me familiarize with the different methods that Cingular uses in designing.

After my meeting with Tee the HCD team had a bi-weekly meeting discussing the progress on projects and important news alerts that are going on within the company. This lasted about an hour, and I was able to learn what each project lead within the team is doing. I found this interesting. It is a very good way to keep everyone in check and make sure that everyone is doing their job correctly. Lori, my supervisor, does a good job of making sure everyone is on task. Even though she is very busy throughout the day with her personal projects she still has to make sure and help other project leads with their projects. She hosts these bi-weekly meetings to keep everyone in check.

Rachel Astorino

June 14, 2006

Day 8

Today was a slow day, not because I didn't have anything to do, but my computer access was denied to the HCD network. I have to take the edits that I made last week and change them on the Illustrator files and the PDF files. To learn how to do this I have a meeting with Tee. I had to reschedule my meeting and postpone it until tomorrow. I put a request into Lori and she is going to solve the problem. Since I am not able to access the network I worked on writing my Learning Objectives and having Colleen edit them to the HCD standards. I also edited the Combined Bill document for the umpteenth time. Each time I add bullets and take bullets out, and then make different versions with different bullets in and different bullets out. We are getting ready for the peer review, and we have to make sure we have done the best that we can before we hand it off to another teammate. Peer reviews are different than peer reviews in school. This is because here at Cingular Wireless you have to have the document as if you were going to turn it in to a client for a peer review; whereas at school, you can have a simple draft for a peer review. It's amazing how much of my editing skills I remember. I thought that I was going to be done with editing when I finished my final with Dr. Grady. All I do is edit.

Rachel Astorino

June 15, 2006

Day 9

Today was a very busy day for me to day. I was able to access the HCD network unlike yesterday. Tee and I had a meeting and he taught how to go into the system and edit all of the documents. This is very tedious job. It sounds easy, and it is to go into the network and revise, but it gets old fast. It is a job that is easy, but you just don't want to do it. I also worked on editing the Combined Bill once again. We have finally got the final document done for peer review, which is exciting. Now I still have to make sure the layouts are correct, and place the text into the document.

My next project, which I worked on a little bit yesterday, is creating a design for the Returns and Exchanges part of the Welcome Collateral. From usability testing we have found that customers expect the return and exchange text and label to be on the order form. Right now we are not allowed to put the return label on the order form, so we need to refer the customer to go to the Cingular Customer Guide. The Cingular Customer Guide is in the equipment package with the Welcome Collateral that the customer receives when they buy their phone. So my job is to make a design on a 4x6 Illustrator page that is only black and white. There is a draft made up already that contains the important information that needs to be on the order form. I am working with that design and looking on how to redesign their draft.

I had another meeting today with Tee. He taught me how to use the scanner. I already know how to use the scanner, but he is teaching me how to save the documents once they are scanned. I know this sounds easy, but there are many, many files and it is easy to lost or confused.

Rachel Astorino  
June 16, 2006  
Day 10

Today was a very busy day. I had to take all the Verizon Collateral and scan it into the computer for future reference. Once I scanned it into the computer I had to create thumbnail size images and create a spreadsheet. In the spreadsheet I had to include about content, notes, and paper quality. This is for when we create our Welcome Collateral we can look at Verizon's and try to make ours better. Even though it might not seem as a big job, it took me awhile. I tried to be as detailed as I could so that our team can look at this spreadsheet and not have to look at the actual collateral to understand what it contains.

Lori also took all the interns out for ice cream today. I was glad that she took us out because we were able to sit down and talk about anything. She is a very intense and busy lady. She pushes her employees hard because she expects high standards, but then again she also understands her employees. She wants people to figure out solutions on their own and doesn't hover over you. This is very nice because she believes that you are capable of meeting her high standards. We talked about things that surprised us.. It was very laid back and nice. I am not that intimidated by her anymore.

Rachel Astorino  
June 19, 2006  
Day 11

Today I finished the Verizon Collateral. We had a meeting about take her child to work day. Apparently Cingular Wireless makes a big deal about this event, and our HCD team is representing IT. We have to create a 45 minute session to entertain children ages 9-15. We wrote our objectives on the board containing: interactivity, what we want the children to take from the experience, and to understand what HCD does. We had three different options, which were review design, usability, and application design. We then decided to break into different teams and have two events happening at the same time. Instead of having 30 children per group, we will have team of usability and a team of application design with 15 children each. Our teams have to have our session completed for June 28<sup>th</sup>. I also got an invite today from a team member working on a different project to help with a collateral proposal. This meeting will happen tomorrow. Colleen told me today that she was telling other team members about my copyediting skills and I might get many people asking me for my help. If I get too much I need to let her know so that we can prioritize. I had a meeting today with Colleen today to review my Return & Exchange design. This was a hard to design to create because of the constraints. The meeting helped because my design gave her ideas to give me, and her ideas gave me more ideas to try. We are aiming to have the Combined Bill and the Returns & Exchange collateral ready for peer review by Thursday. Colleen also informed that we got approved for the voicemail collateral, and we will be starting that project shortly. Luckily we are a little ahead of schedule so that we can take some time to collaborate on the "take your child to work day" project.

Rachel Astorino

June 20, 2006

Day 12

This morning I started creating more designs for the order confirmation forms. Yesterday Colleen gave me five different options with which work, from my previous designs during our meeting. I spent most of the morning create different designs. After I saved them to the network, Colleen had me write a formal e-mail about which ones were my favorite designs, the advantages and disadvantages. This was the first formal thing that I had to submit to my project lead. Even though we have been busily working on projects I haven't had to write anything professional. We ended up using my favorite five and her favorite five designs and narrowing them down to three designs for the peer review. Once we discussed the three we will use for the peer review on Thursday, I had to go back and make the final edits. This took up most of my day because I had to create many designs earlier that morning.

Rachel Astorino  
June 21, 2006  
Day13

Today was filled with many meetings! I first had a meeting with Colleen to go over the edits for the peer review tomorrow. Once we make few more simple edits I have to print everything out and cut them down to the actual size of the current order confirmation form. After that meeting the interns went to lunch with one of the team's contractor. He wanted to take us out and explain to us exactly what contracting is about- the benefits and the disadvantages. He explained to us that he has to find his new job constantly because contracting is only for a short amount of time. You basically work on a project and then you move on to a different company. He said the advantage of contracting is that you can make more money than having a permanent job, but the disadvantage is that you don't have benefits (health insurance). It was very interesting to learn about contracting because I was not exactly sure how contractors operated.

My next meeting was with a different part of the team. Cingular wants Amanda to create a Home WiFi. Cingular is planning a home WiFi project enabling customers to use their mobile phones on their home wireless networks saving their GCM minutes. Amanda wanted Colleen and me to look of the project proposal for the client to make sure that the wording was correct. I didn't really understand the project so it was hard for me to know if the content was correct. I had no idea what GSM minutes are. I quickly learned later that day that Cingular works on two networks GSM and TDMA. GSM networks use a SIM card so that it can be easier to networks or phones in other countries. On a TDMA network you do not have a SIM card, but the phone is able to switch between digital and analog easily. Therefore there might not be a need to switch out the SIM card. Also with TDMA it has dual, tri, and quad modes to help it retrieve signal. I am not sure which mode is better, but Cingular Wireless works mainly off of GSM.

Rachel Astorino  
June 22, 2006  
Day14

Today I was the busiest I have ever been. Right when I got into work Colleen had a list of projects I had to finish to prepare for our peer review at 11. I had to create a notes spreadsheet, finish the order confirmation (tiny edits), print them out, and then cut them down to actual size. Of course my printer doesn't want to work today, so I am rushing around to get everything ready. In the spreadsheet Colleen wanted thumbnails of the order confirmation and then possible questions for the peer review. By the time I got around to creating the spreadsheet I had thirty minutes before I had to meet with Colleen. Luckily I had everything done in time, but it was very stressful. I actually quite enjoyed it.

Our peer review went well. They really liked our designs and gave us great feedback for improvements. They liked the bullets instead of the long paragraph and they also liked the picture we added. The peer review was about an hour long. Colleen asked questions on the combined billing design while I took notes, and I asked questions on the order confirmation while Colleen took notes. After our peer review I took all the notes I have to combine them and make sure they make sense. Colleen and I met at my desk around 3 to discuss the peer review, and what we think we should do to improve our documents. After we agreed on the edits, tomorrow I will make all the changes. Today was very busy and stressful, but I think it has been the best day yet. I enjoy being busy and productive.

Rachel Astorino

June 23, 2006

Day 15

Today was definitely a road-block day. Colleen was out of the office and I really wish she wasn't. She e-mailed me a list of tasks to do, which is fine, but every task that I started I came across trouble. First I had to edit and polish the order confirmation and combined billing documents. I was able to start that project because I did not have Adobe Illustrator on my new computer yet. I had to put in a request to get programs that I need set-up on my computer and tech support hadn't been by. They are usually fast, and come within in the day, but today they didn't arrive until I was leaving. I could of done the edits on the loaner laptop that I have been using, but that laptop wouldn't allow me to download the correct fonts that I need. It has a restriction of letting employees download on it. Since I thought I was going to get my programs a little later in the day, I started on some training courses that lori had sent everyone to do. It was an antitrust course. Usually after you complete a course you can refresh the page, and it will tell you completed it. Today was different. In order to sign-up for the course I had to enroll in two other courses and take those prior to the antitrust course. For the course to show that they are complete it takes a full 24 hours to process. This was a pain because I wanted to be able to finish my training. Later that day I was working on more Verizon Collateral research, and I was able to complete my spreadsheet because I didn't have Photoshop yet. Afterwards, I went to replace PDF files that I had edited a week ago. I wasn't able to replace the PDF files on the laptop because the laptop didn't have Adobe Professional. I started replacing the files and I realized that the fonts were changing, which is not good. When I edited the documents before I was using the loaner laptop, which doesn't have the correct fonts I needed. So now I was in another jam because the fonts were changing, and I still don't have any programs or correct fonts on my desktop to correct anything. Then I moved on to the next task, which was to watch usability testing that was done on the Welcome Kit in January. Once I found the equipment I was able to complete this. Even though it looked as if I wasn't productive today, I was trying to find ways to make everything work. I would work until I got "stuck" and then move on to another project. It really was a horrible day.

Rachel Astorino

June 26, 2006

Day 16

Today I played catch-up from Friday. We have a lot of work to complete and my obstacles on Friday did not help. Colleen was out of the office again today so I had to communicate with her with e-mail. I explained my situation on Friday and she gathered that I hadn't done anything for the day, which wasn't true. Instead of trying to explain myself over e-mail I was going to wait until our phone meeting in the afternoon, if the timing was appropriate. Colleen is not someone to get mad, so I felt bad that she thought that I just sat here all day Friday. I know better than that- If you are done with your work or are having trouble then you find things for you to do. I finally loaded the correct fonts on my computer, which is a blessing because I do not have to worry about that anymore. I also have the correct programs that I need, so I won't have to be in situations where it is hard for me to do my work. I completed the editing for the order confirmation and combined billing, I completed the Verizon collateral spreadsheet, I completed all of my training, and I re-worded a sentence for the CSS (it has to go through an acceptance process for it to be changed on the CSS. It doesn't seem like a big task, but it was important). I also watched more usability testing, and then had a phone meeting with Colleen at 2. Turns out that she missed understood my e-mail, and realized that I was trying the whole time to get my tasks completed, but because of computer situations it was not my fault. She said that it didn't seem like me to just sit there and do nothing based on previous assignments. I am glad that we cleared that up because that could have been bad for my evaluation ☺

Rachel Astorino

June 27, 2006

Day 17

Today was interesting, yet an unproductive day. I came into the office and finished my work from yesterday, which didn't take long, and then we had an early meeting at 10 o'clock with the vice president of our team. He is going into an all day meeting tomorrow and needs to present some new ideas to the board. For the first hour we were divided into teams of four or five and had to think of new ideas on products, services, slogans for the merging of Cingular, AT&T, and BellSouth. For the merge, Cingular needs new ideas to present to new and old consumers to make them happy. The interns were put together as one team, and the ideas we came up with consisted of: broadband on your cellular device, combined packages, t.v on your cell phone, and two slogans, which were "A Family to Rely On", and "Putting the Pieces Together." The second hour each team presented their ideas to Von (the vice president). He really liked our package idea, and our slogans. After the meeting we had to write Lori a formal document consisting of our ideas that Von liked and submit them by four. After that meeting I had another meeting about Take Your Child To Work Day, which is tomorrow. We need to make sure that we have all the materials together, and everyone knows what they are doing. After that meeting I had a lot of things to do, but it was time to go home.

Rachel Astorino

June 28, 2006

Day 18

Today was an interesting day because it was Cingular's Take Your Child to Work Day. As I have stated before our HCD team divided ourselves into two different teams, and I worked with the "Digital Discovery Lab." We had about 45 kids over 3 hours come and play with the cameras, microphones, and T.V's. We then had them perform a mock usability test with the phones. We had them change the ring tones, background, and take a picture. The children's average age was around 12, so most of them did not have a phone but knew how to use one because of their parents. I think it was very beneficial, and all the kids had a lot of fun. They really enjoyed the usability lab because they could play with all the cameras and audio features.

Since the first half of the day was babysitting kids, the second half of the day flew by. I mainly finished up all the edits for the Cingular Customer Guide. I now have the correct fonts and programs I need, so making the edits and replacing the files did not take nearly as long as before. I didn't mind doing it over because I really got a feel of how the network is organized and how to find files. The intranet is so massive that it takes extreme organization for you to be able to find your files. It has taken me awhile, but I now know how to properly save and find files on the network. After I finished replacing the files I watched more usability testing on tapes. I am watching the moderator to see how she asks open ended questions that are not biased. I already know this from taking usability, but I need to know Cingular's preferred way so when we write the script for the moderator I will know what types of open-ended questions to ask.

Rachel Astorino

June 29, 2006

Day 19

Today was a productive day. I started out creating a Verizon voicemail spreadsheet with an old pamphlet that was given to us by the client. I had to write the basics about what the pamphlet contained. After I created that I looked over the PowerPoint that was created for the project for my meeting at 10:30. I wanted to make sure that I knew what our goals and timeline were. I then met with Tee and Colleen to discuss what we thought about the Verizon voicemail pamphlet, and what we could do to create a better one. After the meeting Tee showed me what website they use to get pictures. I found many pictures, and I have to think of different slogans and catch phrases I could use for Cingular's voicemail pamphlet. The reason we are creating a pamphlet for Cingular is because as of right now Cingular does not have a pamphlet specifically for voicemail. Currently they have all sorts of information spread over different documents. At the end of the day Colleen and I did peer review on Verizon's voicemail guide, so that we could get ideas of what people like and dislike on a voicemail pamphlet. We want to know about the size; color; content; pictures, illustrations; headings; charts; diagrams; etc. of the guide. Tomorrow we will do a debrief of our notes.

Rachel Astorino  
June 30, 2006  
Day 20

Today was a busy day except that the internet went out around 2, and no one could do anything. It is funny how everyone relies in the intranet for work. During the first part of the day I finished the notes for the debriefing of the peer review we had yesterday. That really didn't take too much time, but I had to make sure that I was very in depth, and I got all the information down. I also finished the edits from the Quick Start Guide. They are going to be sent off to the client and we need to make sure that there are not any silly errors in the documents. I can't tell you how many times that I have edited the Quick Start Guide, but one more time certainly cannot hurt. After all that I started working on organizing the information for the voicemail guide. Colleen wants me to think of different ways to organize the information for our design portion. I am also looking for different pictures and thinking of different catch phrases for the voicemail guide.

Rachel Astorino

July 3, 2006

Day 21

Today was an interesting day. Barely anyone from the team came into the office today. Everyone took personal time off for July 4<sup>th</sup>. The only people here were the interns, which was fun. I worked all day on organizing the information on Verizon's voicemail guide (assuming we have the same information), and creating a better way to relay the information. This task doesn't sound like hard, but I had to create two different ways to organize the information, and create ways to make it easier for the reader to understand. Verizon's voicemail guide is very wordy and has a lot of unnecessary information. Since I didn't have any meetings today my day went by very slowly. Sometimes I don't like meetings because I can't get anything done, but sometimes I love meetings because it makes my day go faster for two reasons: 1. I have more work to do, and 2. I get an hour break from the work that I was doing. I enjoy being busy; I feel better and accomplished when I am busy.

Rachel Astorino

July 5, 2006

Day 22

Today I mostly worked on the voicemail collateral. I had a meeting at 10 to peer review the new kiosk project for Melissa and Lori. The team is trying to put together a Kiosk for customers when they need to return or exchange their phone. Cingular stores are always crowded, and it is taking too long for the store representatives to help everyone. This way with a kiosk the work load for the representatives will be lessened. Colleen and I went to the meeting and we are trying to help them describe the best way to word the information so that the customer does not have any problems. Even though if the customer does get 'stuck' and can ask the store rep for help, we are trying to eliminate representative support because we want the customers to use all warranty and exchange problems on the kiosk. Around the same time the team is also creating a representative kiosk so that any problems with the customer kiosk can be solved on the rep's kiosk. So if I were to be at the kiosk and I am having trouble figuring which phone I own (e.g., the phone that I own is not the phone that is under my account name), I can sign-out of the kiosk, print my receipt, and either at a later date, or that same day, take the receipt to the store rep, and he can scan the bar code and pick-up from where I was experiencing trouble. After that meeting today I went back and still worked on the voicemail collateral. Tomorrow I have a meeting with Colleen to discuss our edits on the Kiosk.

Rachel Astorino

July 6, 2006

Day 23

Today I kept working on the Device Support Kiosk edits and then did some CCG edits. That took up most of the day. Since Colleen was working from home today I didn't have any meetings and the day went by slowly. I would really like to be working more on designing, but right now they are really in a need for some editing for the kiosk. When I was done with my edits I put my notes on the network for Colleen to look at them. When Colleen sent me her notes they were really detailed and good. A lot of her notes were the same as mine, but hers were in more detail. I think that I need to be more detailed oriented like she is. I think that I have been here long enough to know her expectations, and I should be abiding by hers. I do not want her to think that I only put half of my effort into my work. I really do try hard but I think that I just have a lot of learning to do. I am glad that I am doing an internship before heading into the real world because Cingular really wants this to be a learning experience. They try hard to make sure that we will leave know the expectations of the HCD team, and most likely the real world. Tomorrow Colleen and I will meet and discuss our notes. After we meet I will combine our notes together so that we can present our recommendations.

Rachel Astorino

July 7, 2006

Day 24

Today Colleen and I had an early phone meeting to discuss our edits about the Kiosk. She had noticed that we had a lot of the same stuff even though hers was in more detail. She did not say anything about mine lacking detail, in fact she said that they were good. Maybe I am being too hard on myself, and I have higher expectations for myself, which can be a good thing. As long as Colleen doesn't think that I am slacking, and that I know I have room to improve then I will be fine. Next time I know that I need to do better. After our phone meeting I took all our notes and combined them into the PowerPoint presentation. I needed to make sure that we had everything together for our meeting with Melissa in the afternoon. During the Kiosk meeting, Melissa was very impressed with our edits. She thought everything that we had said was very good. I think she was happy with our work.

Rachel Astorino

July 10, 2006

Day 25

Today I received a forwarded e-mail from Colleen that was from one of the clients. They said that they really liked the new design for the order confirmation. I was very pleased because I finally feel like my work is making a difference. I am so glad that I am not just sitting around doing busy work. Cingular is actually letting the interns get involved and make a difference. Even though today was filled with lots of excitement, it has been one of the best days because my work has been noticed. I think that is cool. Today I scanned more photos into the computer from Verizon's brochure so that Colleen can create slides from it. I also looked for more pictures that relate to voicemail for the design of our voicemail guide. I am also supposed to be thinking of more slogans for the voicemail guide and for the Kiosk project. I worked on editing the voicemail content today. It is hard to organize the information when you do not have all of the information. Right now I am basing all the information as if it is the same as Verizon's information. I guess we have to get some kind of layout and pattern even if we do not have all the tools. Last Friday I found out that Tee is going to my mentor for the remainder of my internship. All the interns have mentors, but I am not exactly sure the purpose of a mentor. When I find out I will let you know.

Rachel Astorino  
July 11, 2006  
Day 26

Today, in the morning, I worked on organizing the voicemail content. There isn't much I can do at this point because Colleen and I are waiting for the client to give us all the information that we need. We have voicemail information scattered over many different documents, but we need to bring it all together, and get all the details so that we can make an informative reference guide. Fortunately Colleen had a meeting with Jackie Jackson to give a progression timeline, and to enforce that we need all the voicemail information. Before her meeting she had me review her PPT slides of the proposal so that I could make sure everything from the peer review was discussed thoroughly in the presentation. At 11:30 the HCD team had the bi-weekly meeting. We discussed new events that are happening with Cingular Wireless, and then one person from each team discussed their projects. This meeting is informative, but when you have many things to do it can feel like you could do other things with your time. After Colleen's meeting with Jackie, we met so that she could debrief me about what Jackie wants. She said that we should get all of our information for the voicemail by Friday. She liked our progression, and the good news is that she isn't set on making our voicemail guide very similar to Verizon's. This way we can be more creative with the design.

Rachel Astorino  
July 12, 2006  
Day 27

Today I worked most of the day on more voicemail content. I re-arranged some content on my outline to make it easier to read. Every time I look at it, I get more ideas on what I should do. Unfortunately we do not have all the content we need to really get cracking on this project. We are trying to figure out how to organize the content but we don't know how to write the process flow if we do not know the process. All the information should be coming on Friday from the client. For lunch all the mentors and interns went to lunch. This was a good way to get to know each other. I am really starting to feel relaxed around here. Everyone is very nice, and do not think of interns as someone to fetch them coffee. We actually have important roles. Lori wants each mentor and intern to play a "newly-wed" game at the end of August to see which person got to know their mentor/intern better. Everyone is excited. After lunch I had a meeting with Colleen to discuss voicemail content and design. I thought we had a very good meeting. We came up with numerous designs for the placement of the content. We discussed the style, size, and format. I think once we have all the content everything should fall into place. I think I might also be helping with the design of the brochure too, and not just the content inside. I was really excited when I heard this. Even though I enjoy working in content related items, I really enjoy working on design items more. I also looked for more pictures for the guide today. Looking for pictures is hard because a lot of the pictures have very outdated phones. It is quite funny.

Rachel Astorino

July 13, 2006

Day 28

After the meeting yesterday with Colleen, I spent most of the day today thinking of different ideas for the voicemail guide. We are going to try to make two versions; 1 being an 8-panted pamphlet, and 2 being cd booklet type design. Since we do not have the official content yet, we have to use the same content as what is in Verizon's guide. We do have the same material as Verizon, so we aren't starting from scratch, but we need to find out the exact information and content that Cingular is allowing in the guide. This is difficult because waiting for the client to give us information just delays the process even more. If I had to compare it school, I would say it is just as bad when trying to schedule a meeting time to get information from your group, and then they are never available. Since Cingular Wireless is pretty laid back company, which is nice, it does get annoying when you want to get something right away, and they take their time. With school and with soccer I am used to a strict agenda, and cannot be late. When I am Cingular I feel like it is okay to delay deadlines and such, and it might take me awhile to get use to. I am sure other companies are not like this, so I should stay in the mind frame of a deadline is a deadline when I finish my internship.

Rachel Astorino

July 17, 2006

Day30

Today was a busy day actually. Right when I got in here this morning I was working all day, non-stop. I first had a meeting with Shivam to go over his Text Entry and soft Keys proposal. He wants me to look over the content and layout to make sure that everything sounds and looks okay. Then I worked on the CCG edits because they needed to be changed from passcode to password. I noticed when I was working on them that files were disorganized from previous edits that I did, so it took me awhile to re-edit everything and place them in the correct folder on the network. I then worked more on the voicemail layout because I had a meeting with Tee and Colleen this afternoon. Right now we still do not have the content for the Cingular voicemail guide, so we are still using Verizon's content as place fillers. As of right now I like the CD outline, and have been working on different designs for that particular layout. The meeting with Tee and Colleen was fairly short. We just wanted to give Tee and update of the different layout designs, so that he can start designing the guide. After that meeting I met with Colleen almost immediately after to discuss the file structure for the CSS edits. I had to once again change the word pass code to password in English and in Spanish. I also got information from Wendy today about Share Point. I didn't really have time to look at it today, but definitely tomorrow or the next day I will look over it. I made a meeting with her for Thursday so that she can give me a quick overview of the program. She says it will be easy, so I am hoping it won't take long.

Rachel Astorino  
July 18, 2006 /  
Day29

Today we had a team meeting called the first Friday. It actual took place on the second Friday this month because Lori was out of town the first Friday. The purpose of this meeting is to inform the whole team, through a presentation, an explanation of one the projects that are going on in HCD. Today we learned about OPUS. This project was given to HCD to redesign the interface for employees and retail stores. Whenever a customer comes into a store and buys anything the employee has to enter the information into the computer. Cingular thought that the retail store interface could be designed better, so they gave the project to the HCD team. It turns out that Maria and Jennifer, who have been working on the project, have spent a lot of time on designing, testing, and designing some more. They have finally finished the project and turned it in to the client, and today they presented it the HCD team, so that we know how it ended. It was very interesting. I thought it was also interesting that we have first Friday meetings so that we can keep in touch with other's projects and stay close as a team. It also amazes me how well this team gets along and likes each other. They have their own little family, which not something you find too often in the work force. After the meeting I had a meeting with Colleen over the phone about more designs on the voicemail guide. This time I made some designs with the CD layout that we were going for. Nothing much was said because we still need all the information from the client. Until then things are going to be slow. Next week I will be learning SharePoint, which I have no idea what that is, content editing for Stephanie and Shivam. Next week should be nice because I will be very busy.

Rachel Astorino

July 19, 2006

Day 32

This morning I met with Shivam to go over my comments on his proposal. It went well and he thought that I made some nice comments. It didn't take long and we both worked on re-wording some slides so that it is more concise. After that, I tried to schedule my advisor's meeting for August 2<sup>nd</sup>. I thought that it would be a good idea that she come and visit when we are doing usability testing. Most of the time I am working on designing or editing content for others, and this way I think she will enjoy watching me be a moderator. I had to e-mail Lori, and she informed me to e-mail John Gursky, which then I had to wait on a reply from Tarsha to see if there is a non-disclosure agreement that needs to be signed. I have to wait until Friday to see if she e-mails me back.

Later that day Colleen and I met with Tee to see the designs for the cover. He made five different options, and they were all very good. I picked two covers that I liked the most, which were the one just a picture of a phone, and one with a picture of a girl listening to her phone with a train in the background. One of the specifications that we had, was to try to get a picture with someone who is busy and on the go. I really liked the picture of the phone (with a keypad) because I felt that a picture of the voicemail icon on the keypad was the best way to represent a voicemail guide. I had an idea that we can take our own picture of a keypad with my digital camera because I have an 8.1 megapixel camera, which would be great for size and dpi issues. My job tomorrow is to take pictures of phones. I can't wait.

Rachel Astorino  
July 20, 2006  
Day33

Today I brought my camera to work. I'm excited because I get to take pictures of keypads and then play with them in Photoshop. I first had a meeting with Stephanie that was re-scheduled from Wednesday. She has a recruitment letter that she wants to send to surrounding companies to help out the HCD team when we have cancellations in usability participants. She wanted me to help write a nice letter and to iterate that they will not be directly benefiting from helping us, but they will be making a friendship. So I worked on that for a little bit today until I found Tim.

Tim Johnson is our usability lab "dude." He knows how to work all equipment in the HCD department. I ask him if he had a tri-pod that I could borrow to take pictures of the keypads. I went and borrowed a razor and a sliver and went with Tim to the "dark room" (which is really a room filled with phones cameras and tri-pods) and he helped me take pictures. We took pictures of them with the light on and with the light off, and just the back screen showing. They looked really cool.

Colleen then gave me edits to the CSS that I had to alter. There is a big corporate meeting next Wednesday and they want to show the CSS but altered to each state. So I had to go into each CSS for 13 states and edit the correct tax and price plan. It wasn't hard but it took awhile.

Rachel Astorino

July 21, 2006

Day 34

Today I worked all day on CSS for the corporate meeting next week. I still haven't heard back from Tarsha, so I will e-mail her on Monday to confirm the non-disclosure meeting. Colleen came to my desk this morning because I found some inconsistencies with tax charges and how the CSS was set-up. Later that morning Colleen and I had a meeting with Stephanie and Sharon to discuss screeners for the usability test on the voicemail guide. We need to make sure that we get a certain amount of Cingular customers, and non Cingular customers, a number of Verizon customers, a number of expert users, and a number of novice users. We also discussed exactly what we want to test and how we should go about that. I am excited to the usability testing because it will give me something new to do.

After that meeting I spent the whole day completing the CSS edits, which I finally finished. I could not figure out how to save page 2 of the Illustrator file into a PDF file, but because it is so late I will have to ask Tee on Monday.

Rachel Astorino

July 24, 2006

Day 35

Today I finished the CSS for the state-specific samples. I had to ask Tee how to create the second page as a PDF. That was difficult. I would have never figured it out. After I did that I had a meeting with Stephanie to go over my comments on her recruitment letter. She really liked my comments. She even told Colleen that I was doing a good job. After we talked about my comments and re-edited everything and gave her a hard copy later that day. I also had a meeting today with Sharon and Stephanie to go over the voicemail protocol for the participants in our usability test. This was a short meeting, but we needed to make sure that everything was covered in screening the participants, and what kind of questions should be asked. An example would be that we need someone who makes 100% of the decisions for their wireless plan. If the screener asks the participant if he/she makes all the decisions on their wireless plan, and they say no, then we cannot use them in our study. We had to make sure all the questions pertained to our study. I still think it is amazing how well this team gets along, and how well everyone wants to help everyone else. It is different from school in the aspect that you can count on everyone on the team to get what they need to get done, done. You don't want to let anyone down, and everyone is reliable. Sometimes at school you have team members you barely do any work.

Rachel Astorino

July 25, 2006

Day36

Today Colleen wanted me to speak at our bi-weekly meeting of everything that we have done with the voicemail guide. It took some time getting that together. First I created an outline of what I was going to say and I e-mailed her. She was working from home today so we communicated electronically. She e-mailed me back and told me that I don't need to be as detailed but instead just to give a brief overview. So I e-mailed her again with an update, and it wasn't detailed enough. We basically edited about three or four times, and the meeting got canceled. That bugged me because that was a waste of my time that I could have been putting toward the voicemail protocol. We had a meeting with Sharon and Stephanie to go over the voicemail protocol, and to get an understanding of exactly what we are testing. During the day I did more CSS edits that came up at the last minute, and I got assigned to edit the voicemail guide, which I new was coming. I started doing that today, and I edited some troubleshooting sentences for Laura. She is working on the kiosk and some troubleshooting questions appear when asking about problems with the phone. I took a look at them to make sure that they were asking the question in the most straightforward and concise way. This week is going to be a very busy week. We have to get the voicemail protocol in order, for the screen participants and for the actual testing, then we have a dry run on Friday. Not only do we have to get the protocol in order but we also have to finish the voicemail guide. Even though we have a lot of things to do, I am very excited to get into testing, and to see if our guide will help people.

Rachel Astorino  
July 26, 2006  
Day 37

Today was a normal day of getting ready for our dry-run on Friday. I had to make sure everything was going properly, and had to help with the participant protocol. I thought was interesting because I don't remember how we did our protocol at Mercer. Other than preparing for Friday I talked to Cecil Clontz today, and we had an interesting conversation. It turns out that use to hold group meetings for networking. He also taught people how to network. He explained to me that he is a consultant, and part of their job is to constantly look and network for other jobs. So he was giving me tips on how to impress during networking and during interviews. He was very interesting to talk to. He also gave me advice for my portfolio and told me to join on linkedin.com. This website allows you to network through people that you know, and see what jobs are out there. It also allows your employers to write things about you to help out with future endeavors. He also gave me the tip for monster.com, which is to renew my resume everyday. This is because employers don't look through 30-90 day old resumes, but they look at the thousand resumes that came in that day. I am really glad that I was able to take the time to talk to Cecil today because I learned some valuable information for future job searching.

Rachel Astorino

July 27, 2006

Day 38

Today I am stressed. I had a lot to do, but one cool thing was sitting on another team's testing. This is why Cingular is neat, because they are very team oriented, which I like. I think I like this some much because at school they make us work in groups so much, but they don't make it so that we can use other groups for help. I know we do peer reviews, but it seems when you are in a group then you are against other groups. Here at Cingular people are on different groups but we are all one team. I guess because you are not competing for grades or something. I will be moderating for our testing, so I watched the moderating on the IVR testing to get a feel of how to guide the participant with out telling them what to do. I also learned how to ask questions between questions when the participant says something interesting. It was a good experience that I enjoyed. After that I set the SIM cards on the test phones for tomorrow. I had to go into three different phones and set-up the voicemail and then make sure that all the features where able to work. That took some times and then I made sure all the keypad features were correct on the IVR to the voicemail guide. I also have to turn in my voicemail edits, but Colleen put a hold on that until tomorrow, which is nice because I have been all over the place today. I first did the edits to the voicemail guide, then I had to meet with Stephanie to get tips on moderating, then I watched an IVR test, and then to set -up everything for tomorrow. I will here early tomorrow to make sure everything goes smoothly and I have everything prepared for moderating.

Rachel Astorino

July 28, 2006

Day 39

Today I came in early to prepare for the testing and my moderating. I was very nervous. I know that this was a dry-run, and that I have done usability testing before at Mercer, but at Mercer I was never the moderator. I was scared that I was going to something wrong or that I was going to lead them in the wrong direction, or they were not going to do something wrong and I wasn't going to know what to do. The test went well; we found a few errors in the protocol that need to be fixed. One of the tasks is to make a personal greeting, but the way the question is worded the participant thought then needed to send a message without calling someone and create a personal greeting that way. So after the test we debriefed to see how we could fix the protocol. I was very nervous to moderate, but I think it went well, and I now know how to be calm and just talk to the participant. Some problems we came upon was volume. Because Cingular phones are on GSM, they interfere with the microphone. We had to move the microphone away from the phone but then we could the participant or me. So we will have to fix that. Other than that I feel very confident for Monday and I am excited.

Rachel Astorino

July 31, 2006

Day 40

Today was the first official day of testing and I was excited and nervous at the same time. We had another dry run in the morning at 10 and then a real participant at 3. Both are people that were picked from our screener, so it was not anyone we knew. I moderated both participants today and will moderate two tomorrow. Moderating is very similar to our usability testing at Mercer. The one thing that I have learned from moderating it to not imply anything, but to also ask them questions to get them to hear what you want to hear. If they say that one document looks clean, then I have to ask them why it looks clean, or what do they mean it looks clean. We want them to say that the document is user friendly and how the information is set up is appealing to the user. The first participant was not very talkative. Good thing it was dry run because I was able to work on getting the participant to talk aloud, and to tell me what they are thinking. The second participant was better at talking aloud and had a lot of input. The second participant actually had to much to say and I had to interrupt them to get back on track. Colleen said sometimes that the participants use these times to vent on what they do not like about something, and that we have to be nice and politely say "oh okay" and then move on. I have also learned that the voicemail stream is built terrible and I personally think without our instructions then no one would be able to do any of the new advanced features.

Rachel Astorino  
August 1, 2006  
Day 41

Today was our first whole day of testing. It was very tiresome. I moderated two candidates today and it went well. I am definitely learning the process better and guiding the participants to complete the task without giving away the key words. It has definitely been a challenge but I think this is a great experience for me. It is a tad different from the Mercer usability test because at Mercer we had to create everything from scratch, but here we have certain specifications that we know about, and what we should do.

Rachel Astorino  
August 2, 2006  
Day 42

Today was filled with more testing and an exciting visit from Dr. Davis. I am not going to lie, I was nervous. Since we have been testing and I have been practicing moderating I knew that I was going to have to do a test with Dr. D watching. Luckily everything went well and I did not have a bad participant. If I had a bad participant then I would have had to try to get the participant to complete the task by guiding them in the correct direction. This is harder than it sounds. There are certain words that we are not allowed to say that may give away the task. If we give away the task then it could make the participant think differently in their opinions. When the participant asks if they are doing something wrong or correctly we cannot tell them yes or know. We have to say something like, "well is this what you would do if you were at home?" or, "what are you thinking right now, and why do you think this? This, I think, is different from the Mercer usability test that we completed. I also feel the Mercer usability test with Mentor Graphics was more complicated. Since I obviously do not understand circuit boards (Mentor Graphics testing) I did not moderate because I would not know how to lead the participant in the right direction. Since I am an expert at the voicemail procedures, I am able to beat around the bush with my questions. I almost feel like I am giving an interview in a way. I feel like I am asking my questions to get what I want to hear. I think businesses do this when they are interviewing. It is almost a different spin, and has me look at things differently. I think next time I go into an interview, I am really going to try to analyze the question (to the best of my ability) and try to see if I can understand what they want to hear. Overall I love this experience. I am learning a lot.

Rachel Astorino

August 3, 2006

Day 43

Today our first participant did not show. This is okay because when we recruit and ask for participants we account for no shows. Instead of just sitting in the lab for two hours, I went ahead and went upstairs and was productive. I worked on work for school and from Cingular. I have learned a lot from testing, and not just how to test. Being together this week with Colleen and Stephanie has made it easier to get to know everyone. I feel like I know Colleen better. Instead of just being my immediate supervisor, she is also someone that I can talk to if I need help. I have always known this, but I feel like she can take over the advisor position. I have moved on from school and I am now in the work world (I feel), and she is very intuitive. I feel like I have also become closer with the team. They have always been nice, but I was too timid to just go up and talk to someone. Now I feel like I can talk to anyone and am comfortable. I'm not hesitant to ask a question or strike up a conversation.

Rachel Astorino

August 4 2006

Day 44

We finished up testing today, which was very exciting. We only had two participants today so we had a short day. I actually left early because I have been putting in 9-10 hours a day for the week that I was allowed to leave early. Our last two participants were very good participants and gave us a lot of great feedback. Actually all but one participant gave us great feedback throughout all the testing. One of our participants was not very interested in reading the voicemail guide at all. In fact she had her husband set her phone up for her all the time because she did not want to put the time into doing it herself. Even though she was a tough participant to get her to read the instructions, she gave us good feedback because there might be customers who don't want to do things for themselves, and when faced with a situation where they have to read directions, we want to make it as easy as possible for them to accomplish the task. I have learned so much during this usability test. From creating a protocol to actually moderating and conducting a test. I know that I have done a usability test with Mercer, but I felt like it was a different process. We could pick the tasks that we wanted to test. Not that we couldn't pick our tasks at Mercer, but voicemail is such a huge process that we had to narrow down the tasks to the best one that fits for what we are testing.

Rachel Astorino  
August 7, 2006  
Day 45

This morning Colleen met with Tee and I to discuss a little bit of the testing and some major things that we have found without reviewing the data. It is now my job to clean up the data, which is going to be difficult. Colleen took some time today to teach me how to clean the data and what to set as primary and secondary data. I also have to show if the participant was successful or unsuccessful. This is something that I have never done before at Mercer, not even in statistics class, so I know this is going to be a challenge. I also know that excel is not a program I enjoy- I have always found it difficult. From the looks of things, it seems as if cleaning the data is going to be more tedious than difficult. I think that it is going to take me all week, and I am not too thrilled about that. I am definitely someone, when doing long projects, had to take breaks, otherwise I will go insane. I think it is physically impossible for me to sit down and just work on one project for eight hours and not go crazy. Even at school when writing papers, it took me three hours to write a two page paper because attention span is to short. I was always writing a paragraph and then watching TV or taking a nap. I'm sure if I took a nap at Cingular it won't go over too well. Since I have always had different projects to work on since I have been interning, my attention span dilemma has never been a problem. This week will be a challenge to see if I can get all my work done ~~know~~ that I will be doing this all week. Today is already Monday and I am having trouble.

On a different note, the team went out for lunch today for the graduation of interns. Ralph's last day is Friday, so we had our graduation lunch today. We all had to speak a little bit about what we liked and disliked. I had something in my head that I was going to say, but since everyone was doing the same thing, and basically saying the same thing, I decided to go a different route. When we go the restaurant I wrote down a rhyming type "song" thing on the back of the menu. Everyone really enjoyed it and thought it was funny. They were surprise that I was able to write something down that quick and still make it funny and fit the criteria of our speech. I figured that I had to be different and show them my creative side. I figured it couldn't hurt.

That is one thing that I miss about school is that you always have the opportunity to be creative in your work. In the corporate world you always have to abide by what the client wants and their criteria that sometimes I feel that I am not able to show my creativity. Probably because I am not doing graphic design is why I have a ball of creativity inside of me (ha ha).

Rachel Astorino  
August 8, 2006  
Day 46

Today I did more data clean-up. Since I was not apart of the data clean-up during our usability testing with Mentor Graphics I am having an experience. I now know that I never want to be a data analyst. Since I have not experienced this part of usability testing yet, I am learning something very different. The process takes a lot of time. We took an hour and half worth of notes, so I have to go into the spreadsheet and make sure that, first everything makes sense, and second I have to name the primary and secondary issues along with successes. A primary issue would be findability. An example of a secondary issue would be user confusion. I have to be able to distinguish the differences and state them. I know at Mercer I think we did data analyst in a day because we were pressed for time, but here at Cingular I will be working on this all week. This is something during my internship that I feel fuzzy about. When I say fuzzy, I mean that even my best will not be good enough. I do not like having this feeling. I usually feel this way when I had to turn in a paper at school. I could try and try but still my paper will be eaten alive. During this data clean-up there is so much information that I am afraid that I am going to miss something and that I will mess up the findings. I feel like it is all on my shoulders, and that is a weird feeling.

Rachel Astorino

August 9, 2006

Day 47

Today was more data clean up. I should be done by Friday with all the cleaning, but I have a feeling that Friday I will not be done in time to start the Pivot Tables. It is my goal to be done because I need to meet with Amanda to learn how to do the Pivot Tables. Since I have done this for the whole week, there is not much that I have learned or could reflect upon. Things are stressful because I am trying to get my work done, but it is taking me longer than I planned. This is task that I have never done before, so I am really concerned about doing it correctly. Colleen emphasized that she rather me take my time and it be accurate, than for me to rush through it and have many mistakes. I am glad that she is reasonable and understanding that I am still learning everyday. That has to be the most that I like about Cingular Wireless is that they let you take your time and learn, even if there are hectic schedules. They trust that you will get it done.

Rachel Astorino

August 10, 2006

Day 48

Today was still more data cleaning. This part of the project takes along time, and as I have said before Colleen wants me to take my time and to rush through anything. Because this is something that I have never done before I recommend in Mercer's usability class they experience how to clean and analyze data. Especially if a student wants go into that field of Technical Communication. I know in my class we left the data analysis to the experts, but I recommend that each student learns how to do it.

Rachel Astorino  
August 11, 2006  
Day 49

Today I did more data clean-up. I should be wrapping up soon and starting on pivot tables. Even though Amanda gave me a quick overview of pivot tables yesterday, I am still not clear on exactly what I need to be doing. So far what I got is that I create tables in excel by counting successes and primary issues and then have a wizard create a pivot table. The pivot table is suppose to be calculating percentages and what not, but I feel if I am already creating tables by counting the data, then I can make percentages. I feel, so far, that a pivot table is not going to be any easier than counting and calculating myself. Maybe because I am not a big excel guru, but I have never been a fan of that program. I know people who are into data analysts and reconfigurations believe it to be great, but I think that it is difficult and not easy to figure out without instructions.

I went and talked to Amanda this afternoon so that she could help me once more. She took look at the data and said that it might be very difficult to make pivot tables for the success because to the two different success types. I know if she can't figure it out, then it is impossible for me to figure out. She talked to some other people on the team, and she said she would get back to me on Monday on some ideas on creating the tables. That is the nice thing about Cingular (especially the HCD) is that everyone wants to help each other. I know I have said this once before, but at school I always felt that everyone is in competition with each other, especially other groups in the same class, but in the real world (I don't know if this is always the case) everyone tries to help each other out. It is almost as if we are each others family. It is nice. This is one of the reasons I glad that I was able to do my internship with Cingular.

Rachel Astorino  
August 14th 2006  
Day 50

I have moved on from data cleaning to data analyzing, which is just as tedious. I am glad that I have finished cleaning all the data, but now when I do all the data analysis I will double checking my data cleaning as well. This has been the longest and hardest part of the project. On Friday Amanda helped me creates pivot tables in Excel. By cleaning the data and creating tables to make sense of the data I have learned quite a few tricks in Excel. I know that at Mercer I took intro to computing, which coved Excel projects, but it never covered pivot tables or how to organize data to create tables. I know that creating tables sounds easy, but when you are comparing three to four different variables, you need an easy way to organize and compare the data. That is why we create pivot tables. It really is an awesome tool in Excel. At first I thought it was pointless. I thought this because if I have to count all the data to create a table then I can just create many tables- it doesn't really save me time from counting anything. But once the pivot tables were created I understood the importance of the data, how easy the pivot tables made it to understand and interpret the data.

For lunch today I ate with David Forbes the IT Director. He is Lori's supervisor and is two people away from the President and CEO of Cingular, Stan Sigman. I think I have mentioned before that Cingular is a flat organization so there are many teams with directors and VPs. Dave wanted to have lunch with the interns to gain some perspective on how our experience with Cingular was. I had a good lunch with him. He is very easy to talk too, and he informed me of how he got to be Director with Cingular's IT department. We ate for about 1 ½ and talk about everything from politics to where he lives. It was very interesting and I am glad that he wanted to have lunch with the interns. It shows that he cares about our experiences and wants to make sure that we learned something from Cingular. I was quite surprised when I found out that he wanted to have lunch with us individually.

Rachel Astorino

August 15, 2006

Day 51

Today was interesting. It was more data cleaning and analysis, but our bi-weekly meeting was definitely interesting. Yesterday when I had lunch with Dave, we came back to his office because we were talking about investing money and how he uses this program to keep track of all his money and investments (I can't remember the program's name- I guess I wasn't really listening). Anyway when we were in his office we got to talking about his position and who works under him. When I saw the flowchart of command I noticed that two people were under Lori, where as I thought that Lori managed the whole team and everyone reports directly to Lori. I was surprised that I went this long through my internship and did not know the flow of the team. I was quite disappointed with myself. So during our bi-weekly meeting today Dave came, which is unusual because he is very busy. So Lori said that we had to discuss some issues, and she stated that too many people are reporting to her directly and that our HCD team is one of the larger teams in the IT department. Because of this her Dave, and Von (the VP) have decided to make two divisions in the HCD team. One is a graphic design team who is under Maria, and the other is a IA team that is under Colleen. The chart that I saw yesterday was a new plan that no one on the team had seen yet. So when I thought that I was retarded for not knowing the flow of command within the team, I felt relieved because it had not been implemented yet. Dave promised that it was not a demotion to anyone; it is just that Lori now only has two people reporting directly to her instead of 20. This takes the pressure off of her and then her performance can improve. Lori was quite happy; other people in the team were not. They felt that they were demoted and when the merge happens then they are going to be first to be laid off from the flow of the chart. I felt that this was interesting day because I was able to view the team and their reactions when they were hit with a curve ball. There was definitely a different mood with the team for the whole day. I and including the rest of the interns were quite shocked and did not know what to say to people. A lot of people seemed to be very upset and thought that the two team members got a promotion. I have two weeks left, so I guess I will see how it goes.

Rachel Astorino  
August 16, 2006  
Day 52

I bet you can guess what I did today- yep, that's right more data analysis. I am going to be doing it all week, so get use to it! It is a tedious job that can get very confusing and boring. I cannot tell you how many times I went back and correct errors from the cleaning and then went back to re-count. Of course it is all my mistakes, which makes it easier to edit and fix, but it takes a lot of time. All the errors that I made were human error; not because I was rushing through the task. Hopefully by tomorrow I can finish the counting and create the pivot tables. Since I have been making the tables for the pivot tables, and Amanda taught me how to create a pivot table, I think that tomorrow I should be able to create them easily. On Friday my goal is to start getting clips from the tapes for Colleen's presentation. Getting the clips will be fun because it will not be the same as counting and interpreting data. I really can't wait for Friday- for video clips and for our newly-wed game with the mentors (I think Tee and I will win).

I had lunch with Tee today. He wanted to talk about creating a portfolio and getting my resume out there. I thought this was very nice of him because he really took the mentor seriously. He wants to help me, and make sure that I can find a job. I told him my idea of how I am going to create my portfolio soft copies. Since I do not have access to a server I am not going to make a website, but instead make an advanced PowerPoint with links to different work. He said that is a good idea. From this we go on the topic of Cingular interviews and what kind of interviews they have for full-time employees. He said that they put them in a room and give them a horrible website to view. Then they have two hours to review the website and create a presentation of why it is bad, and how they would fix it. All the interviews are saved on the network so I took a look at them just incase I have to do the same thing. I figure it is not considered cheating, but using my resources wisely.

Rachel Astorino  
August 17, 2006  
Day 53

I created the pivot tables today!! All the data came together and the pivot tables look nice. I was very excited to see all that my hard work come out quite nicely. From the pivot tables I was able to see what made sense and what did not make sense and then go back and edit my data analysis and edit more of the data cleaning. Honestly, when I created the pivot table a sudden relief came over me. I felt like all of our hard work has finally concluded and we can see the affects of the new voicemail guide. We can also see what participants had trouble with the system and we can give our recommendations for changing the system as well. This is almost the same feeling of happiness that I felt when I finished usability at Mercer, except at Mercer I was jumping up and down I was so excited that we were done with Mentor Graphics. That feeling is indescribable. Even though all I did was putting the pivot tables today, it took the whole day to do. This is because Colleen wanted more data added, and I had to go back and make sure the data was inputted correctly.

Rachel Astorino

August 18, 2006

Day 54

Since I have finally finished the data and the pivot tables I worked on edit the video clips for Colleen's presentation on Monday. Today was the intern's last day, so we played the newly wed game today with our mentors. I cannot remember if I mentioned the newly wed game in previous journal entries. The purpose was for the interns to pick a mentor, and then at the end of the internship to play a game to see who knows who better. Well of course my mentor Tee and I won. That was inevitable. Today was a slack day. After I got my work done I spent most of the day saying by to the interns. It turns out that Laura will be working part time for awhile, which is exciting. Today wasn't really a big reflecting day; I didn't learn much except the best way to win the newly wed game is to always have small talk with your mentor and you will be solid. It also helped that Tee and I had a lot in common.

Rachel Astorino  
August 21, 2006  
Day 55

I have finished most of my work last week for the voicemail guide. All the data and video clips are in place. Tomorrow Colleen and I will go over the video clips, and I will probably add more into them, such as a title screen and legal disclaimers. As of today, all the interns are gone and I did not have much work to do at all. Because my work load was very low today, Colleen gave me the permission to work on things for school. So I went back and made sure that I did not skip a journal entry and edited all my other journals entries. After all the journals entries were put into place I went and started preparing for my report. I did this for most of the day do I did not learn much, and do not have much to reflect. I did, however, realized that the work day is boring when you do not have much to do. I think I rather be busy and somewhat stressed than bored out of my mind. That is one thing that I did learn from today. I guess in the TCO department the professors always kept us on our toes and made sure we had enough work to do that we were busy and very stressed rather than bored. Thank you TCO department for preparing me for the real word!!!

Rachel Astorino

August 22, 2006

Day 56

Today I worked on editing and finding video clips. Colleen wanted me to edit some clips and then add different clips for the presentation. I enjoy finding clips for the presentation; using Premier is a fun program. Since this week is going to be slow with projects, Colleen gave me permission to work on my report for my presentation at school. If I had to reflect on what I have learned is if I want to do graduate school why working full-time then I am probably insane. Keeping up with daily journal entries is hard enough and tedious. If I have to make a recommendation for next years interns is to do weekly journal entries. I think this because sometimes you have a week project, and you can't reflect on what you learn if you are doing the same thing everyday. This way if you do one weekly entry it could be longer than daily entries. It also would not be as boring to reflect on your day, especially when you have to get out of work to beat traffic, and no one wants to write journal entries when they get home from work.

Rachel Astorino

August 23, 2006

Day 57

Today Colleen had me edit the voicemail guide before it is sent off the printer. Yesterday before I had left Colleen and Tee told me we couldn't use the pictures that we had used for testing because it was a rights-managed picture. We were upset because the picture tested well and the client liked it. The problem with rights-managed is that you have to pay for how often it is used, what part of the region it is used, how many copies the picture is on, and how many years you want to use the picture. For one year will a million copies it would cost Cingular \$2,000, whereas another picture that we could keep forever would only cost us \$200. Since \$2000 is not in our budget we have to kind a different picture. Yesterday before I had left and this morning I was looking for pictures. We had a meeting at 10:30 to pick out a picture before noon so that we could get the guide to the printers for tomorrow. I also had to make the last minute edits to the guide to make sure that everything is spelled correctly. Other than that my day wasn't busy. I worked on creating a better portfolio and some work on my presentation.

Rachel Astorino  
August 24, 2006  
Day 58

Since the voicemail guide is finished, or I do not have a role in it anymore, Colleen gave me other work to do until my internship is over. Colleen has to have meetings with important people and clients to show the finished project of the voicemail guide. We are hoping to have it in two stores in Atlanta. Once we put it in two stores it is going to be like a mini test to see how well it does. I'm really excited to see how well it does.

Until the end of my internship Colleen wants me to write an instruction guide on how to update the CSS files. Because I have update numerous files, such as the Store CSS, Kit CSS, QuickStart, and CCG files, Colleen thought it would be a good idea for me to make a guide for when other people need to update the files. Cingular is really good at making sure everyone on the team can sit on another project and by looking at guide and instructions be able to know what is going on within that project. After I write the guide we will do a mini test to see if someone on the team who has never updated a CSS file, and see if they can do it successfully. I think this will be fun because I just finished instruction design so I am fresh on what I need to do.

Rachel Astorino  
August 25, 2006  
Day 59

Today I started creating a guide for the CSS files. Yesterday I did research on how Cingular creates guides and what templates they use. I figured that I want to use screen shots for a lot of the instructions because the instructions can be very tricky. I basically am going to write the guide as if someone does not know anything about Adobe Illustrator or Professional. This project might take me awhile because there is quite a bit of information that needs to be in the guide. This kind of project we would have a week or two at school to complete, but Colleen wants it done by Monday. This is the difference between the "real world" and school, is that we work at a much faster pace. But also we don't have 5 other classes to attend to throughout the day.

Rachel Astorino

August 28, 2006

Day 60

Today Colleen, Tee, and I met to go over the guide I created for the CSS files. Colleen was really excited about having guide to reference too. She said that it looks good. Tee had to be there because he is the expert on updating files, and need to make sure the information was correct. After our meeting Colleen told me that she wanted me to create another guide for the Store CSS files. The Kit CSS files and the Store CSS files are saved differently even though they are the same kind of file. Basically the Store CSS files have three pages in one Illustrator file, whereas the Kit does not. Since you can only create a PDF in your working space, I had to explain how to create three different PDFs with one illustrator file, and how to create a document in Professional with multiple pages. Colleen set a meeting Wednesday to go over the Store CSS files. I really feel like an expert on creating guides. Good thing I had to create one for instructional design or I could be lost.

Rachel Astorino  
August 29, 2006  
Day 61

Nothing interesting went on today. I am still continuing to work in the Store CSS guide for Wednesday. It should be done without a problem. I am basically going to be working on these guides until I am finished with my internship. I know this because Colleen informed me that she wanted a guide completed for the QuickStart guide and the CCG. So I am not going to be slacking for the rest of the week because I have a lot of work to finish before I leave. I feel like I am at school when the professors give everything in sight to do right before the end of the semester. Since I will be doing these to the end of the week there really isn't much more to reflect on. I am just glad that I took instructional design.

Rachel Astorino  
August 30, 2006  
Day 62

Colleen, Tee and I had another meeting to discuss the Store CSS files and the revisions on the Kit CSS files. It went well. Colleen is very excited for these guides to be on the network. I think she will find them useful when she needs to make a quick update and doesn't have to spend 30 minutes trying to remember how to do it. Colleen told me that she wants me to also create guides for the QuickStart and CCG files. I knew this was coming. So this means that I am going to be busy these last two days trying to finish up two guides. Thankfully these guides do not have as many steps, and I can cut and paste from my other guides. I don't have much to reflect except that I have a lot on my mind because I need to start writing my report for my presentation next Friday. I am not looking forward to doing that, but I am looking forward to finally having my degree and being done with school. That should be exciting.

Rachel Astorino

August 31, 2006

Day 63

I am still working on finishing the guides for Colleen before I leave. I cannot wait for this weekend because it is Labor Day and I will have a three day weekend. I can also start working on my report for Friday. These last two days of my internship are going to be hectic. It is nice working for Colleen though because she rather have your best work than something that you threw together in 10 minutes. She wants me to come back next week to work part time or still as an intern until the full time position is filled. Hopefully the position is filled by me, and by the looks of it I think it will be. I am excited that I was able to be hired on after my internship. Not many companies can afford that. Now I have to juggle coming in next week and working on my report for next Friday. I think I am going to very stressed.

Rachel Astorino  
September 1, 2006  
Day 64

Today is my last day of my internship officially- meaning I do not have to write any more journal entries!! That is exciting. I recommend that a journal entry should be written weekly instead of daily. Sometimes you work on a project for a long time, and there is not much reflecting that you can do. I haven't quite finished the guides yet, but I will be coming in next Tuesday and Wednesday to finish them. After I come in I will be spending Thursday trying to get everything ready to turn in my report. If I had to say what I have enjoyed the most, I would have to say working with Colleen. She really has taught me so much, and she is always positive. Even if she has something bad to say, she can always say it nicely. I am glad that I chose Cingular to complete my internship. It was probably the best decisions I have ever made.

## D. Cingular Portfolio

## Order Confirmation

Box 1 of 1

Shipping Address:  
JAMES SMITH

Billing Address:  
JAMES SMITH

Page 1 of 1

Ship ID: 231451  
Year order created: 0115 - 0 - 31588  
2810 THOMAS RD  
KORENSVILLE, TN, 37135

Order date: 12/26/2005

Order ID: 231451  
Year order created: 0115 - 0 - 31588  
2810 THOMAS RD  
KORENSVILLE, TN, 37135

| Item  | Description              | Price #    | Qty Ord | Qty Shpd | Qty Shpd | Taxable Unit Value | Unit Price | Total Price |
|-------|--------------------------|------------|---------|----------|----------|--------------------|------------|-------------|
| 63026 | PHO 280TF531 EN8 BLV OSM | 615562340  | 1       | 1        | 0        | \$69.00            | \$69.00    | \$69.00     |
| 63029 | SIM 64# 419 240L8 STM    | 2162621742 | 1       | 1        | 0        | \$0.00             | \$0.00     | \$0.00      |
| 63067 | Freight                  |            | 1       | 1        | 0        | \$0.00             | \$0.00     | \$0.00      |

Payment Method:  
64# To Mobile - 615562340

\$76.09

This is an electronic order confirmation for your records.

This is not an invoice.

Please do NOT pay from this document.

|                      |                |
|----------------------|----------------|
| Shipping Sub - Total | \$69.09        |
| Tax                  | \$6.10         |
| Federal Tax          | \$0.00         |
| <b>Grand Total</b>   | <b>\$76.09</b> |

## Returns & Exchanges

- Cingular Wireless accepts equipment returns up to 30 days from the shipment date.
- The equipment must be like new, and the return must include all original packaging, accessories, manuals, proof of purchase, and a copy of the invoice.
- See our complete return policy at: [www.cingular.com/returnpolicy](http://www.cingular.com/returnpolicy).
- For specific instructions, see the *Cingular Customer Guide* (included in the equipment package).

## Returns & Exchanges



**Cingular Customer Guide**  
For return label and  
return/ exchange details.

- Cingular Wireless accepts equipment returns up to **30 days** from the shipment date.
- The equipment must be like new, and the return must include all original packaging, accessories, manuals, proof of purchase, and a copy of the invoice.
- For specific instructions and the return label, see the **Cingular Customer Guide** (included in the equipment package).

Complete return policy: [www.cingular.com/returnpolicy](http://www.cingular.com/returnpolicy)

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## Understanding Combined Billing

**CONGRATULATIONS!** You qualify for combined billing—a free service that merges your AT&T and Cingular Wireless services into a single monthly statement. Your request is being processed, and you will soon enjoy benefits such as a discount on your combined services and the convenience of one statement.

### Understanding My First Bill

- You will get the first combined bill within 60 days.
- Your Cingular billing date may move to your AT&T billing date. As a result, your first bill may have—
  - Pro-rated charges or credits.
  - One-time charges (e.g., equipment charges, activation/upgrade fees, shipping fees).
  - A higher than average total (amount due).
- If you get a direct Cingular bill, do not pay it.\*

**\*Exception:** Pay the Cingular bill IF you upgraded your Cingular service AND received a Cingular letter that mentions "Previous Service Invoice."

### Billing Questions?

**Phone:** 1-866-246-4852

To speak with a customer service representative, select the prompt "Billing Questions."

**Web:** [www.att.com](http://www.att.com)

By registering your account, you can—

- Get answers to common billing questions.
- View your bill.
- Pay your bill.
- Contact customer service.

### Keeping My Combined Billing Benefits

#### Requirements

To maintain your combined billing benefits, you are required to:

- Keep your monthly Cingular plan of at least \$29.99.
- Maintain active AT&T local service.
- Keep subscribing to qualifying AT&T services (examples?).
- Remain in good standing with your AT&T local service company and Cingular Wireless.

#### Benefits Summary

With combined billing, you gain these benefits:

- Discount on services.
- Convenience of one bill.

## Spanish Language Features

Change your mailbox prompts or the prompts your callers hear to Spanish.

1. To reach the voicemail main menu, press and HOLD **1**.
2. Press **4** for personal options.
3. Press **2** for administrative options.
4. Press **8** for mailbox language options.

OR

Press **9** for answer language options.

## New & Advanced Features

### Make the most of your voicemail!

#### Listening

- **Return a Call** **8** **1**  
While listening to a message, you can dial the number of the caller.
- **Undelete Messages** **1** **9**  
If you delete a message, you can restore it in the same voicemail session.

#### Sending — Without Making a Call

- **Forward a Message** **6** **4** **5**  
After listening to a message, forward it with your comments.
- **Send a Message** (From Voicemail Main Menu)  
**2** **4** **1** **Phone Number** **4**

#### Create Group Distribution Lists (From Voicemail Main Menu)

- 4** **2** **2** **1**

Store up to 15 lists, each with up to 25 Cingular GSM customers.

#### Personal Options (From Voicemail Main Menu)

- **Extended Absence Greeting** **4** **3** **2**  
Create a greeting to alert callers when you're away for a long time.
- **Numeric / Cut-Thru Paging** **3** **1** **2**  
Allow callers to send you a callback number through a free text message.
- **Language** **4** **2** **8** **1**  
Change prompts to English or Spanish.

## VoiceMail Quick Guide

### Set Up

Press & HOLD **1**. The system will then ask you to:

1. Create a password
2. Select a greeting

### Check Messages

Press & HOLD **1**. See options while listening on back.

### Options While Listening



## VoiceMail Quick Guide



raising the bar

### Change Settings

1. Voicemail Main Menu: Press & HOLD **1**.

2. Personal Options: Press **1**

    Password Options: **2**

    Greeting Options: **3**

### More Info:

[www.cingular.com/voicemail](http://www.cingular.com/voicemail)

## Inside This Guide

- Set Up Voicemail
- Check & Send Messages
- Use New & Advanced Features
- Quick Guide for your wallet or phone case

## Quick Tips

### Get to the Voicemail Main Menu

Press and HOLD **1** — no matter your wireless phone model.

### Forgot Voicemail Password?

You can reset it in two ways:

- Dial 611 from your wireless phone and follow the voicemail prompts.
- Log in at [www.cingular.com/myaccount](http://www.cingular.com/myaccount) and follow the voicemail links.

### Speed It Up!

You can make voicemail faster in a few easy ways:

- Turn On Quick Prompts (From Voicemail Main Menu)

- 4** **3**

The voicemail system will play shorter versions of all prompts.

### Use Listening Options

You can forward, rewind, skip, and more. See "Check & Manage My Messages" inside.

## Voicemail Guide



**cingular**  
raising the bar

## Contact Us

### More Voicemail Information

[www.cingular.com/voicemail](http://www.cingular.com/voicemail)

### Customer Service

- Wireless Phone: 611
- Landline: 1-800-331-0500

## Get Started!

### Set Up

Press and HOLD **1**, then follow the prompts.  
Note: You cannot receive messages until you set up. If you do NOT set up your voicemail within 60 days, it will be canceled to maximize system efficiency.

### Password Security

- To have password security, you must set up your voicemail. (See above.)
- You can turn password security on or off using the personal options below.

### Change Personal Options

From the voicemail main menu, press **4** to access these personal options:

#### 2 Administrative Options

- |                            |                    |
|----------------------------|--------------------|
| 1 Password Options         | 6 Autoplay On/Off  |
| 2 Group Distribution Lists | 7 Paging Options   |
| 3 Quick Prompts On/Off     | 8 Mailbox Language |
| 4 Date & Time On/Off       | 9 Answer Language  |

#### 3 Greeting Options

- 1 Busy or no answer greeting
- 2 Extended absence greeting
- 3 Recorded name

## ★ Cingular Celebrity Greetings

Your favorite celebrity can answer your call!

# H I P V M

Buy a greeting from your choice of American Idol stars, hip hop artists, or comedians.

- Visit [www.cingular.com/hipvm](http://www.cingular.com/hipvm) or
- Press #HIPVM (#44786).

## Check & Manage My Messages

### Listen to Messages

From your wireless phone, press and HOLD **1**.  
Note: Airtime minutes apply when accessing voicemail. Mobile to Mobile minutes do not apply.

### From another phone

1. Dial your wireless number.
2. When the greeting starts, press **\***.
3. Enter your password, then press **0**.

### Save, Delete, & More

#### While Listening

- |                   |               |
|-------------------|---------------|
| 1 Rewind 10 Sec   | 4 Faster      |
| 2 Rewind to Start | 5 Delete      |
| 3 Pause           | 6 Return Call |
| 3 Forward 10 Sec  | 7 Save        |
| 3 Forward to End  | 8 Cancel      |
| 4 Slower          | 9 Help        |
| 5 Date/Time       | 10 Skip       |

#### After Listening

- |                    |                |
|--------------------|----------------|
| 1 Replay           | 4 Save         |
| 2 Personal Options | 5 Cancel       |
| 3 Get Info         | 6 More Options |
| 4 Forward Copy     | 7 Skip         |
| 5 Delete           |                |

## Message Storage Features

| Feature        | Basic (Included) | Enhanced (\$1.99/month) |
|----------------|------------------|-------------------------|
| Msg. Capacity: | 20               | 40                      |
| Msg. Length:   | 2 min            | 4 min                   |
| Time Period:   | 14 days          | 30 days                 |

## Send My Voicemail Messages

### Forward an Existing Voicemail Message

1. After listening to a message, press **6**.
2. Record your introduction, then press **0**.
3. Enter the recipient's phone number.
4. (Optional) Press **0** for delivery options.

- 1 Mark private.
- 2 Mark urgent.
- 3 Get confirmation when recipient listens to message.
- 4 Set future delivery date (up to 1 yr).

5. Press **0** to send.

### Send a New Voicemail Message

Send voicemail messages to Cingular GSM customers—without making a call!

1. To reach the voicemail main menu, press and HOLD **1**.
2. From the voicemail main menu, press **3**.
3. Record message, then press **0**.
4. Enter EITHER
  - A phone number.
  - A 2-digit group distribution list number. (To create a list, see below.)
5. (Optional) Press **0** for more delivery options
6. Press **0** to send.

### Create Group Distribution List

1. To reach the voicemail main menu, press and HOLD **1**.
2. From the voicemail main menu, press **3** for personal options.
3. Press **2** for administrative options
4. Press **2** for distribution list options
5. Press **1** and follow the prompts to create list  
Note: List numbering starts with 1.
6. To send a message, return to the main menu

## Enhanced Voicemail

### More storage for \$1.99 per month!

- ✓ Store up to 40 messages.
- ✓ Get messages up to 4 minutes long.
- ✓ Save a message for 30 days.
- ✓ Resave a message for another 30 days as often as you want.

To sign up, ask your store representative or call 1-800-331-0500.

## Voiceicemail System Guide

From the voicemail main menu, press & HOLD **1**.

- |   |   |
|---|---|
| <b>1 Listen</b> →                                   | <b>7 Delete</b>   |
|   | <b>9 Save</b>   |
| For other listening options, see back of this card. |   |
| <b>2 Send</b> →                                     | 1. Record Message   |
|   | 2. Press <b>0</b> and enter the phone number. For delivery options, press <b>0</b> .        |
|   | 3. Press <b>0</b> to send.  |
| <b>4 Personal Options</b> →                         | <b>2 Administrative Options</b><br>Follow the prompts to change language, password, & more. |
|   | <b>3 Greeting Options</b>   |



## **Updating Store CSS Files**

**Using Adobe Illustrator and Adobe  
Professional**

## Introduction

The Store CSS files are different from the kit CSS files because they have fewer pages. Instead of having three separate pages saved as Adobe Illustrator files, they are saved as one file. The process of saving the files as a PDF and replacing the pages in Adobe Professional is somewhat different than the Kit CSS files. You can start by locating the file that you want to update: On the HCD network: CSS\30\_Concept\Postpaid Templates\Most Current Designs\English. The folder will look like this:

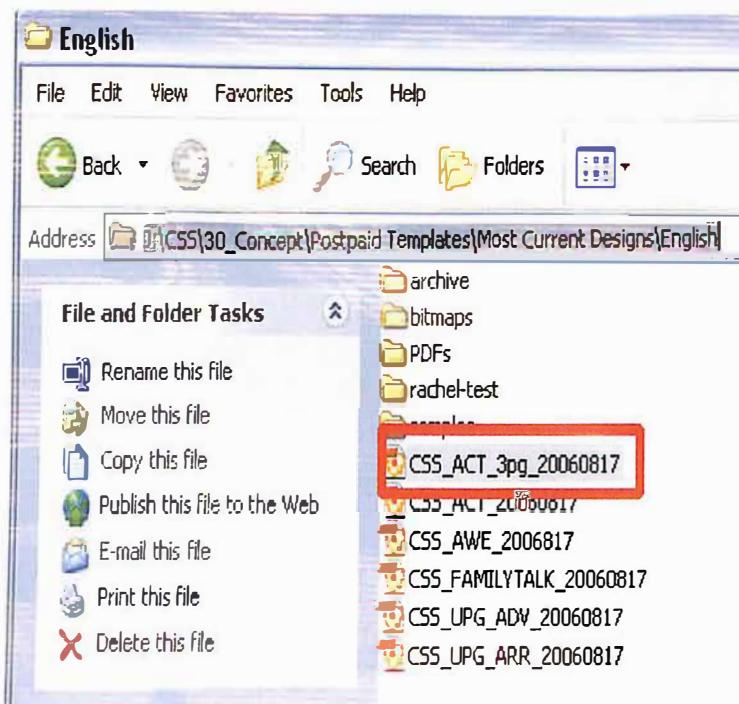


Figure 1: Store CSS file

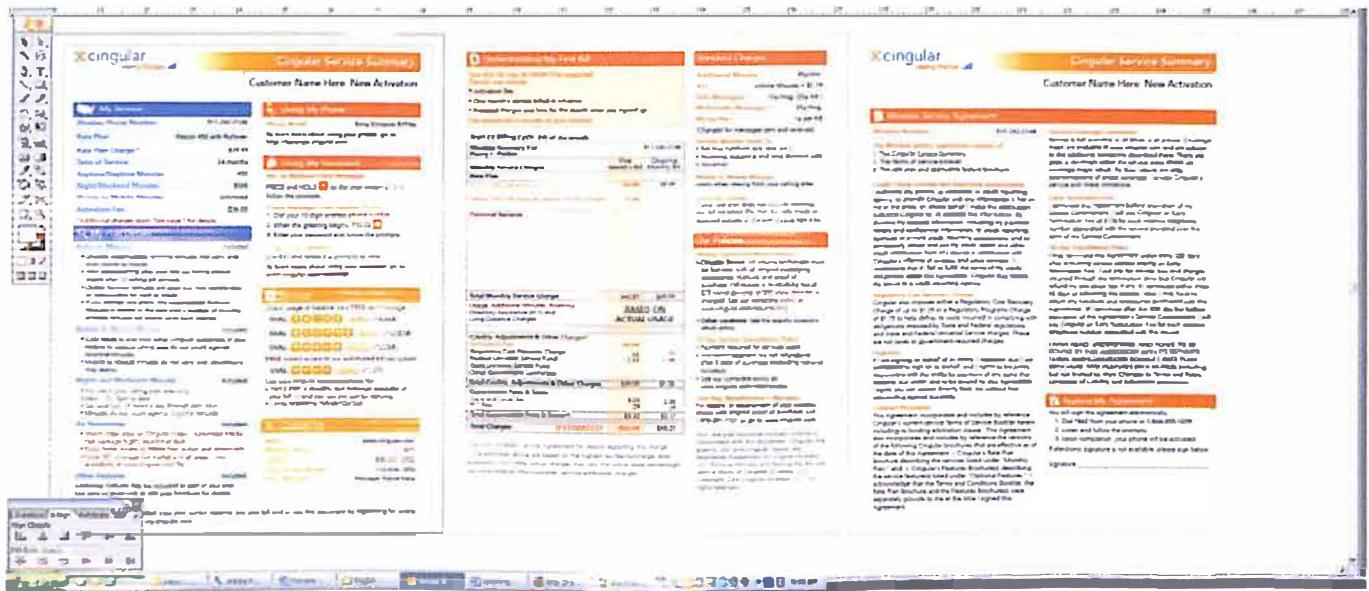
Go ahead and open the [CSS\\_ACT\\_3pg\\_20060817](#)

## Getting Started

Instructions for saving files in Adobe Illustrator and replacing files in Adobe Professional.

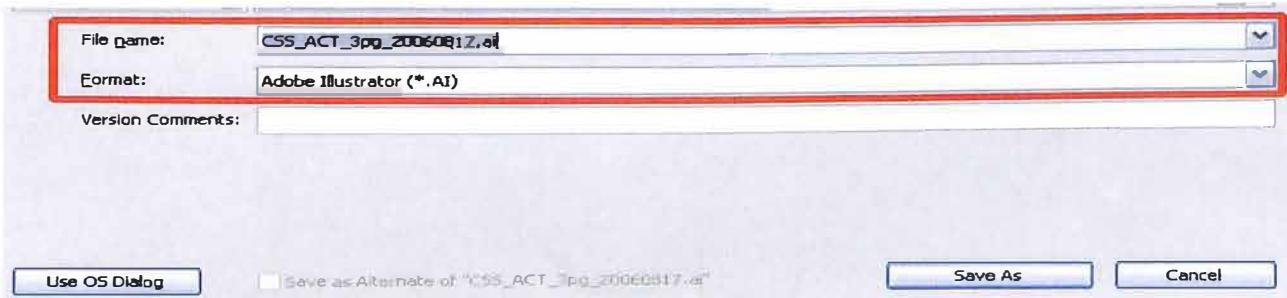
### Step 1: Updating and saving as an (ai) file

Notice when you open the file it is three pages long.



**Figure 2: 3-Page file**

1. Make your updates and save the file as an (ai) file.
2. Save the file as an (ai) file: Go to File> Save As> Save.
3. Change the date in the file name from 20060817 to today's date. Since today is August 30, 2006, you save it as 20060830.



**Figure 3: Saving as an (ai) file**

*Note: Make sure you are saving the document as an Adobe Illustrator file (it will have an (ai) after the file name).*

## Step 2: Save page 1 as a PDF

Adobe Illustrator cannot save all three pages at the same time as a PDF. Each page has to be saved individually. If you make an update on all three pages then you have to save each page individually as PDF files.

Saving page 1 is the easiest page to save. This is because page 1 is already in Adobe Illustrator's work space. The work space is the 8.5x11 box that surrounds page 1 of the CSS. The red box in figure 4 represents the work space.

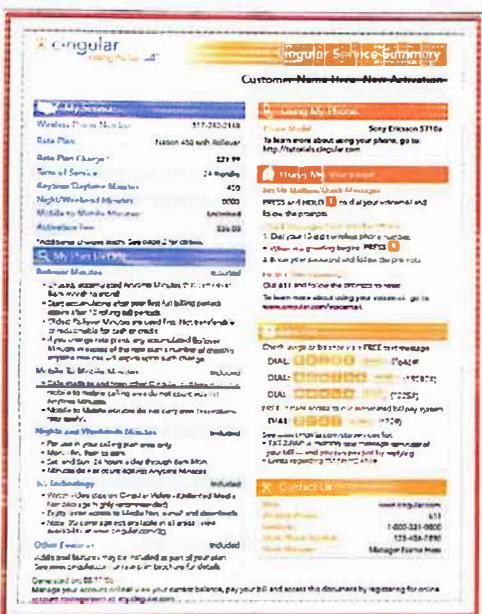


Figure 4: Work Space

1. Select the box outside the work space and hit Delete on your keyboard.
2. Go to File>Save As.  
 Under the Format drop-down menu select Adobe PDF (\*.PDF).

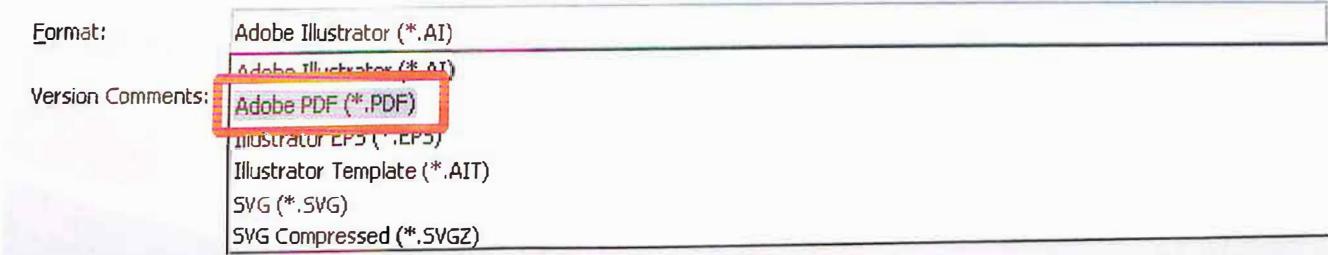
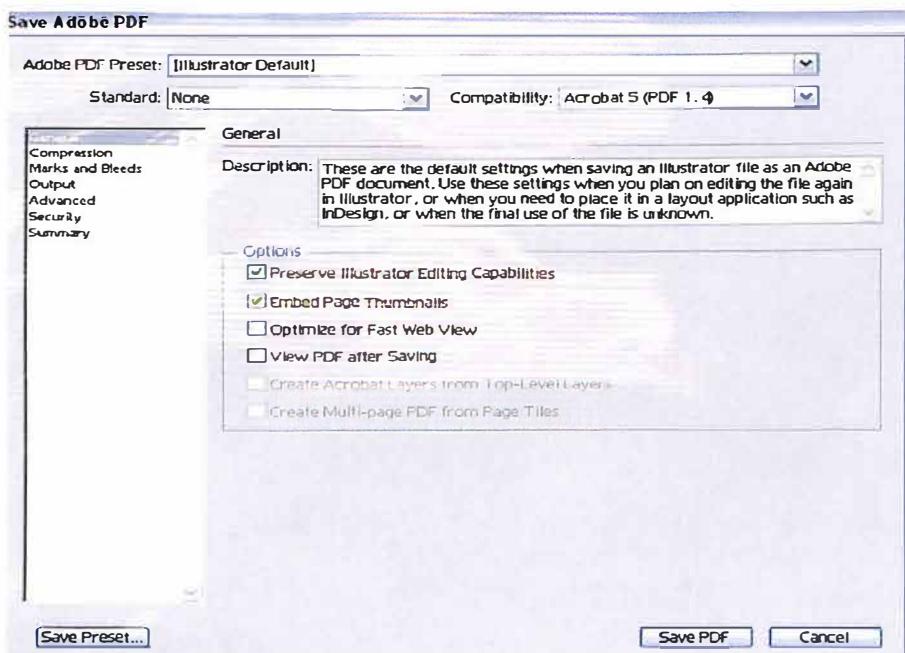


Figure 5: Saving file as a PDF file

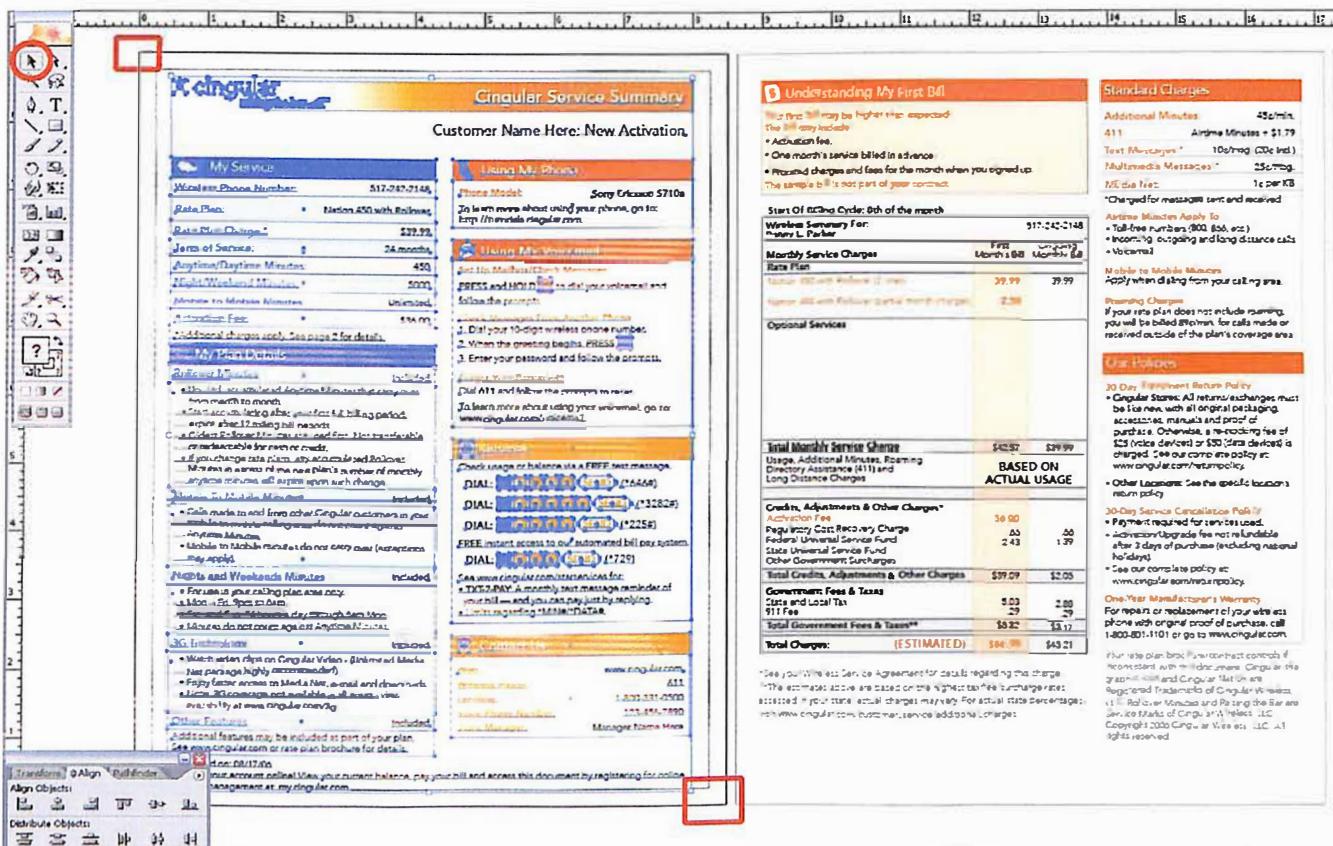
4. Save the file name as CSS\_ACT\_3pg\_20060817a.pdf (make sure you put an 'a' to distinguish the file names).
5. Save the document on your desktop (this is so that we can easily reference the file later and then delete it).
6. A screen will then pop up asking about settings. Use the default settings and click SAVE PDF.



**Figure 6: Saving PDF**

### Step 3: Save page 2 as a PDF

1. Delete the first page.



**Figure 7: Selecting and Deleting**

- a. Take the arrow tool in the red circle and drag it from one corner to the other corner (highlighted in red rectangles).
  - b. This will select the whole page (notice the blue in the box).
  - c. Hit Delete on your key board.
2. Move page 2 into the work space.
- a. Hit **Ctrl 'A'** and this will select pages 2 and 3.

b. Go to: Window>Transform.

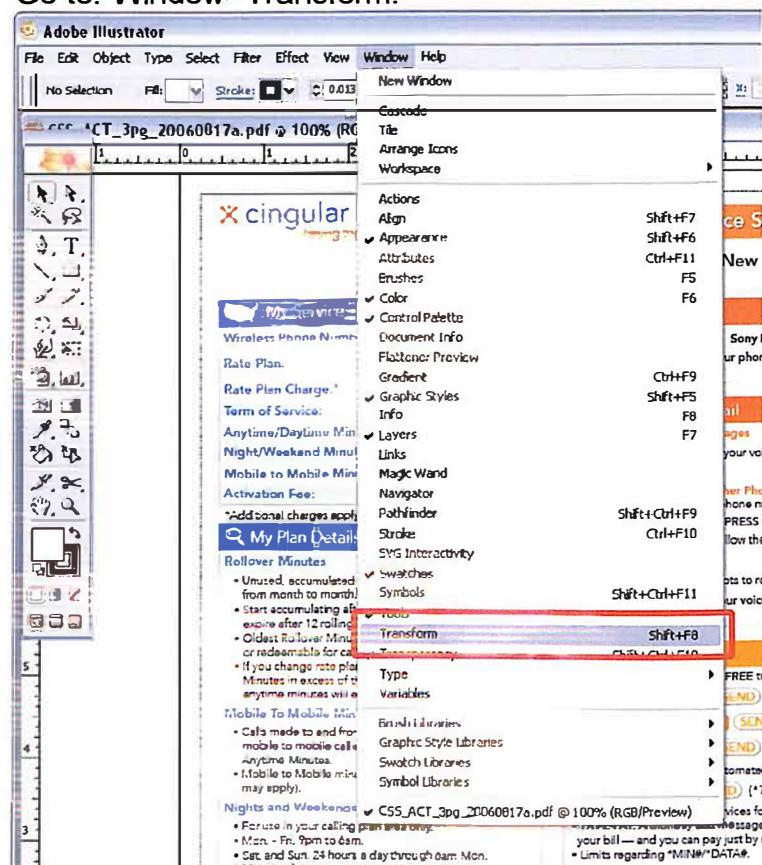


Figure 8: Windows>Transform

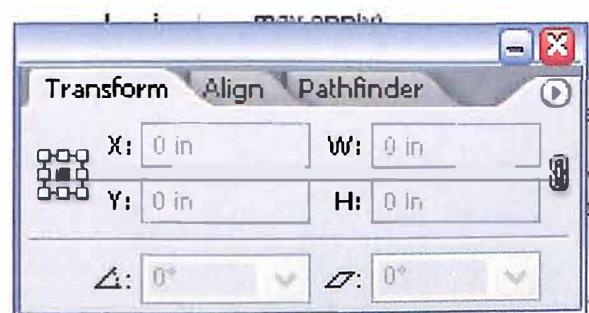


Figure 9: Transform Box

c. In the 'X' box type in 0 and press enter. This should move the second page into the work space.

- d. Select the box outside the work space a hit Delete on your keyboard using the arrow tool in the red circle.

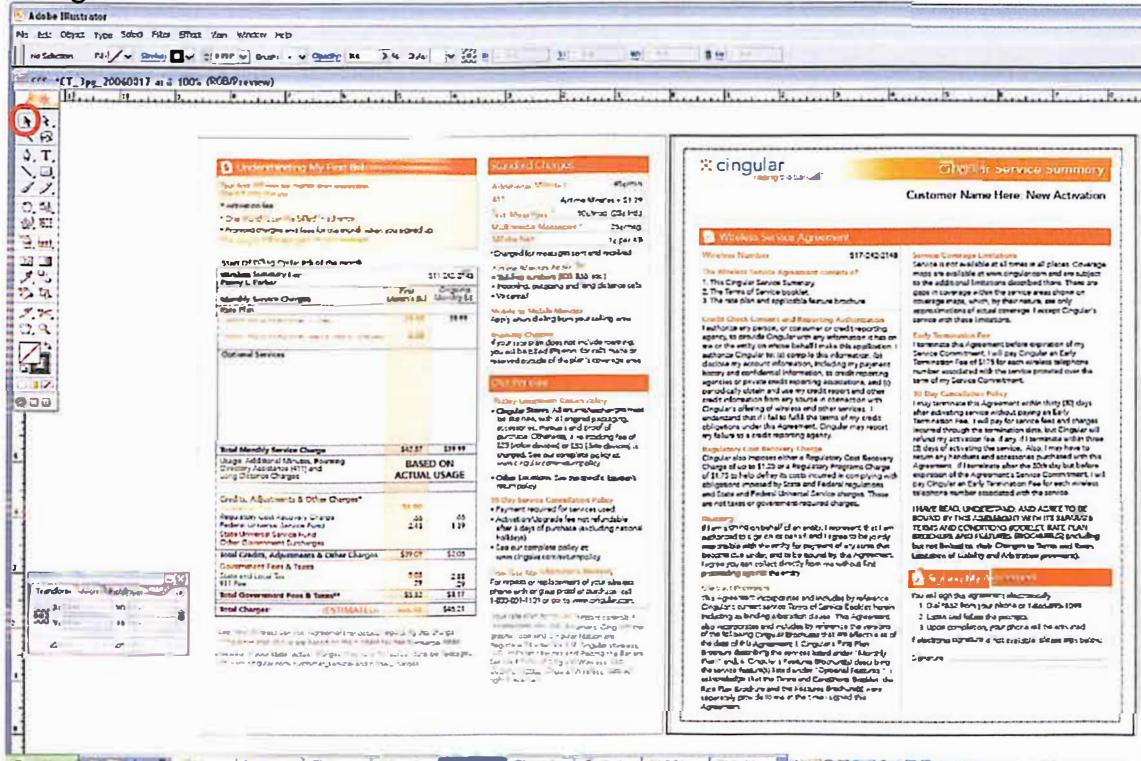


Figure 10: Second page in the work space

3. Save the file name as CSS\_ACT\_3pg\_20060817b.pdf (make sure you put a 'b' to distinguish the file names).

- Save the document on your desktop (this is so that we can easily reference the file later and then delete it).
- A screen will then pop up asking about settings. Use the default settings and click SAVE PDF.

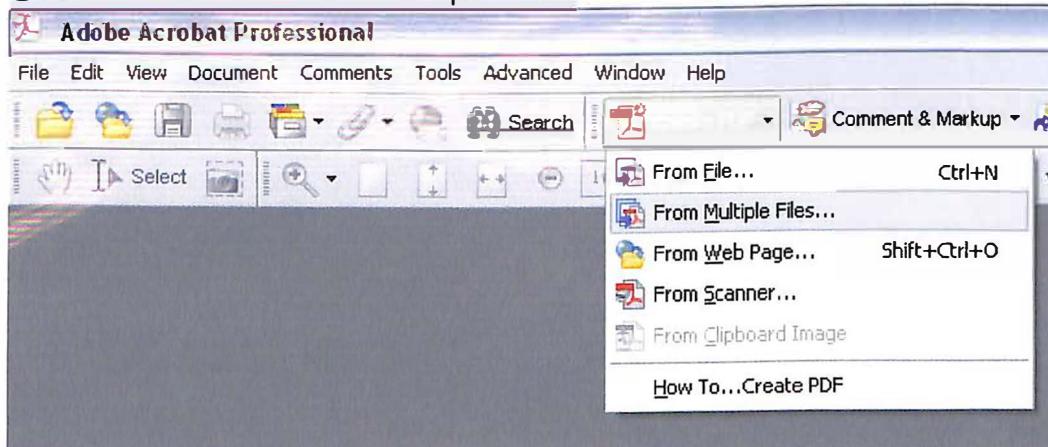
#### Step 4: Saving page 3 as a PDF

- Delete the second page in the work space.
  - Take the arrow tool and drag it from one corner to the other corner.
  - This will select the whole page (notice the blue in the box).
  - Hit Delete on your keyboard.
- Move the third page into the work space.
  - Hit Ctrl 'A' and this will select page 3.
  - Go to: Window>Transform.
  - In the 'X' box type in 0 and press enter. This should move the second page into the work space.

- d. Select the box outside the work space a hit Delete on your keyboard using the arrow tool.
3. Save the file name as CSS\_ACT\_3pg\_20060817c.pdf (make sure you put a 'c' to distinguish the file names).
  - a. Save the document on your desktop (this is so that we can easily reference the file later and then delete it).
  - b. A screen will then pop up asking about settings. Use the default settings and click SAVE PDF.

#### **Step 5: Creating a multiple page PDF document in Adobe Professional**

1. Open Adobe Professional.
2. Go to Create PDF> From Multiple Files.



**Figure 11: From multiple files**

3. Select browse.

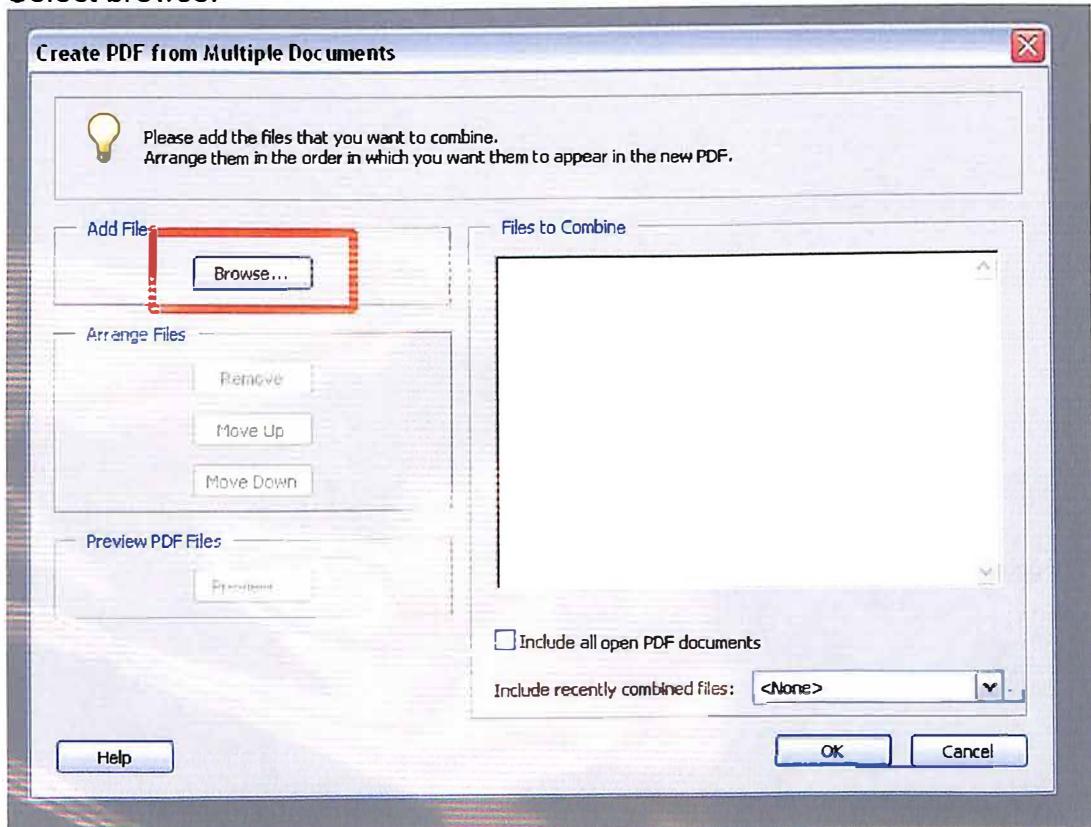


Figure 12: Select browse

4. Select the three files that we saved on the desktop. Make sure to pick them in the order of a-b-c.

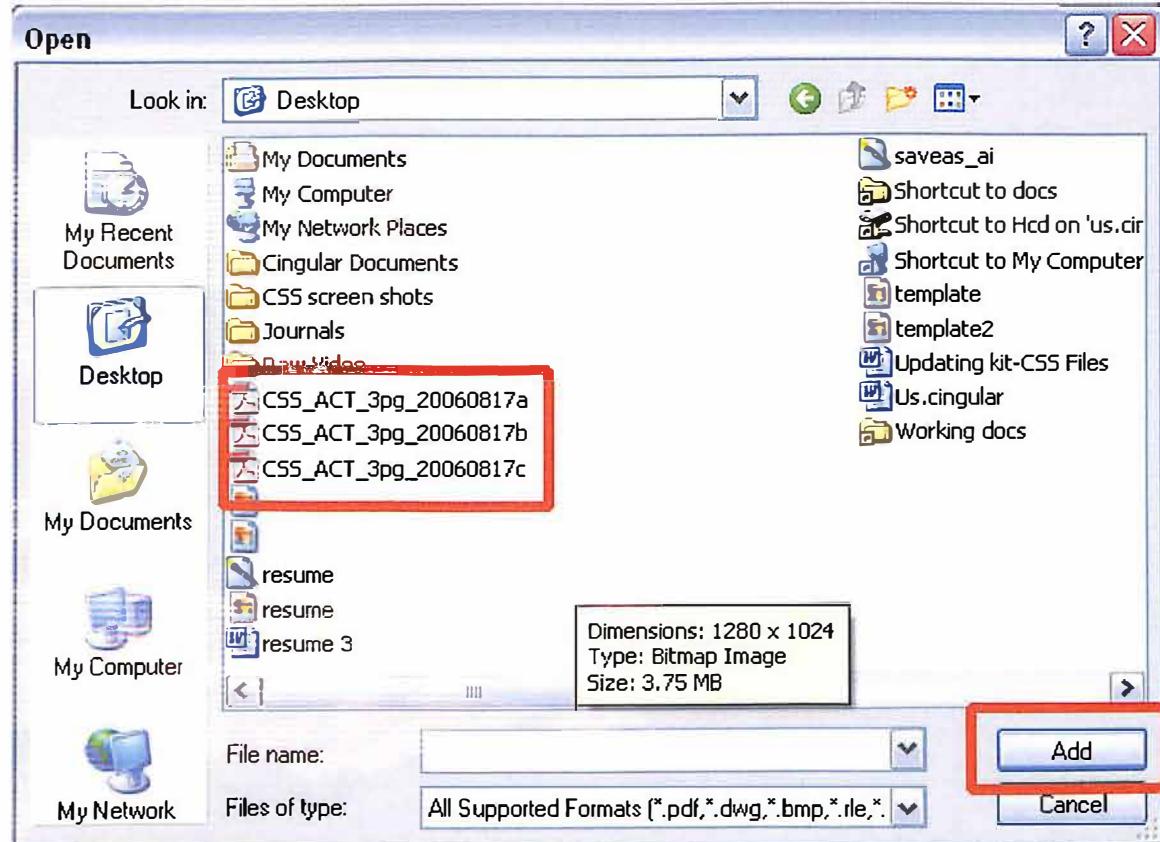
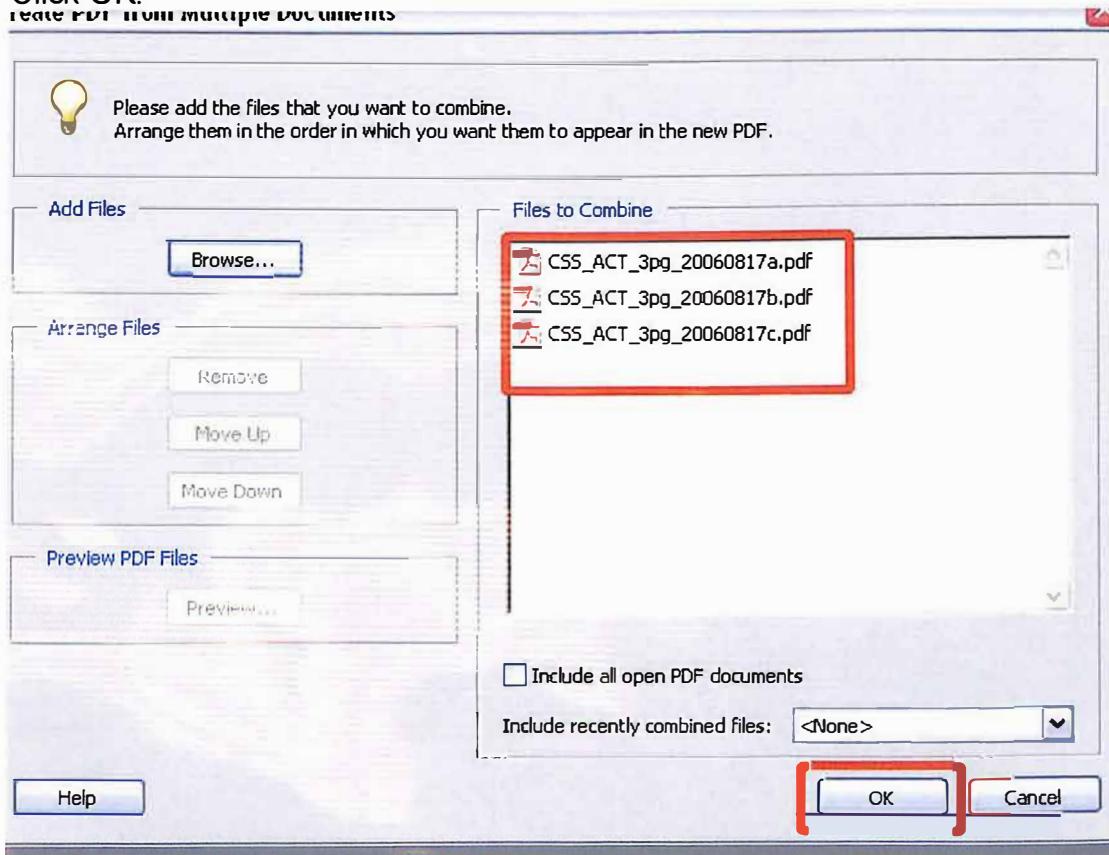


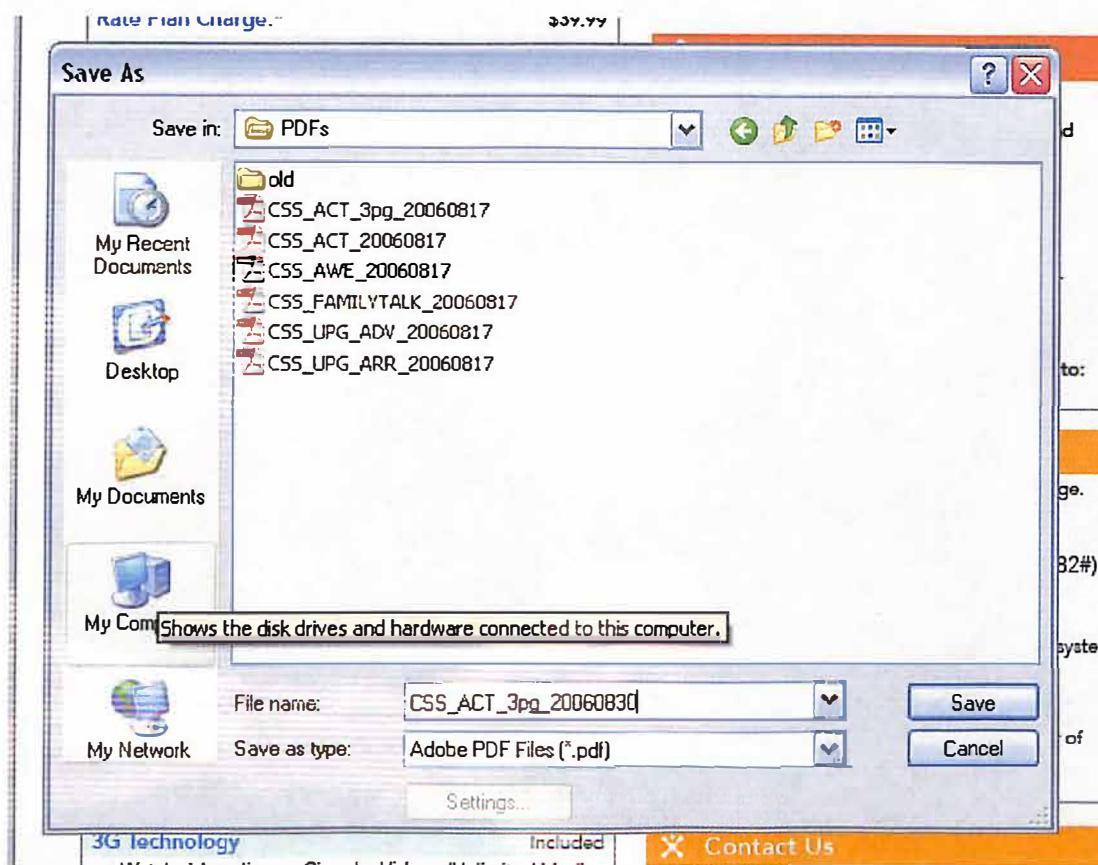
Figure 13: Adding the files in a-b-c order

**5. Click OK.**



**Figure 14: Click OK**

6. The file will create on your screen. Check to make sure every page is there.
7. It will ask you to save the file. Make sure you save it in: CSS\30\_Concept\Postpaid Templates\Most Current Designs\English\PDFs. Save it as the same file but with a different date. The file is saved right now as CSS\_ACT\_3pg\_20060817. Since today is August 30, 2006 save it as CSS\_ACT\_3pg\_20060830.



**Figure 15: Save**

8. Click Save.
9. Go back into the network and put the out-dated PDF file in the archive folder.