HYP 2015-16 project – PART 1 (design)

Version 2

IDM C/L/P design + interactive mock-up

June-July 2016

Subject: a (multichannel) web site for a telecom company

General requirements

The web site is for a large company X (e.g. TIM) selling telecom infrastructures, devices and services.

The main categories of stakeholders and needs addressed by the application are listed below:

STAKEHOLDERS	NEEDS
The company	Branding Promotion of products and services Recruitment of new customers Support to existing customers Fidelizazion of existing customers
Target users **1 - PRIVATE current** customers of X products and services	How to update products and services; Discovery new products and services Technical support
Target users **2 - PRIVATE would-be** customers of X products and services	Discovery available products and services

Instructions

This is the first part of the project that must be delivered to pass the exam. It is strongly recommended to work in group (max 3 persons); the group must be the same for the whole project (part 1 and part 2). Part 2 will be presented in a separate document at due time

What to do

Inspect the TIM web site https://www.tim.it/
The textual specifications in the next pages are NOT the reverse design of the current TIM web site and DO NOT correspond to its design specifications.
You DO NOT have to design and prototype a copy of this web site. Use the web sites for inspiration and for finding **examples of relevant contents**. It is NOT mandatory to use the same layout and graphics. Still, you can use logos, fonts, and colors similar to the ones of the TIM web site.

From C and L-IDM textual specifications described in the next pages
- Create the **graphical representations of**
  - **C-IDM** schema, **L-IDM** schema, and **P-IDM schema**
- Using the **fast prototyping tools** presented during the course, create an **interactive mock-up** for the **entire** application. You must provide an set of navigable interactive "screens" for
  a. all "single" pages defined in the P-IDM schema (pages corresponding to dialogue acts of single topic or groups)
  b. examples (1-3) of each page "type", rendering the dialogues acts for multiple topics, multiple groups, relationships). .

It is mandatory to use REALISTIC (multimedia) content (in English or in Italian) in the mock-up pages. Use and integrate TIM web site contents.

Quality of contents as well as consistency among schemas and between P-IDM schema and mockup are fundamental evaluation criteria.

What to deliver
The deliverable of this part of the exam consists of a Design document + an interactive mock up:

Design document
It includes:
Cover: Title
       Group members with names and email
       Delivery date
       3-5 lines of abstract that describes what the document is about and the **prototyping** tool used
Graphical representations of **C-IDM** schema, **L-IDM** schema, and **P-IDM schema**
(optional) SHORT textual comments, e.g., on your design solutions, notation (if non standard IDM elements are used etc.)

The names and student IDs of ALL group members must appear on the **header** of the schemas pages

Interactive mock up

It consists of a set of **navigable interactive** "screens" for

- all "single" pages defined in the P-IDM schema
- 1-3 screens for each page "type"

The interactive mock up consists of

1. the **source file** of the mock up (implemented using Pencil or other prototyping tools you have decided to use)
2. the generated **interactive mock up**

The required material must be delivered as a **SINGLE .zip file** , comprising

- C+L+P-IDM schemas (.doc or .pdf or .ppt file)
- Interactive Mock-up
- **Each** file **must** be named as follows:

Group-member1 surname, Group-member2 surname, Group-member3 surname-P1-delivery date.extension (e.g., .doc, .pdf, .zip)

Where and when to deliver

The required material must be delivered on **Beep**, during the course or at the official exam dates

- Delivery deadline during the course – see course schedule
- Delivery in the official exam dates: see Polimi web site

If delivered in official exam dates, the material for the design part MUST be submitted together with part 2 (project/technology)

CONCEPTUAL DESIGN – TEXT VERSION

SINGLE TOPICS
1. **WHO WE ARE**
2. **THE GROUP (e.g., TELECOM ITALIA/TIM)**

MULTIPLE TOPICS
1. **Device [10-100]**
2. **Smart Life (SL) Service [10-50]**
3. **Assistance Service [50]**

RELATIONSHIPS
1. **Available SL Service:**   **Device → SL service [1, 5]**
2. **For device(s)_1:**   **SL Service → Device [1-30]**
3. **Assistance for:**   **Device →Assistance service [1, 10]**
4. **For device(s)_2:**   **Assistance Service → Device [1-10]**

MULTIPLE GROUPS
1. **Devices by Category [5]** (the members of this group are the groups of devices of a given category; you can assume up to 4 technical categories of devices plus a category device outlet (all "discount" devices)**;** hence you have 5 members in this group)
2. **Smart Life Services by Category [4]** (the members of this group are the groups of all SL services of a given category: TV& Entertainment, Health, Home, Person)
3. **Assistance Services by Category [4, N]** (the members of this group are the groups of all Assistance services of a given category, e.g., Line Management, Monitoring Costs and Payments, Technical Support, SL; you can use these 4 categories only, but they can be more)

GROUPS
1. **Promotions** (devices and/or services that are "in promotion")
2. **All devices (by category)**
3. **All SL services (by category)**
4. **All Assistance services (by category)**
5. **Highlights (**a group of frequently needed Assistance Services)

"SPECIALS" (optional)
- o *Form for general request of info*
- o *Form for buying a new device*
- o *Form for subscription to a new service*

**** Please notice that these are "data entry" elements which do not correspond to any "official" IDM primitive. Still, many web sites include "input" pages like the ones above. Including pages of this kind in the P-IDM and mock up is **optional**.*

CONCEPTUAL DESIGN – Content specifications

SINGLE TOPICS

WHO WE ARE
What is the company about, key projects and key values of the company *< text + images + (optional) videos and/or animations>*

THE GROUP (e.g., TELECOM ITALIA/TIM)
News, Governance, Business and Market aspects *<Text, Images, Diagrams>*

MULTIPLE TOPICS

Device [10-100]
Presentation of the main characteristics and technical features of a device *<Text, N Images >*

Smart Life (SL) Service [10-50]
Description of the service, its benefits, and how to require and use it *<Text, N Images >*

Assistance Service [50]
Description of the service, its benefits, how to require and use it, and (sometimes) FAQs *<Text, N Images >*

MULTIPLE GROUPS

Devices by Category [5]
List of all devices of a given category, each one described by an image and few data
Optional: a "filter panel" that lists a set of filtering parameters (e.g., technical characteristics, brand, cost, technology.) to generate a subset of the devices of a given category that meets the selected filtering paramenters

Smart Life Services by Category [4]
List of all SL services of a given category, each one described by one or more images and a short text

Assistance Services by Category [4, N]
List of Assistance services each one with a tectual title

GROUPS

Categories of devices
List of device categories each one with a name and an icon icon

Categories of services (by category)
List of SL categories, each one with a name and an icon

Categories of Assistance services (by category)
List of assistance services categories, each one with a name and an icon

Highlights (a group of frequently needed Assistance Services)
List of assistance services, each one with a textual title

LOGICAL DESIGN –TEXT VERSION

Dialogue acts for single and multiple topics

SINGLE TOPICS

WHO WE ARE
- Innovation
- Testimonials
- Projects

THE GROUP (e.g., TELECOM ITALIA/TIM)
- Group Description
- News
- Governance
- Business & Market
- For investors

MULTIPLE TOPICS

Device [10-100]
- Presentation
- Technical Characteristics

Smart Life (SL) Service [10-50]
- Description
- Activation and Rules
- (optional) FAQ

Assistance Service [50]
- Description