

April 1, 1997



# Design Specification

*Project Title: ECadvantage Version 3.0*

*Client: ECadvantage, Inc.*

## Project Analysis

### Project Summary

*This section describes the project including the proposed treatment and overall approach to content delivery.*

This presentation will update the existing ECadvantage training CDROM and add new modules. It will use a scenario driven model where the user will feel as if there's an expert with them providing guidance through the operation and features.

This presentation will be approximately 1 hour in duration. It will be comprised of approximately 95% application screens captured directly from the application in use and 5% graphical elements.

#### Quickstart

The first unit of the presentation will be a "Quickstart" presentation that thoroughly explains how to navigate throughout the presentation. This will educate users how to view any area of functionality without having to always start at the beginning.

#### Index/Bookmark

This presentation will also contain a detailed index (Table of Contents) containing links to both overview information as well as specific (detailed) topics and a Bookmark feature that allows users to resume at the exact location that they had previously exited the presentation.

The KTplayer interface will be used to navigate throughout this presentation. Users will be able to navigate from the training presentation to other applications whenever they choose.

### Audience Profile

*This section identifies the target audience (s) this presentation will be designed to reach.*

Primary Audience: MicroAge resellers, MIS Franchises

## Educational Goals

*This section details what the user can expect to understand after completing this presentation.*

1. Understand how to gather pricing and availability information.
2. Understand how to perform quoting and ordering functions.
3. Understand how to access product information for specific products.
4. Understand the components of electronic commerce and how this affects the reseller/client relationship.
5. Understand how to access order and invoice inquiry.
6. Understand how to access delivery information and ETA of availability.
7. Understand the benefits of attribute searching.

## Environmental Variables

*This section describes the setting (s) where this presentation will be used.*

1. These training courses will typically be used by one person in an office or cubicle environment.
2. It may also be used as a presentation tool to impart information to a small group (2-3 people).
3. It may also be used at home by the user.
4. This presentation will also be used in front of a customer.

## Delivery Platform

*This section defines the minimum and recommended system requirements for playback.*

**Minimum:** 486/66 or better with 8 MB RAM, a 4X CDROM and a sound card.

**Recommended:** 586/100 or better with 16 MB RAM, a 4X CDROM and a sound card.

These courses will be developed using KT Solutions suite of proprietary multimedia authoring tools. Playback requires the KT Solutions' playback software.

## Production Team

*This section identifies the duties and responsible parties for both client and developer.*

The development team at KT Solutions will be responsible for the following items:

1. Provision of voice talent for rehearsal and recording.
2. Recording and editing of audio and data information.
3. Conversion, modification and placement of existing graphical content.
4. Creation and placement of all new partial and full screen graphical elements.
5. Writing, revision and delivery of program outlines, scripts, and storyboards.

- *Project Manager: Peter Feighner, KT Solutions*

ECadvantage is responsible for the following:

1. Provision of subject matter experts/performers for rehearsal and recording
2. Provision of stable software for recording session.
3. Provision of existing graphic elements as specified including proprietary fonts, company logo, any electronic or analog art.

4. Approval of interim and final deliverables from KT Solutions.
  - *Project Manager: Bret Giles*
  - *Subject Matter Expert: Chris Keller*

## **Content Structure**

### **Preliminary Content Outline**

#### Rework & Expand Existing Modules

- I. **ECadvantage Overview (Expand Existing – Max 3 minutes runtime)**
- II. **Needs Analysis (Expand Existing – Max 9 minutes runtime)**
- III. **Catalog Search (Expand Existing – Max 9 minutes runtime)**
- IV. **Contact Management (Expand Existing – Max 5 minutes runtime)**
- V. **Pricing Profiles (Expand Existing – Max 5 minutes runtime)**
- VI. **Quote Manipulation (Expand Existing – Max 4 minutes runtime)**
- VII. **Distributor Related (Expand Existing – Max 4 minutes runtime)**

#### New Modules

- VIII. **Attribute Searching (New Material – Max 4 minutes runtime)**
- IX. **Acer Open Configurator (New Material – Max 4 minutes runtime)**
- X. **Order Inquiry (New Material – Max 4 minutes runtime)**
- XI. **Invoice Inquiry (New Material – Max 4 minutes runtime)**
- XII. **Delivery Information (New Material – Max 4 minutes runtime)**
- XIII. **ETA of Availability (New Material – Max 4 minutes runtime)**

## Milestones, Deliverables and Responsibilities

KT Solutions Corporation uses a series of carefully designed milestones with associated deliverables to assist in the overall management of projects. In this section, each of these elements are explained along with client and developer responsibilities.

### Milestone 1: Design Specification

The design specification contains important elements that define the intended project, it's content structure as well as the delivery schedule and estimated costs:

- ◆ *KT Solutions: Responsible for writing, revision and delivery.*
- ◆ *ECadvantage: Responsible for any revision and final approval.*

### Milestone 2: Preliminary Design

Preliminary design is comprised of script development and recording/editing of the primary audio and visual data.

#### Script Development

Script development is comprised of three major phases:

- 1  **Development Recording:** The design specification, any existing materials, and the target software are used to capture a rough version of the narration flow and approximate visual treatment are captured. To be completed by writer and subject matter expert.
- 2  **Rough Script:** This material is then manipulated into a Rough Script. At this point any changes to the content structure (including navigational flow) are documented in the Final Navigational Flowchart and Final Hyperlink Model. The recording script explicitly delineates course content and structure
- 3  **Final Record Script:** The rough script is molded into a final record script. This must be verified and approved by the development team against the target software before recording begins.

#### Audio/Data Recording and Editing

Audio/Data recording and editing is comprised of three major phases:

- 1  **Audio/Data Recording:** Recording of the Audio and Data information is then performed. To be completed at KT Solutions with writer and subject matter expert assigned to this project.
  - 2  **Audio/Data Editing:** The Audio and Data recordings are then edited into a Final Audio/Data Edit.
  - 3  **Additions:** Music and sound effects can be added to the narration track upon approval of the Audio/Data edit.
- ◆ *KT Solutions: Responsible for writing, revision and delivery of rough and final record scripts. Also responsible for the recording and editing of audio and data information.*
  - ◆ *ECadvantage: Responsible for review, revision and approval of rough and final record scripts and audio/data edit. Also responsible for providing subject matter expertise during script development, rehearsal and audio/data record and edit sessions.*

*Note: Changes to the approved final script or audio/data edit that affect production time or scheduling will be billed on a time and materials basis at the rate of \$90/hr.*

### **Milestone 3:Final Design**

During the final design a Storyboard (Visual Specification) is written. In addition, a *Style Disc* containing one branch of the presentation is completed for approval by the client.

#### **Storyboard (Visual Treatment)**

Highlighting and visual specifications for the course will be developed in 256 colors.

KT Solutions will develop and implement up to 80 highlights per 15 minute segment of finished courseware. Standard highlights include clients' color scheme specifications, windows containing text, field highlights (with color), graphic elements such as circling, arrows, boxing, title screens, Table of Content screens, credit screens and closing screens.

*Note: Highlighting in excess of 80 per 15 minutes will be billed at a rate of \$90.00 per hour.*

#### **Prototype Development**

A Style Disc (prototype) contains a small portion of the finished presentation is delivered for review and approval. This disc includes samples of global navigation, at least one example of each level of the navigational structure, narration, music, application screens, index treatment, and graphical elements including any section divisions, illustrations, animations or highlights.

- ◆ *KT Solutions: Responsible for development of story board visual treatment and the Style Disc (Prototype).*
- ◆ *ECadvantage: Responsible for specifying any revision to and final approval of the elements exhibited in the Style Disc (Prototype).*

*Note: Changes to the approved final storyboard or Style Disc that affect production time or scheduling will be billed on a time and materials basis at the rate of \$90/hr.*

### **Milestone 4:Production**

Once written approval of the Style Disc (Prototype) is received. KT Solutions completes production utilizing the design elements from the style disc as approved.

- ◆ *KT Solutions: Responsible for the acquisition, creation and placement of all media assets from approved story boards, testing of the finished title and delivery of Beta and final gold master to the client.*
- ◆ *ECadvantage: Responsible for generation of functionality modification punch lists based on beta delivery and final approval of gold master.*

### **Milestone 5: Distribution**

The approved gold master is replicated, packaged and distributed.

- ◆ *KT Solutions: Responsible for delivery of finished presentation to ECadvantage.*
- ◆ *ECadvantage: Responsible for all replication, packaging and distribution of the presentation and for delivering 25 copies of replicated/packaged title to KT Solutions*

# Production Schedule and Budget Estimates

## Preliminary Production Schedule

Upon the approval of this design specification, KT Solutions in conjunction with a ECadvantage project manager will establish a production schedule for this presentation.

Client Delivery Needs: End of April 1997 - Mid May 1997

## Preliminary Production Budget

KT Solutions agrees to develop an interactive multimedia presentation to be delivered on a Windows compatible CDROM. Up to three additional copies of the final CDROM pre-master may be requested at no additional cost.

Approximately 60 minutes of finished courseware will be delivered.

- 20 minutes of this courseware will cover new modules as outlined in the 'Preliminary Content Outline' on page 3 of this document.
- The existing 20 minute presentation will be expanded to approximately 40 minutes providing more in-depth coverage of these topics.
- Edit and reproduce existing 20 minute segment.

A bookmark feature will also be incorporated into the final course. Development of testing and the tracking of results is not covered in this proposal.

Development includes creation of the design specification, final narration script, audio and data recording and editing, development of partial and full screen graphics, professional audio edit, creation of a sectional and detail index engine, as well as testing and pre-mastering of the final presentation.

Standard Scripting/Screen Capture/Editing/Highlight Enhancement Charges.

Total Production Cost

Additional copies of the pre-master disc are available for \$45.00 per unit.

## Payment Schedule

ECadvantage agrees to pay KT Solutions the following payments at the successful completion and approval of the following milestones:

- Upon Signing Design Specification
- Upon Recording
- Upon delivery of Final Pre-Master

## Additional Expenses

ECadvantage agrees to reimburse KT Solutions Corporation for any travel expenses related to this project.

## Agreed to and Accepted:

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KT Solutions, Inc. Date

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Ecadvantage, Inc. Date