InstaBook Problem
IST 250
Team Activity

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Problem Introduction

Your consulting company needs some business. While the website building business has been good in the last three years, set-up expenses for the company have been high and this year's profits have not been great. The IRS is not going to look kindly on the fact that you are operating at a loss again this year. Everyone has seemed to run out of patience with these high tech companies losing money. You have just been presented with an opportunity that might change everything for your company though!

InstaBook, a small U.S. company that allows you to electronically create "Just in Time Books," just contacted your web site development firm. InstaBook wants you to develop a proposal for a web site for their company. Their current web site is very out of date.

InstaBook has contacted only a select number of consulting companies to submit a design proposal for their site. They will choose the one company that they feel is most in line with their vision of the website and will contract with them for the full development of their site. Your company is one of the consulting companies asked to bid on the project and you really want to win this contract!

You need to develop a comprehensive storyboard for the proposed InstaBook Web Site. To do this, you need to examine current company mission statements, documents, and processes. You need to interview key personnel to determine how you can best meet the needs of the company.

If you are awarded the development contract, your company will finally be able to post a profit. Good Luck!

Problem Narrative

Abstract

This case covers the initial contact between your company and a fictional company named InstaBook. InstaBook has developed technology that allows a customer to purchase chapters from different textbooks and articles and combine them into a cohesive package for learner consumption. InstaBook wants your company to develop a "plan" for web-based delivery of their product.

Introduction

Currently, an InstaBook customer must purchase/lease a customized machine that prints and binds the newly created book, as well as a set of DVDs that provide access to the InstaBook Library that contains all the available textual material. The machine is hooked to a PC via a USB cable. The customer must browse the InstaBook Library, choose

appropriate chapters/articles from available sources, then telephone the company and pay (via credit card) for the codes that will unlock the chosen chapters/articles. A program on the DVD will then download the chosen chapters to the binding machine and create the desired number of copies.

Recently, MegaText, an international textbook company, purchased InstaBook. MegaText has issued a mandate to InstaBook to utilize the World Wide Web to deliver its product. InstaBook has made initial contact with your company as well as several of your competitors. InstaBook wants your company to develop a "plan" for web-based delivery of their product.

Request for Proposal from the President of InstaBook

This request for proposal (RFP) is for interested companies to produce a design document for a new InstaBook web site.

We are issuing this RFP because our current web site is out of date and is not meeting our current and anticipated needs. While we could simply update our existing web site, we feel we would miss an opportunity to take a *tabula rasa* approach that will achieve a level of service that customers expect from InstaBook.

We will provide you with as much information as possible, but please be aware that you may need to conduct your own research and justify your decisions in your design document. Announcing, "more study is needed" is unacceptable and your proposal will not be considered.

We also expect you to produce and deliver a presentation on your design to better enable us to make a hiring decision on the developers of the new web site.

As you proceed with your design, please keep these items in mind:

- We need to ensure future updates to the site can be easily made.
- Our U.S. Federal Government customers require our site meet Section 508 regulations.
- If possible, we would like to deliver our content via the web site itself. Currently we use a traditional paper invoice and send our customers DVDs.
- Please pay attention to the employees at InstaBook; they will have insights you need to consider. If you do not follow a suggestion, you need to justify why you did not do so.

Inspire us - we are looking for a proposal that leads us into the future!

Sincerely yours,

Harold Kern

Harold Kern
President
InstaBook

Problem Instructions

In a professional manner and utilizing course content, problem resources, and external research, your team should:

- Illustrate the importance of the analysis and planning stage for website development by creating a high quality, professional document and presentation that illustrates your plans and designs for the InstaBook website. You do **NOT** need to develop/program/code it. The document will be a web style guide for the InstaBook website that outlines all layout and style plans for the site.
- The presentation may be a PowerPoint or other web-accessible presentation that you would (in real life) present to the president of the company to convince him that you have the winning solution.
  - o You must include notes in the presentation slides that mimic how one would talk during a live presentation.
  - o You may optionally record audio for each slide in addition to the notes.

Individual Preparation

You should read Topics 2 & 3 of the course content prior to your design efforts. Given the nature of this problem, Topics 7 & 8 are recommended readings as well, even though these are not assigned to you until the team assignment is nearly due.

You should examine the evaluation rubrics that your instructor will use to judge your efforts. Use the rubric as a checklist to ensure you have included all relevant information.

Team Preparation

- Read the "Teams in This Course" document located in the "Critical Course Documents" folder under the Lessons Tab in ANGEL.
- Read all the team documents in the "Module 0 Assignments" folder under the Lessons Tab in ANGEL.
- Use ANGEL mail to set up team meeting times to begin working on the problem.
- Only the team leader will submit the problem document and problem presentation to the appropriate dropbox.

Document and Presentation Requirements

Document

Your document should contain the sections listed below (you can add more!). It should be approximately 11-13 pages, single-spaced, and should include figures where appropriate or indicated. Page lengths are approximate. You may include appendices or

other relevant information where necessary. It is recommended you use the information in your team's prior internal Memorandum of Understanding to build upon relevant sections of this document. Information on how the document will be assessed is located in the InstaBook Document Rubric. The document is worth 60 points. **Make sure you consult the rubric before you turn your document in!**

1. Title Page
2. Table of Contents
3. Executive Summary (1 page; see "How to Write an Exec. Sum. in Team Problem folder in ANGEL).
4. About "Your Consulting Company"
    This is fictional, but be sure to list the job assignments for each individual.
5. End User Analysis (2 pages)
    a. User Profile
    b. Data Sources
    c. Further Data Collection Plans
6. Style Guide (2 pages) and User Specifications
    a. General Look and Feel
    b. Page Layout Description
    c. Target Technical Audience (i.e. type of computer, display, browser, plug ins, etc.)
    d. Font Information – What will be used.
    e. Color Information – What will be used.
7. Homepage Storyboard (1 page)
8. Site Flowchart and Navigation Scheme (1-2 pages)
9. Development of Web Site Timeline
10. Conclusion
11. Works Cited (1 page in APA or MLA format)

Presentation

Each team will provide their design solution presentation to the instructor who will act as the client. Presentations should run about 15 minutes. You should integrate at least one of the following multimedia components: PowerPoint (or other web accessible) slides, a website prototype, or other multimedia. When thinking about which multimedia components to choose for your presentation, remember who your audience will be!

Because this is not a live presentation, include what would be the spoken part of the presentation in the notes field of each slide. In the past some teams have recorded and include audio in the presentation itself.

Be sure you focus on selling your solution to the client. Not all sections of your design document may be appropriate to present; focus on the parts that will grab your clients' attention and make them want to hire you to build this website!

Information on how the presentation will be assessed is located in the InstaBook Presentation Rubric. The presentation is worth 40 points. **Make sure you consult the rubric before you develop your presentation!**

Outline of Associated Topics

The topics covered in the Problem are:

- Topic 2: Audience Analysis, Usability and Information Architecture
- Topic 3: Design Considerations

You will strongly benefit from these additional topics, even thought they are not scheduled to be read until the team assignment is nearly due:

- Topic 7: Dynamic Interactivity
- Topic 8: Cascading Style Sheets and XML

Your instructor will look closely at how you integrate these Topics in your Problem Solutions. Be sure to read them carefully; a successful solution will depend on it.

Missing some information? Research it on the web, ask the instructor, make a decision, and justify it in your design document.

Document Rubric

Topic	Criteria	Possible Points
Document Organization	• Document clearly enhanced the effectiveness of project. • Extremely well organized and easy to follow. • Clearly includes all relevant site materials.	**15**
Conceptual Design	• The type of site is clearly specified (business, advertising, etc.). • Clearly addressed client background and goals, understanding the project, audience, content, and functionality.	**12**
Navigation	Navigation System • The navigation clearly reveals the structure of the site, is easily and efficiently learned, is consistent, avoids irrelevant links, and efficiently and efficiently supports user goals and behaviors. • The site's structure and form unmistakably reflect the content and information that the provider wants to convey. Design to Gain Attention: • Site design effectively and efficiently highlights key elements such as the name of the site (header), the purpose of the site, navigation tools, key messages, and other important and relevant information.	**3**

Topic	Criteria	Possible Points
Usability/ Accessibility/ Information Architecture	User limitations and accessibility: • Clearly, thoroughly, effectively, and efficiently accounts for aspects of user limitation such as the technology the user has if using such things as streaming video, browsers, or plug-ins. • Clearly, thoroughly, effectively, and efficiently accounts for the physical capabilities/limitations of the user. Accessibility: • Clearly, thoroughly, effectively, and efficiently addresses basic accessibility issues, including 508 compliance, alt tags on images, no frames are used, videos are captioned, CSS is used for headings and lists, tables are named. • Clearly, thoroughly, effectively, and efficiently includes information on how the site will be validated for accessibility. Information Architecture: • The purpose of the site is clear • The site clearly reflects the needs of the user, not the provider.	**5.4**

Topic	Criteria	Possible Points
Browser Considerations	Browsers: • Clearly considers how the site will appear on different browsers and intentionally designs the site with this in mind. Design Strategies: • Clearly uses an appropriate design strategy to accommodate different browsers and clearly designs the site with this in mind. Plug-Ins/Helpers: • Clearly identifies any plug-ins/helpers needed, how they will be used, and instructions for how users can obtain them.	**3**
Displays Considerations	Monitor Size and Resolution: • Clearly considers typical screen resolution in the site design and intentionally designs the site with this in mind. Designing for Live Space: • Clearly addresses live space conflicts and considerations, and intentionally designs the site with this in mind. Responsive Web Page Designs: • Clearly considers appropriate selection of flexible or fixed web page design and intentionally designs the site with this in mind. • Clearly addresses drawbacks of selection and intentionally designs the site with this in mind.	**3**

Topic	Criteria	Possible Points
Basic Text Issues	Font Size and Style: • Clear, effective, and appropriate use of bolded, italicized, and underlined text. • Clear, effective, and appropriate use of font size for headlines, headers, and main body text. Font Color: • Clear, effective, and appropriate use of font color for text and links. Background vs. Foreground Color: • Clear, effective, and appropriate use of color contrast of background and foreground colors.	**3**
Storyboard - General	The storyboard contains: • The overall design concept. • The name of each page, including the file name. • Which topics go where are listed. • What the layout will look like.	**1.2**
Storyboard – Media Use	The storyboard contains: • Where images should be located. • Where/how other media (sounds, etc.) will be used. • Justification for media use.	**1.2**

Storyboard – Navigation	The storyboard contains: • A site navigation system. • Links that are all defined with a destination.	**1.2**
Storyboard – Technical Information	The storyboard contains: • What type, size (on screen and file size) is needed for graphics. • What fonts will be used. • Foreground/background colors. • What background images will be used. • Browser differences are accounted for. • Any Plug-Ins needed are listed. • Any Helpers needed are listed. • Stylesheets used listed (One on one page required), • Ideal monitor size and resolution listed, • Responsive web page design used identified. • Notes to the programmers included.	**1.2**
Storyboard – Copyright	The storyboard contains (as applicable): • The application of Fair use guidelines. • Clear, easy-to-locate and accurate citations used for all borrowed material. • Permission to use non-original materials.	**1.2**
Storyboard – Contact Information	The storyboard contains: • Contact information on at least the index page. • A statement of authorship. • The date of publication/date last edited.	**1.2**

Site Flowchart and Navigation Scheme	The document includes: • A clear flowchart that shows a "map" of all the pages on the site. • A clear flowchart that shows how the pages link together.	3.6
Spelling and Grammar	• No spelling errors. • No grammar errors. • Well written, clear and succinct. • Paragraphs are well organized. • Complete sentences are used.	3
Creativity	• Clearly and effectively went "above and beyond" to research relevant, internal and external information. • Clearly and effectively utilized course material, case material, and quality external resources in a way that truly enhanced the project.	1.8
	TOTAL SCORE POSSIBLE = 60	

Presentation Rubric

Topic Area	Description of Achievement	Possible Points
1. Coherence & Organization	• Thoroughly and clearly outlined the goals and scope of the project. • Thoroughly and clearly outlined the audience and end-user analysis results. • Thoroughly and clearly outlined the proposed site design. • Provided examples that thoroughly and clearly support the proposed site design. • Thoroughly and clearly summarized major ideas and themes within the project such that any observer would have a full understanding of the team's position. • Exemplary mechanics without grammatical or spelling errors.	**20**
2. Content and Creativity	• The team's plan is thoroughly and clearly supported with documented facts, research and course content. • The presentation significantly increases audience understanding and knowledge of topic. • The use of visuals/multimedia significantly strengthens the presentation. • There is a smooth flow from one idea to the next within the presentation. • Transitions significantly enhance the presentation.	**16**
3. Sales Tactics	• The presentation unquestionably holds the audience's attention. • The presentation provides a clear and thorough rationale to hire your firm. • The presentation thoroughly, clearly, and effectively convinces the audience to recognize the validity of team's point of view. • The company desires to go with the team's plan. You get the contract!	**4**
	TOTAL SCORE POSSIBLE = 40	

Company Information

Company Background and Mission

InstaBook is a small (15 person) company, boasting a "flat" organizational structure. Harold Kern founded the company in 1992. His vision is to provide training materials when and where needed. The company's mission statement is *"... to deliver hard copy educational and training information to the customer in a just-in-time manner."*

Harold, a former industrial trainer, realized there was a need for trainers and educators to deliver customized materials to students. Many trainers and educators pick a chapter from this book, an article from this magazine, and so on to develop a course "book." Usually, this was a time-consuming, haphazard process fraught with intellectual property dangers. He saw technology as a way to do this better, faster, cheaper, and (legally) safer than current ad hoc methods. Over the past eight years, InstaBook has acquired the rights to many textual training and educational materials, and is continually searching for the rights to more materials. Harold sees the recent buyout by MegaText as a step in the right direction, for now they have access to all of MegaText's information, and can thus offer a greater variety of information then ever before. Also, this is a chance to expand into the educational market; InstaBook to date has focused primarily on the corporate training market.

In addition to a central office, InstaBook contracts with many local copier maintenance businesses to ensure local repairs can be made to a disabled InstaBook Binder. This arrangement works well, as most of the InstaBook Binder is quite similar to a copier.

Status of the Company Within the Market

InstaBook has spent most of its efforts in the past several years acquiring and digitizing content. Now that MegaText has purchased them, acquiring content will no longer be their concern; MegaText will assume this role. It is now time for InstaBook to develop itself in other areas.

Currently, InstaBook has no direct competition, however, more and more organizations are viewing training materials online as well as in print-based form. Marketing efforts are minimal, due to lack of funds. To date, InstaBook has relied on conference presentations, word of mouth and some ads in Training Journals to spread the word. MegaText sees this as a distinct deficit in the company, and has ordered InstaBook to develop detailed strategies for both electronic and print-based advertisement campaigns.

Operations

The company currently resides in an industrial park in a building consisting of office, a small factory area used to construct the InstaBook Binder, and a small technical area used to develop and press the DVDs.

Information Technology

The entire building is wired with T1 capabilities, and all offices contain PCs. The DVD production area uses Macintosh computers to develop and press the DVDs. An e-mail host is maintained in the DVD production area, and all computers have access to the Internet through a company account. No company web site exists, and no company server exists.

Structure & Organizational Chart

- Harold Kern is the President.
- The company consists of four departments: Administration, Sales, Assembly, and Technological.

Administration Department

- Larry Luddite is the Vice President of Administration and is in charge of the Administration Department.
- Larry reports to Harold.
- Two administrative staff report to Larry.

Sales Department

- Ting-Lin Lee is the Vice President of Sales and is in charge of the Sales Department.
- Ting-Lin reports to Harold.
- Two sales staff report to Ting-Lee.

Assembly Department

- Liza Cornwall is the Vice President of Assembly and is in charge of the Assembly Department.
- Liza reports to Harold.
- Two shift supervisors staff report to Liza.
- The two shift supervisors have two line workers that report to them.

Technology Department

- Jake Monroe is the Vice President of Technology and is in charge of the Technology Department.
- Jake reports to Harold.
- Two technicians that report to Jake.
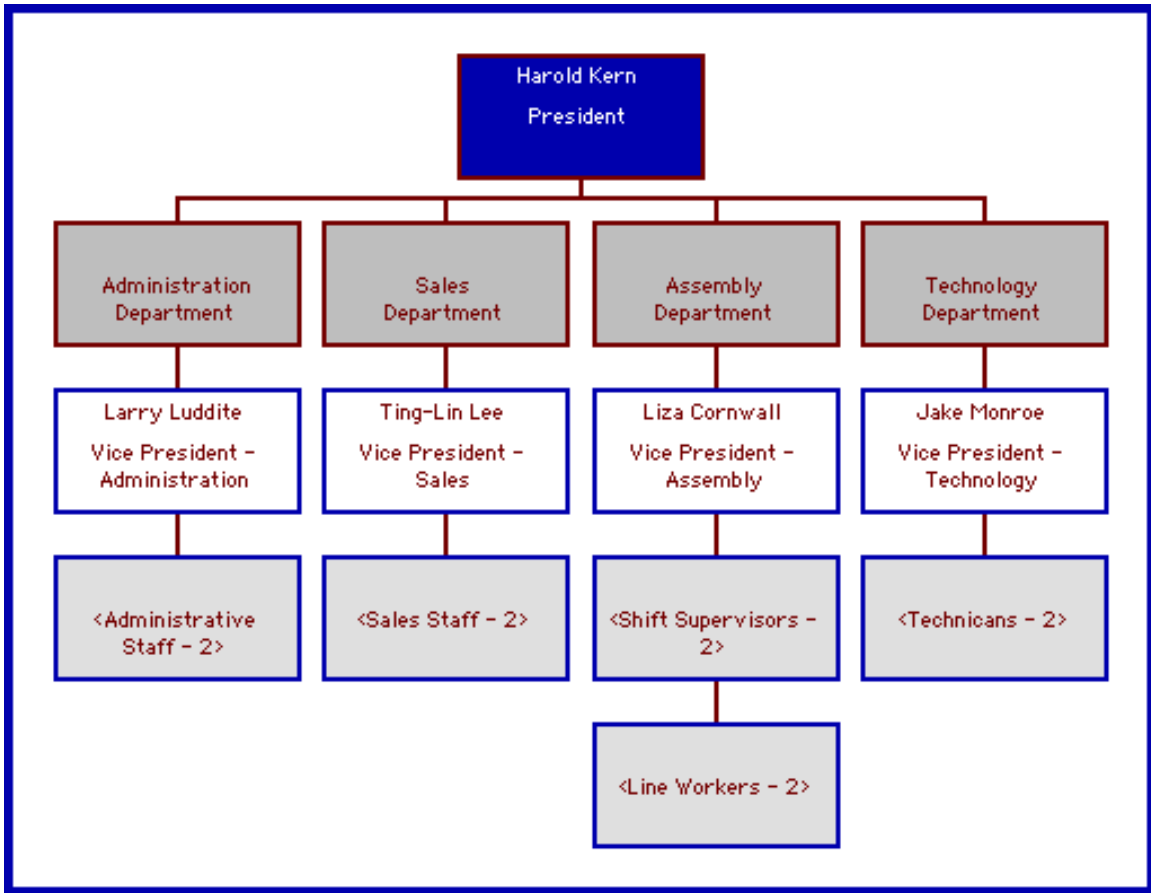
Interviews with Key InstaBook and MegaText Personnel

Here is a synopsis of your initial conversations with key personnel at InstaBook.

President - Harold Kern

I've been with the company since it's creation. As the founder, you know I believe in our mission and goals! With the recent buyout, we need to progress. It seems the entire business world is moving to electronic delivery, from simple information to detailed e-commerce. I'm not sure just how far we should go at this point. I'd like you to keep things as small in scope as possible - we can always expand later! But, you need to listen to my Vice Presidents and make sure you meet their needs as well. Some of them can give you very specific information about what they want. Others will probably not be very sure, and you'll have to take your best shot at meeting their needs.

One thing I could really use, as well as our sales staff, is the ability to show the site at trade shows and conventions. I see other companies doing this; we need too as well. I would like something slick and simple. Hate to admit it, but "eye candy" does play an important part in sales!

Oh, and it would be nice if we could share important information with each other. Currently, all the VPs get together twice a month and we spend the first part of those meetings explaining what's going on. It would be great if everyone could come to the meeting already knowing the issues. Can we do this electronically?

At this point, all we want is a plan. A detailed plan, but also one that can be open to future revisions as well. This recent buyout has left a lot of loose strings in the air, and it seems that every day something else has changed. Our traditional customers were industrial trainers, but now we have access to educators as well. Let's focus on higher education for now. Our audience is going to be quite diverse. We need to be flexible, and so do our plans.

Vice President of Administration - Larry Luddite

I'll be blunt. I don't like this idea, and I really can't see it helping us at all. My computer crashes at least once a day and I can't believe people want to do business using it! E-mail, e-commerce, e-business - E-NOUGH! If it was up to me, I'd build the information right into the InstaBook Binder and do away with the computer altogether, but it's not my decision.

It's my job to process the majority of the paperwork this company must deal with, and believe you me; it's no easy task! Most of the things I deal with just don't make sense to put on the computer - things like water bills, building maintenance, and so on. I know you have to do something when a sale occurs online, but fortunately that's Ting-Lin's department! She can have the wonderful headache of figuring out how she can remain accountable in this brave new world.

If you really have to include anything about my department, keep it simple. Just give them my telephone number and name. If fact, you should keep the whole darn thing simple. A monkey should be able to use it. And I hate sitting in front of the computer when it takes 10 minutes to draw a picture. Make it fast, too.

Vice President of Sales - Ting-Lin Lee

Hello. I am very pleased to meet you. I hope our joint venture will prove beneficial to us both. I believe this company needs a web site. I am sure you can handle the basic information, but I am concerned about the sales section. If we sell items online, I want to be sure that the customer can reach us whenever he or she has a question, or is not sure of something. Many customers like to talk directly to me or one of our sales staff during a sale, so their questions can be answered quickly. You should provide different ways to reach us. A frustrated customer is a lost customer. You will also have to design the forms we'll need so a customer can order the different chapters and articles, sequence them, and order them.

I have some sample sales materials for you to examine. Please consider these as you design the web site.

Vice President of Assembly - Liza Cornwall

Hey, glad to meet you. So we are going electronic, eh? Well, it a very "in" thing to do. We're WAY behind here. My responsibility is technical support for the InstaBook Binder. Our customers buy or lease the machines, and when they break down, it's my responsibility to see they get fixed. Usually this means the customer calls us up and explains the problem. If we can solve it over the phone, we do. If the machine needs maintenance, we contact one of our many local Copier Repair Shops - we have deal with them to service our product - and the customer receives on-site assistance. If the machine is totally non-functional, and it's leased or still under our 1-year warrantee, then the customer ships it back to us at our expense - usually Fed-Ex - and we either fix it or supply a replacement. If the machine is out of warrantee, we fix it for a fee, and the customer is responsible for the shipping. We charge $60 an hour for labor, and the price of the replacement parts of course varies. I wonder how you'll set all that up on a web site?

As for NEW orders, we receive them right from the sales department. Ting-Lin usually carries them over to me every morning. In that case, we bundle the InstaBook Binder and the DVD set, and ship it directly to the customer. Again, we usually use Fed-Ex. We can turn around an order in one day, and I don't want to lose that if we have online orders coming in.

Vice President of Technology - Jake Monroe

Hey there! This is just what this company needs to do. I'd do it myself, but my day-to-day work just keeps me too busy. I don't know HTML or Java, but I could pick it up in a day or so, I'm sure. Who knows, maybe I'll be able to pick up some pointers from you!

My vision is pretty grand, but I'm sure you will be able to accomplish it. We need to explain what the company is, what it does, show some testimonials - real glitzy stuff. The

site has to run on all major browsers – we don't have any data on our users and their preferences. I have a 30-minute video I'd like to show about the company. We usually send it out to prospective customers, but now we don't need to anymore! I've seen other companies put their videos on the web, but the window they use is SO small. Let's try for full-screen - what do you say? We also need to illustrate each department, who to contact for what, and so on. I'm sure you take all that into account with your vast experience. I've given you a list of common tech support issues; I wonder what you can do on the web with it? I'd also like to be in direct contact with a user when he or she gets stuck on using the system. It's really simple stuff, but some people still have a problem with it. The database was written by me in DB IV - can you port that to the web? Just think if we could get rid of our DVDs! And I understand that some web sites don't work well for people with disabilities. I have some close customers with some disabilities - make sure it works for them too!

I don't have a web server here, but I can buy whatever you recommend. I want our site to be named www.InstaBook.com - can you arrange that?

InstaBook Binder and DVD Information

Currently, the InstaBook Binder works as follows:

1. The customer inserts DVD #1 in the computer.
2. If this is the first use, the program prompts the user to install a database on the computer. This is mandatory.
3. On second and subsequent uses, the program provides a simple interface where the user can search available resources, compile a list of chapters and articles, save this set, and print the set.
4. Once a set is ready to print, the user is prompted to call InstaBook for the appropriate codes to unlock and print the set. Payment is rendered over the telephone at that time to InstaBook via a Credit Card.
5. The program will then begin printing the set, asking the user to swap out DVD #1 for other DVDs as needed, as all the chapters and articles are stored on DVD #2 on.

Hint: This is FAR from an ideal solution!

Resources

Customer Letters

Note from Harold Kern: This letter is the best example of customer comments we've received over the past year or so. It also contains all of the complaints we've been hearing.

Dear InstaBook:

I been using InstaBook for several years now, and just wanted to write to you and tell you what a fine product you have. I have used it to develop customized training materials for many of my corporate training sessions, and it is nice to be able to print and bind all the materials in one place!

Like any fairly new invention, however, there are some issues I'd like to raise that you may want to consider when you update the product:

1. Better interface. The current program that drives the InstaBook Binder is very primitive by today's standards. To list all available titles, for example, you have to type a wildcard character (*) into the Search for Title by Name selection on the main menu. People should be able to pull up the entire list without going through this step.

Also, it would be nice to be able to see a larger piece of the selected title. Two paragraphs of text are sometimes not enough to make a decision about the content. I need to see more.

Also, could you make the whole experience more "artsy?" The DOS program is functional, but not exactly a thrill to look at.

Once you have made your selections, you should be able to arrange them in any order you want, not just the order in which they were selected.

2. Better/more specific directions on WHO to contact when a specific problem arises. This would save your customers some time. Currently, I have to dial your 800 number, explain my problem, have the call routed, and then explain the problem again. If I understood your corporate structure better, I could save myself a great deal of time. Not all my calls are technical in nature.

3. An electronic hotline. In today's world of computers, you need technical support on-line. That way, I can download fixes to the main program, write a detailed problem statement, and so on.

4. An automatic electronic way to receive the unlocking codes for the chosen selections. When you first started, e-mail and the web were fairly unknown. Now, it seems silly that I have to call you up after my selections are made and receive the unlocking codes for them. I ought to be able to type in a User ID and Password, input my credit card number, press a button, and be on my way. Your clunky system works, but it is definitely yesterday's approach.

5. Can you put something online that describes your company? Trainees come up to me after a training session and I have to explain who you are, what you do, and so on. Now I don't mind doing that, but sometimes people want to go right to the source, so to speak.

In all, you have a great idea backed by a great product. I look forward to seeing your next round of improvements. Keep up the good work!

Sincerely,

Ima Consumer

Technical Support Logs

Note from Jake Monroe: This is a representative sample of calls received over a several month period.

Description	Frequency	Classify	Solution	People Hours
Installation problem. Hooking Binder up to computer.	Often	Complete	Walked customer through procedure.	0.5
Problem reading one DVD.	Occasional	Complete	Sent customer new DVD	0.2
Binder printing blank sheets.	Occasional	Complete	Referred customer to Assembly Dept.	0.1
Certain keystroke combos cause binder program to freeze.	Unique	Incomplete	Unfixable under current conditions. Documented problem. Rare occurrence, fortunately. Added to docs for all new customers. Advised sending this info to all current customers, but Admin. Dept. said this was too costly for just one tiny issue.	3.0
Customer dislikes DB interface.	Occasional to Frequent	Complete	Walked him through common procedures.	0.5
Key codes not accepted when customer inputs them.	Unique	Complete	After 1/2 hour, discovered that she was typing a lower case L for the number 1. Explained that while they look the same, the computer sees them as different. Note: Is there a way to simplify this process?	0.6
PC crashes when DB is accessed.	Seldom	Complete	Had customer re-install DB.	0.5
Problem reading one DVD.	Seldom	Complete	Had customer clean DVD.	0.2
Binder not printing.	Occasional	Complete	Referred customer to Assembly Dept.	0.1
Customer wants to return product.	Seldom	Complete	Referred customer to Sales Dept.	0.1
Customer wants us to demo the Binder at a trade show.	Unique	Complete	Referred customer to Sales Dept.	0.1
Customer wants to arrange a unique payment program for the product.	Seldom	Complete	Referred customer to Admin. Dept.	0.1
Customer having general problem with Binder.	Often	Complete	Referred customer to Assembly Dept., but he had already talked to them. I ensured the customer he needed to talk to the Assembly Dept. Note to self: It would be nice if we could track who a customer talks to - it's embarrassing when you don't know.	0.1
Customer lost a DVD.	Seldom	Complete	Sent replacement at no charge.	0.2
Customer having payment problems.	Seldom	Complete	Referred customer to Admin. Dept.	0.1
Customer can't read DVD.	Often	Complete	Had customer install new DVD drivers on computer.	0.2
Binder not printing a particular color.	Often	Complete	Referred customer to Assembly Dept.	

Recent Customer Hardware/Connectivity Survey

Computer Hardware

90% of all our clients run the Windows operating system and meet or exceed these specifications:

Processor: 1.2+ MHz
Memory: 1 GB RAM
Display Size: 1024 X 768
Colors: 32 bit
Optical Disk: CD/DVD 6x
Hard Drive: 250 GB

7% of our customers use Apple computers running Mac OSX 10.6 or better. The remaining 3% use the Linux operating system.

Internet Connection

75% - Broadband
20% - Wireless
5% - Dialup

Browser Choice

60% - Internet Explorer
30% - Firefox
10% - Other

Testimonials

"Now I have the power to make my own training materials!"
-P. W. Ranger

"With InstaBook, my students don't have to lug around 25 extra pounds of text!"
-H. V. Weight

"No muss, no fuss. InstaBook gives you what you need, when you need it."
-P. Ractical

"What a time-saver! I can now prepare materials in 10 minutes; it used to take me six hours!"
-Ima Timer

"Watch out, world! InstaBook is on its way!"
-B. D. Eyes

SAMPLE
TRI-FOLD
BROCHURE

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1-800-467-2665

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"The dawn of a new age in printing."

Hello!

Since the dawn of time, man has expressed an unquenchable need for information. Stories and tales of lore were the first means to share information. Then came the printing press, and for the first time in history, it was possible for the masses to read and enjoy information until then reserved for the few, the rich, the elite.
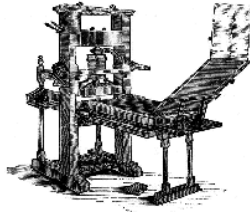
The Problem

The printing press was a wonderful invention, but it was limited. The choice of information, and the sequence of that information, was chosen by a person with absolutely no knowledge of your needs as an individual. So, we were forced to accept an entire bundle of information, whether we actually needed all of it or not.

My name is Harold Kern. As an educator and trainer, I often experienced the frustration of having to buy an entire book or series just to acquire the pieces of information I wanted. Buying 100% of something when you only are going to use 10% of it makes no sense at all. Yet, you cannot go into a bookstore, rip a chapter out of a book, and purchase just that chapter. Or can you?

Several years ago, I set out to make a dream become a reality. Why, I wondered, can't we use today's technology to produce just-in-time training and educational materials? Why can't we produce a book consisting of a chapter from here, an article from there, and bind all the pieces together in a form that is enduring and functional?

The Solution

Today, my dream is a reality. After several years of hard work, I present to you the InstaBook Binder. This machine, when coupled with the power of the modern computer, can produce the exact training and educational materials you desire, with no wasted, extraneous information included.

The process is simple. On the computer, you select from the choices of titles, chapters, and articles to want. Contact us for the proper passwords, press a button, and the InstaBook Binder does the rest. In minutes, you have the just the book you want. The InstaBook Binder is a rugged machine, much like a commercial copier, and can produce dozens of copies if needed.
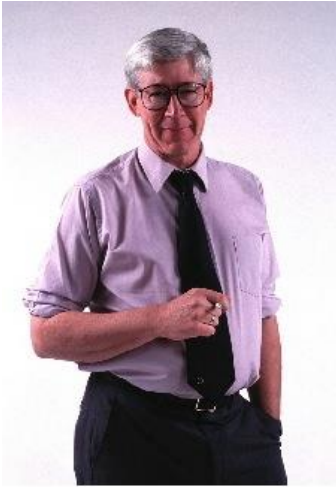
About Us

Interested in learning more? Contact our sales department at 1-800-INSBOOK (1-800-467-2665). We'll be happy to set up a demonstration for you!

Graphics

For possible use in your design document and presentation.

Harold Kern

InstaBook Logo

InstaBook Binder