

Managing Interactive Media

Industry Interviews



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What is the top insight you have now about people working in interactive projects that you've got from your experience and would like to pass on to the next generation of Interactive Media Project Workers?

Contextualisation of information to encourage interaction with users, and providing information.

What do you see as the wider context of interactive electronic media and the way things are heading – e.g rise of iTV, citizen journalism, podcast etc

More mediums will provide users with the opportunity to access online material in a number different of ways. Content providers such as The National Archives are considering how we can maximise access through such mediums as they evolve.

Getting and retaining business can be time consuming and sometimes costly. Do you have a view on the pitch/tender process, preferred supplier lists, ongoing/return business and attracting business through the door.

If I am correct in my assumption, you are referring to how we seek and retain suppliers of services. Given we are Government organisation we following OGC procurement policies. If your question refers to retention of users online, then of course we are very keen to develop our user base and retain new users through providing them content which would be of interest.

Getting projects off the ground is often problematic for a variety of reasons. What is your company's approach to defining and planning the stages of a project?

We use PRINCE II as the standard methodology for management of a project, including defining the business case at the inception stage

What - from your experience - are the ways that stakeholders exert influence in interactive media projects?

Using the normal routes - through email comments, responses to online surveys, users, using and re-using our web facilities.

How do you work out the cost of proposed new projects?

if you are referring to digitisation projects we use a investment appraisal format to identify costs and to ensure that such projects are full cost recovery.

How do you define the quality level of your projects?

Again if this refers to digitisation projects, standards are built into any project for minimum standards relating to scanning, transcription of metadata. For big projects we would build in online surveys seeking views on user satisfaction.

What have been the top 2 difficulties that occurred in your projects and how has your company addressed these?

Ensuring that we provide sufficient contextualisation to allow the user to understand a collection of material and whether it would benefit them in pursuing their particular interest such as family history.

How do you take account of the users of your product and if so how do they influence your design?

Many through focus groups, online surveys and user comments.

How much and what type of testing of the product takes place before release?

We undertake full UAT testing prior to launch and for a large project we would also undertake load and stress testing.

How are legal aspects relating to projects handled? What are the most important for your company to cover?

Since the material we are managing is mainly crown copyright, there are not really any legal issues, other can compiling with the relevant legislation and meeting best practice guidelines such as W3C standards.

What kind of things can you find out about the users of your interactive products/sites and how do you go about collecting and analysing these?

Mainly through analysing both 'soft' and 'hard' information.

Interactive teams have special characteristics that make them a challenge to manage. What advice would you give about teams and making their management smoother?

Always consider any project from a user-centred concept.