The guiding ideas in the development of this document came out of conversations and the analysis in the activities and goals of the Innovation Projects department of Interaction Design Studio Ivrea.

The main goal of the website is to work as the main depository of the projects undertaken by the Projects Department. The site will facilitate demonstartion of the projects to the potential clients. It will provide an interface for the members of the Projects Department Team to present their work and access all existing work materials internally and externally. The proposal for the structure has to fullfill following criteria:

- Demonstrate Activities of the Projects Department which includes Research Projects, Applied Dreams projects, Client work and comes under general title of Innovation Projects
- Provide an interface for easy addition of the new projects
- Unify the projects presentation
- Specify the criteria for projects presentation
- Provide the tools that might be required to access particular project files
- Centralise the location of the projects
- Provide flexible labeling of the information to accommodate protection of the internal files. (password protection of the internal files and info that will not be accessable to the outside but can be at any point accessed by specific team members)
- Provide flexible metadata for each project in order to facilitate search for relevant projects. (metadada labeling described later)

The following document is a proposal for the front end information retrieval and backend information management – **Content Management System (CMS).**

1. Proposal for presentation of Innovation Projects
2. Project categories
   a. Levels of categorization of the projects
   b. Sublevels of categorization and metadada
3. Project Presentation Guidelines
   a. Required presentation information
   b. Additional presentation information
4. Frontend- what is available externally
   a. Department communication Element
   b. Projects Browser Element
   c. Projects Filter Element
   d. Internal Access Element
   e. Home Page specific elements
   f. Inner Level Navigation
5. Backend – what is available internally
   a. Manager and Member Access
   b. Structure of the interface
   c. Fixed and Flexible elements of the interface
6. List of projects
   a. List of projects qualified as Innovation Projects
   b. List of projects that do not have currently sufficient materials available (problematic projects, which should be showcase but require additional work)

7. Development of the communication strategy and transgression into print materials

1. Proposal for prsentation of Innovation Projects

Innovation Projects department is an active department within IDII that invests internally and finds external clients to invest into projects that include research, concept generation, workshops etc and delivers results according to the brief of the project. The project brief is proposed by a researcher, faculty member or client. The money invested into the project comes from internal funding or external client. In either case, the projects has to generate value, short or long term through potential value of the concept or monetary value paid by the client for the services provided.

We need to present to the visitor of the page with the following information about the Innovation Projects Department:
1. General Description of the Innovation Projects Department
    a. Visual and verbal description of the expertise – types of projects i.e service, application, interface design + examples

    b. How the collaboration is structured, i.e. internal design teams, external designers, work on sight with the direct/indirect client involvement.

2. Business model (?)
   This info could be internal and partially external

3. Value proposition
    a. How a company can benefit from the collaboration
    b. List of the companies that collaborated with Innovation Projects which should also include projects produced.
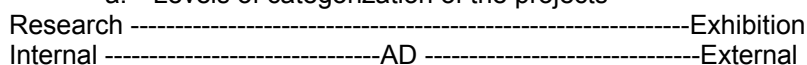
2. Project categories

All projects listed in the site fall into general category of Innovation Projects.
The main distinction comes from where the project idea and sponsorship originate.

Internal ------------------------------AD ------------------------------External

  ||---------------------Innovation Projects -------------------|
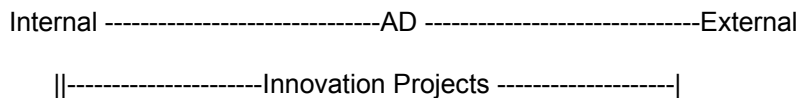
Internal Projects are projects originated from the Faculty memebers or researchers. And generally are sponsored by the Innovation Projects Department.
External projects are projects originated from the external client, developed by the Innovation Projects Deparment team and sponsored by the Client

Applied Dreams is a mixed project. Its ideas could originate both internally and externally and sponsored internally or externally and usually developed by the students. The team of the students works according to the client brief but has to carry a learning value and the range of results is usually wider than the guidelines.

    a. Levels of categorization of the projects
Research ---Exhibition
Internal ------------------------------AD ------------------------------External

    b. Sublevels of categorization of the projects
Client – FIAT, SONY, HITACHI, Telecom Italia Lab, Orange

Industry – Mobile communication, Electronic Appliances, Automotive, AudioVisual Electronics, Domestic appliances etc

Project Category – Research, Exhibition, Internal, External, Applied Dreams

Design Category – Service, Physical Application, Virtual Application, Interaface, Teaching Platform, Wearable computing

Year – which year work took place

Type of deliverable – video, phisical prototype, concept paper, research paper, multiple etc

SubLevel Metadada – additional metadada to help categorise the project – Mobility, Elderly Design, Toy Design, ….

Types of classifications are fixed: i.e.
[client] [industry] [project type] [type of design] [year] [type of deliverable] [sublevel metadata]

It will be a constant feature of the back end, and the member will be required to select an option from each category.

But the options inside each category can be altered, i.e. if the menu does not include an option that describes the project, it can be added and then it will be present for other members to use as well.

3. Project Presentation Guidelines
   a. Required presentation information
       The following information has to be provided when project is added to the site (the interface is described in the BACKEND section of the document
           a. Private – Public (choose whether any of the information of this project is private or public, if private is chosen none of the projects will be presented publically but access internally)
           b. Title
           c. Subtitle
           d. Clinet
           e. Date
           f. Participants
           g. Brief
           h. Project Description (Proccess taken during the workshop – user research / interviews / external design teams…)
           i. Visuals (photos taken during the workshop if available)
           j. Download Presentation Materials (optional, if available) (public – private option)
           k. Project's website – link to the detailed site if exists / or might have been requested by the client
           l. Results / Concepts
                   i. Private – Public (choose whether this particular project of the workshop is public or private)

ii. Title
iii. Description
iv. Visuals
v. Download Presentation Material (video, director, ppt, flash etc) – if available (public/private)
vi. Fillout the **Sublevels of categorization of the projects** (pulldown menus provided)
m. Fillout the **Sublevels of categorization of the project** (pulldown menus provided)
n. Research gathered during the project (public - private)

b. Additional presentation information

Provide the tools needed to view the downloaded presentation materials.
Provide all printed materials / communication materials, designs produced to communicate the workshop – available private.

4. Frontend- what is available externally

The following figure is **NOT** a design proposal. It's a visual representation of the information displayed on the page. The Elements of the information structure are discussed in more details below.

ABOUT

> What we do
> Expertise
> Who and how
> Business Model (?)
> Value proposition

>Contacts

INTERNAL ACCESS

> ADD / Modify Projects
> Access internal doc.

Logo of Innovations Projects Department
Logo of IDII, and other Identity elements

PROJECT BROWSER

CLIENT PROJECTS

> project 1
> project 2
> project 3
> project 4
> ..

APPLIED DREAMS

> project 1
> project 2
> project 3
> project 4
> ..

RESEARCH PROJECTS

> project 1
> project 2
> project 3
> project 4
> ..

EXHIBITIONS

> project 1
> project 2

Showcase project
Visual

Title
Subtitle
Client
Date

A question from the brief

click to see the result

Main text Area

Intro Text

FIND:

by client ▼

by industry ▼

by project category ▼

by design category ▼

by deliverable ▼

by year ▼

keyword:

Select from any / all
project filters,
or type a keyword

fig 1. HomePage

a. Department communication Element

Innovation Projects department is an active department within IDII that invests internally and finds external clients to invest into projects that include research, concept generation, workshops etc and delivers results according to the brief of the project. The project brief is proposed by a researcher, faculty member or client. The money invested into the project comes from internal funding or external client. In either case, the projects has to generate value, short or long term through potential value of the concept or monetary value paid by the client for the services provided.

We need to present to the visitor of the page with the following information about the Innovation Projects Department:
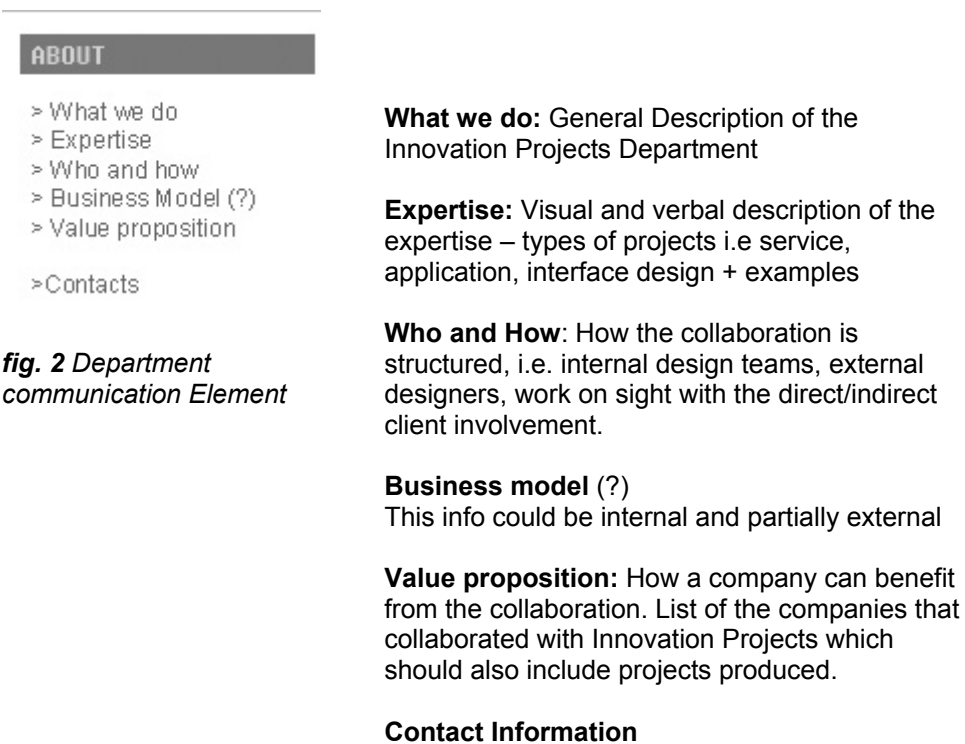
ABOUT

> What we do
> Expertise
> Who and how
> Business Model (?)
> Value proposition

> Contacts

fig. 2 Department communication Element

What we do: General Description of the Innovation Projects Department

Expertise: Visual and verbal description of the expertise – types of projects i.e service, application, interface design + examples

Who and How: How the collaboration is structured, i.e. internal design teams, external designers, work on sight with the direct/indirect client involvement.

Business model (?)
This info could be internal and partially external

Value proposition: How a company can benefit from the collaboration. List of the companies that collaborated with Innovation Projects which should also include projects produced.

Contact Information

b. Projects Browser Element

PROJECT BROWSER

CLIENT PROJECTS

> project 1
> project 2
> project 3
> project 4
> ..

APPLIED DREAMS

> project 1
> project 2
> project 3
> project 4
> ..

RESEARCH PROJECTS

> project 1
> project 2
> project 3
> project 4
> ..

EXHIBITIONS

> project 1
> project 2

fig. 3 Projects Browser
Element

Project browser is an organized list of links to the projects. The "Project Browser Link" takes a visitor to the page that describes visually the types of projects and the categorization of projects, i.e. how the Client projects are different from AD projects, and researc projects in terms of client participation, idea generation, sponsorships etc…

This wisual element should be thought through and design to be used in printed materials and web as part of Identity and Communication of the Innovations Projects Department.

List of Projects is listed in the section : **Projects List**

c. Projects Filter Element

```
FIND:

by client          [▼]

by industry        [▼]

by project category [▼]

by design category [▼]

by deliverable     [▼]

by year            [▼]

keyword:

[                    ]

Select from any / all
project filters,
or type a keyword
```

fig. 3 *Projects Filter Element*

The Projects Filter Elements allows the team of the Innovations Projects Department to easily select projects relevant for the presentation to the client on line and off line.

The filters "client", "industry", "project category", "design category", "deliverables", "year" are fixed CATEGORIES (we could discuss how to rename them if necessary to reflect the categories).

The SUBCATEGORIES are visible on pull down of the CATEGORY.
SUBCATEGORIES are a flexible element. They can be added, removed and renamed by the memebers with relevant access through a backend interface (presented in the "**Backend**" section).

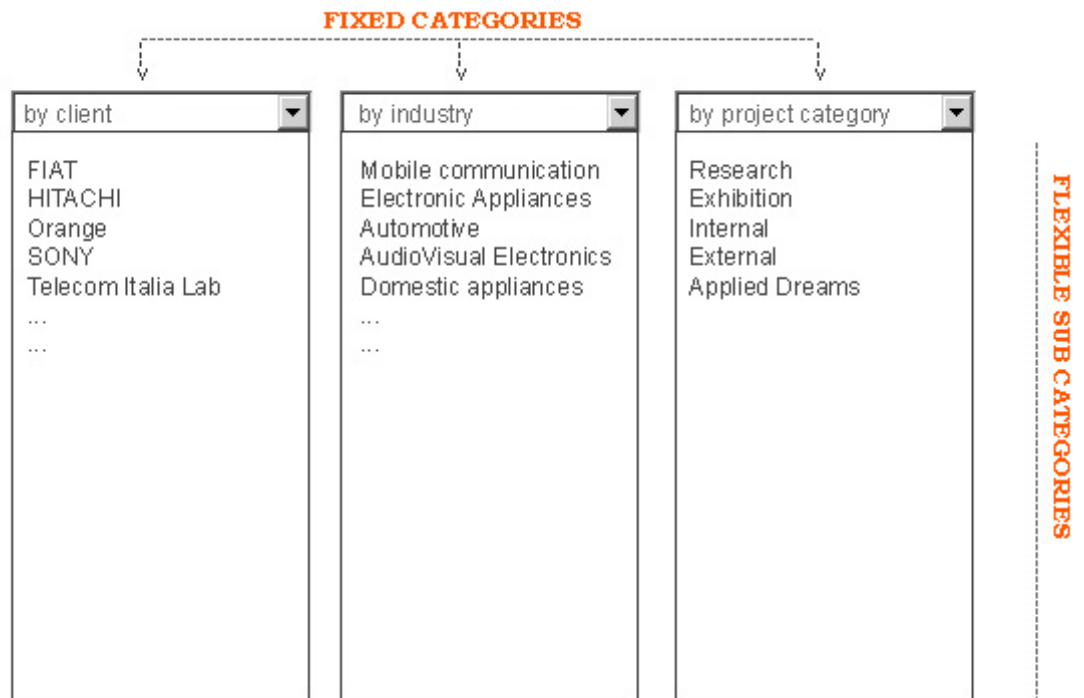**Keywords** field allows search of projects via specific keywords.

by client ▼	by industry ▼	by project category ▼
FIAT	Mobile communication	Research
HITACHI	Electronic Appliances	Exhibition
Orange	Automotive	Internal
SONY	AudioVisual Electronics	External
Telecom Italia Lab	Domestic appliances	Applied Dreams
...	...	
...	...	

FLEXIBLE SUB CATEGORIES

fig. 4 *Projects Filter Element – SUBCATEGORIES*

FIXED CATEGORIES

by design category ▼	by deliverable ▼	by year ▼
Service Design	video	2001
Physical Application	phisical prototype	2002
Virtual Application	concept paper	2003
Interaface	research paper	2004
Teaching Platform	...	2005
Wearable computing	...	..
...		..
...		

FLEXIBLE SUB CATEGORIES

fig. 5 *Projects Filter Element – SUBCATEGORIES*

d. Internal Access Element

```
INTERNAL ACCESS

> ADD / Modify Projects
> Access internal doc.
```

fig. 6 *Internal Access Element*

Internal Access element allows the members access to the backend interface of the site.
Add/Modify projects provides an interface for modifications and addition of the new projects to the site.
Access Internal Documents allows the members access all internal documents relevant to the project that are hidden from the unauthorised user. Such link is important in order to be able to access print, research and presentation documents remotely when the need arises. Such cases could be presentations abroad, on location when extra printed materials are required or certain presentation fies are missing or not working, a computer failure, CD loss etc.

e. Home Page specific elements

```
Showcase project        Title
Visual                  Subtitle
                        Client
                        Date

                        A question from the brief


                        click to see the result
```

fig. 7 *Home Page specific element*

This element is not required but suggested as a homepage feature to attract the attention of the non-guided visitor/potential client.

The suggested structure of the element:
A Visual representation of the project (directly supplied from the backend DB), Title of the Project, Subtitle (tagline), Client and Date.

Title: Multiplus

Client: FIAT , 2003

How do New Mobility Services affect Design of the car?

click to see the result

Larger impact to be given to the Question from the Brief, and a link "click to see result" which leads the visitor directly to the relevant proejct section.

f.   Inner Level Navigation

Inner Level Navigation if Projects Browser Tool has been used

Assuming the Home Page Specific Elemnt (**fig.7**) and the Projects browser element (**fig.3**) are considered as an appropriate approach the proposed structure for the second level navigation is described below. **(In this drawing and the following ones the right hand side and top elements remain the same as on the homepage.)**

PROJECT BROWSER

CLIENT PROJECTS

> project 1
> project 2
> project 3
> project 4
> ..

APPLIED DREAMS

> project 1
> project 2
> project 3
> project 4
> ..

RESEARCH PROJECTS

> project 1
> project 2
> project 3
> project 4
> ..

EXHIBITIONS

> project 1
> project 2

Services
M 11   3m
A 14(W)   37m
A 11   22m

Title: Multiplus

Client: FIAT , 2003

How do New Mobility Services affect Design of the car?

click to see the result

Main text Area

Intro Text

fig. 8 *Second level Navigation*

The Projects links on the right hand side lead to the change of the element on the right hand side. The Visual, Title, Subtitle, Client, Date, etc change according to the selected project. This way the visitor/team member fast skip through the projects without going into the details of it.

If the project is the one selected to view then clicking on the "click to see the result" will lead to the page with full project description.

PROJECT BROWSER

CLIENT PROJECTS

> project 1
> project 2
> project 3
> project 4
> ..

APPLIED DREAMS

> project 1
> project 2
> project 3
> project 4
> ..

RESEARCH PROJECTS

> project 1
> project 2
> project 3
> project 4
> ..

EXHIBITIONS

> project 1
> project 2

Services
M11   3m
A14(W) 37m
A11   22m

Brief & Process | Concepts | Download Presentations & Research and Tools

Multiplus
Client: FIAT , 2003
projects.interaction-ivrea.it/multiplus

How do New Mobility Services affect Design of the car?

Based around Fiat's six seater 'Multipla', the project looks at the evolving interaction between people and cars in everyday situations. An interdisciplinary team of researchers and designers was formed to investigate the following questions;

" How do new mobility services affect the design of the car?"

" How can we encourage the creation of communities through the use of traditional private cars?"

" What are the user behaviours and experiences that make a car a 'community car'"?

" How can we design for communities rather than for individuals?"

" How can we customise the experience for a community?"

Interaction Ivrea is supporting Fiat in designing and communicating new user experiences based on higher levels of customisation and personalisation. The project shows that the Multipla can be treated as a platform for new service solutions that support the needs of people as members of communities.

One of the main directions taken by the project team was to consider the Multipla as a mini-community car. Here the mini-community is built upon the purposes for which the car might be used, such as going to he supermarket, going on a ski-trip and others. The project shows that sharing a car might be a desirable future for people, a convenient strategy for companies and a better solution for the environment.

fig. 9 Second level Navigation

fig. 10 *Third level Navigation*

Each Project Information Page consists of 3 pages. 1st page is the one that is presebnted when the full project info is selected, called "Brief and Process" (fig. 9). This page outlines the Brief questions, and shortly describes the process if it has any significance to the project.

2nd page – "Concepts", presents the Concepts generated, images of the concepts, or links to video scenarios, or prototype videos.

3rd page – "Download Presentations, Research and Tools" has all downloadable materials of the project – even if they have been already presented on the 2nd page. The purpose of the 3rd page is fast access to the presentation materials and any other research and communication materials produced during the workshop. Some of the files will be accessable externally, others only when a member is logged in.
It also provides support tools for viewing thepresentations, flash player, Qtplayer, Codex etc…

Second Level Navigation in case "Projects Filter Tool" has been used.

If a Search or filtering has been performed, relevant results will be yielded by the internal search engine and will appear on the main text area of the site. The results will appear in the following format:
Title , Client , Year , website link (if exists), 1 Line question from the brief.

At the same time, projects that have been returned by the search engine will appear **highlited on the left hand side** in the Projects Browser. The duplication of the results will allow easier navigation once one project is selected for viewing since the projects will remain highlighted on the left untill new search is performed.

PROJECT BROWSER

CLIENT PROJECTS
> project 1
> project 2
> project 3
> project 4
> ..

APPLIED DREAMS
> project 1
> project 2
> project 3
> project 4
> ..

RESEARCH PROJECTS
> project 1
> project 2
> project 3
> project 4
> ..

EXHIBITIONS
> project 1
> project 2

SEARCH RESULTS for SERVICE Design:

1. Multiplus, FIAT , 2003
   projects.interaction-ivrea.it/multiplus
   How do New Mobility Services affect Design of the car?

2. Multiplus, FIAT , 2003
   projects.interaction-ivrea.it/multiplus
   How do New Mobility Services affect Design of the car?

3. Multiplus, FIAT , 2003
   projects.interaction-ivrea.it/multiplus
   How do New Mobility Services affect Design of the car?

4. Multiplus, FIAT , 2003
   projects.interaction-ivrea.it/multiplus
   How do New Mobility Services affect Design of the car?

5. Multiplus, FIAT , 2003
   projects.interaction-ivrea.it/multiplus
   How do New Mobility Services affect Design of the car?

6. Multiplus, FIAT , 2003
   projects.interaction-ivrea.it/multiplus
   How do New Mobility Services affect Design of the car?

FIND:

by client
by industry
by project category
by design category
by deliverable
by year

keyword:

Select from any / all
project filters,
or type a keyword

Showcase project
visual

Once project is selcted, the proccess is the same as described/shown in fig 9.

Access of internal documents

1. List of Projects

2001 Projects:

Summer Research projects that took place at IDII and were sponsored by the school:
WorldView
Subliminal Furniture

CleverBrix

….

2002-2003:
Researches Projects:
Box
Faraway
Fluidtime
Mobile Embodiments

Innovation Projects:
Box – Victor Vina CLIENT: IDII
Design for future needs- Jan Chrisoph Zoels, Silvia Gabrielli CLIENT: Wirlpool
The Fiat Multipla – Simona Maschi CLIENT: FIAT
Fluidtime – Micael Kieslinger CLIENT: IDII
The future of train travel- JCZ, Walter Aprile, Stefano Mirti with IDEO London, Sottsass Associati, Trenitalia
Mobile Embodiments- Analia Cervini, Juan Kayser CLIENT: IDII
Processing- Casey Reas, Ben Fry CLIENT: IDII (?)
ViVi – Simona Maschi, LiveWork CLIENT: Telecom Italia

CONVIVIO(?)
La mia 500 –part of exhibition or part of the loop?

Applied Dreams:
Hitachi – Facce Del Futuro Workshop
Sony – The Digital Delicacies Workshop
Telecom Italia Lab – New Services

EXHIBITIONS
Grace Under Pressure – Info point for DARC, Bienally di Venezia 2002
BIG TORINO (?)

2003 – 2004

Applied Dreams

Telecom Italia Lab – Visions of Video Communications workshop
FIAT New Interactions in Mobility Workshop

HITACHI – The creative Future of Video Surveilance Workshop
Orange Customer experience group – Managing Time in a Mobile Environment Workshop

Innovation Projects:

Programma 2003 – Hernando Barragan, Massimo Banzi, Yaniv Steiner CLIENT : School?
Instant SOUP – Yaniv Steiner CLIENT : IDII
360 Micro – Simona Maschi CLIENT: FIAT
SchoolAgain – Walter Aprile, Britta Boland, Stefano Mirti
CICCIO

Exhibitions:
Cluster Opening
Ciccio at Intimacy Florence 2003
This is Today Milano 2004
BITE: A taste of Interactive Explorations Torino (Sandretto) 2004
Firenze World Vision – Florence 2004
Ciccio goes to China Architecture Biennal Beijing (?)
Science Week – Genova
Death in Venice - Venice