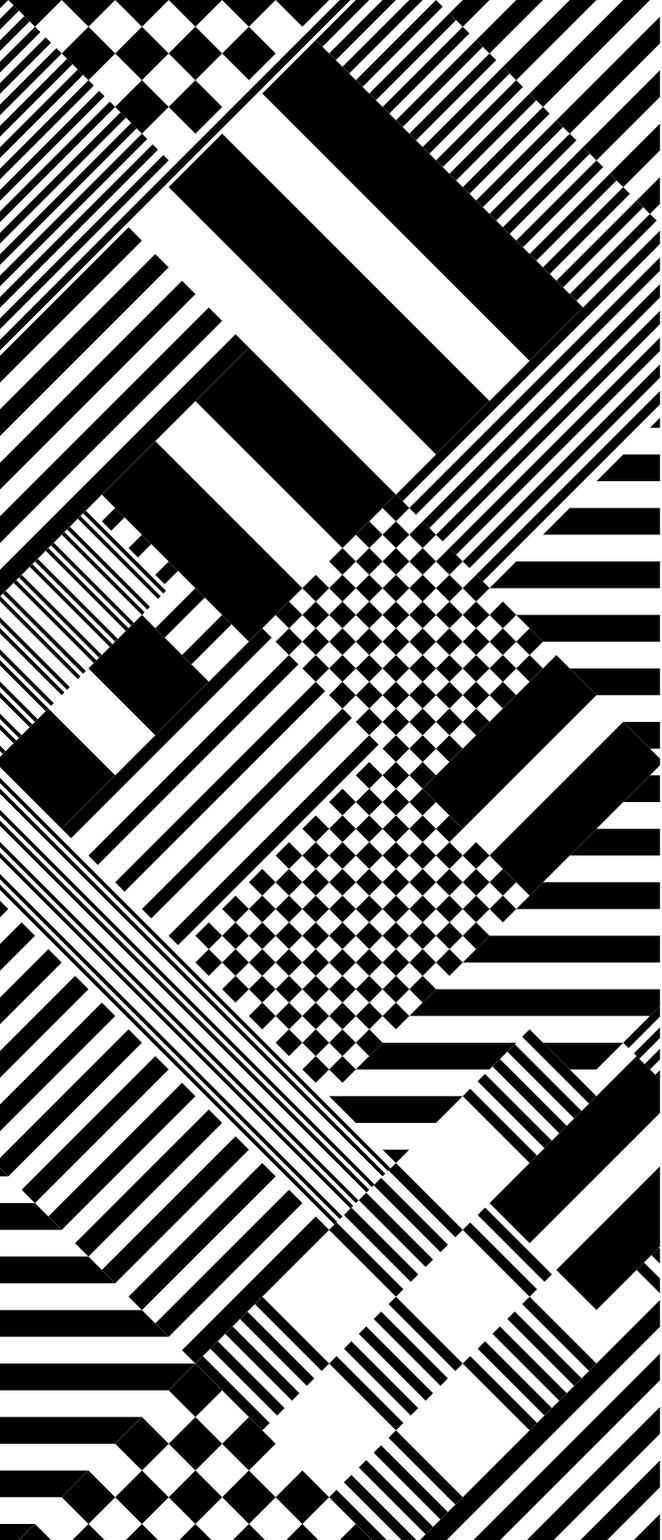


DIGITAL PRODUCT DESIGN
SUMMER INTERNSHIP 2017

FIT infor





CREATIVE
Technology

REIMAGINE SOFTWARE TRAINING

Innovation through
collaboration
and the guided
experiential learning

DIGITAL PRODUCT DESIGN
SUMMER INTERNSHIP 2017

FACULTY ADVISORS

C. J. Yeh, *Professor*

Christie Shin, *Assistant Professor*

INFOR + FIT INNOVATION LAB

Michael Ferraro, *Director*

Judith Bowens, *Acting Assistant Director*

PROJECT PERIOD

8 weeks

May 30 – July 25, 2017

STUDENT PARTICIPANTS

Melissa De Oliveira, *Advertising Design*

Janice Chen, *Advertising Design*

Ayala Tiefenbrunn, *Advertising Design*

Artisha Kwak, *Graphic Design*

Emilia Dabrowska, *Graphic Design*

Amber Saca, *Packaging Design*

OBJECTIVE

Design an educational digital product that will provide a better and more effective learning experience for the Infor M3 Enterprise Resource Planning (ERP) software.

BRIEF

Infor is a multi-national privately held United States-based enterprise software company. Headquartered in New York City, Infor focuses on business applications for organizations and delivered via cloud computing as a service. The FITxInfor 2017 Summer Internship Program is charged to explore engaging and effective ways to elevate Infor software learning experiences for three distinct target audience groups: recent graduates, young professionals, and industry executives.

There are no predefined formats to what the final outcomes should be. The only requirement is that all training material must be prepared as an educational digital product that are delivered through Infor's online platform.

PROJECT OVERVIEW

Enterprise software, also known as Enterprise Application Software (EAS), is computer software used to satisfy the needs of an organization rather than individual users. Such organizations would include businesses, schools, interest-based user groups, clubs, charities, or governments. Enterprise software is an integral part of a (computer-based) information system.

Services provided by enterprise software are typically business-oriented tools such as online shopping and online payment processing, interactive product catalogues, automated billing systems, security, enterprise content management, IT service management, customer relationship management, enterprise resource planning, business intelligence, project management, collaboration, human resource management, manufacturing, occupational health and safety, enterprise application integration, and enterprise forms automation.

As enterprises have similar departments and systems in common, enterprise software is often available as a suite of customizable programs. Generally, the complexity of these tools requires specialist capabilities and specific knowledge.

ENTERPRISE
SOFTWARE



TEAM DOUBLE A

INSIGHTS

- Young millennials prefer bitesize interactive learning which they can tackle on their own time
- Majority of this target group doesn't have a big-picture understanding of the industry
- Earning certification is rewarding and helpful for people who are looking to start a career

CORE STRATEGY

Gamification and Industry Overview

CONCEPT

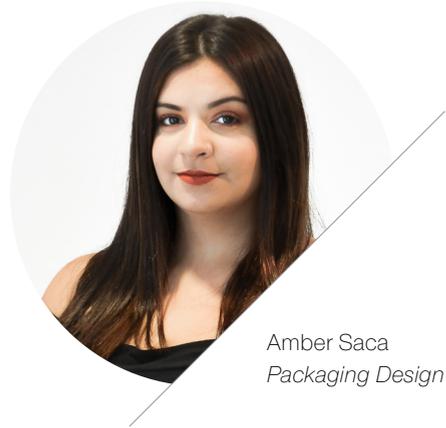
FLEX-Responsive App for Millennials

DESCRIPTION

An Infor M3 Fashion training program specifically designed for young millennials who are comfortable with digital technology, but don't have professional experience. Students can learn by taking short quizzes any time such as during their commute and earn certification of the learning module. Industry overviews are built into the learning materials because for this target audience group, learning more about the fashion industry as a whole is equally important as learning how to operate the software program.



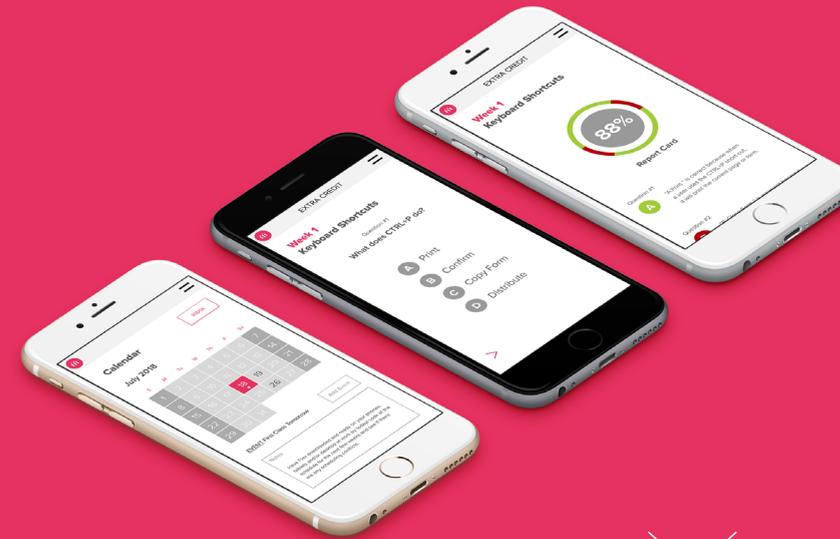
Ayala Tiefenbrunn
Advertising Design



Amber Sacca
Packaging Design



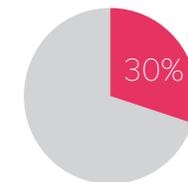
Infor M3 FLEX A Responsive App for Millennials



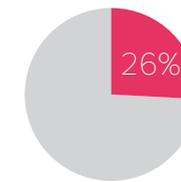
FLEX is a digital learning system for the millennial learning style. On Flex students can access their curriculum, talk to peers and teachers, as well as see and make notifications on their calendar, and access crucial resources about Infor M3 Cloudsuite from any device, making Flex an interactive learning program- a value which is important to millennials.

With Flex, you will also be able to find information about jobs in your industry and what expectations are set in each role, while showing real life applications of M3, which relieves the pressure millennials feel to perform. Millennials spend over five hours a day on their mobile devices. The responsive app will challenge and supplement the user's knowledge wherever they go.

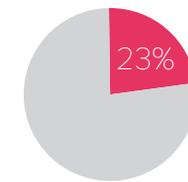
RESEARCH SUMMARY



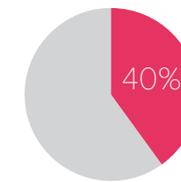
Believe they are provided with the info to do their job



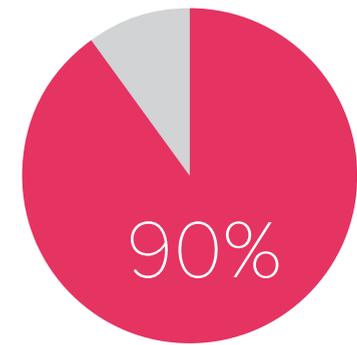
Want reasonable goals and timelines



Want leaders who are interested in their success



Want sufficient training



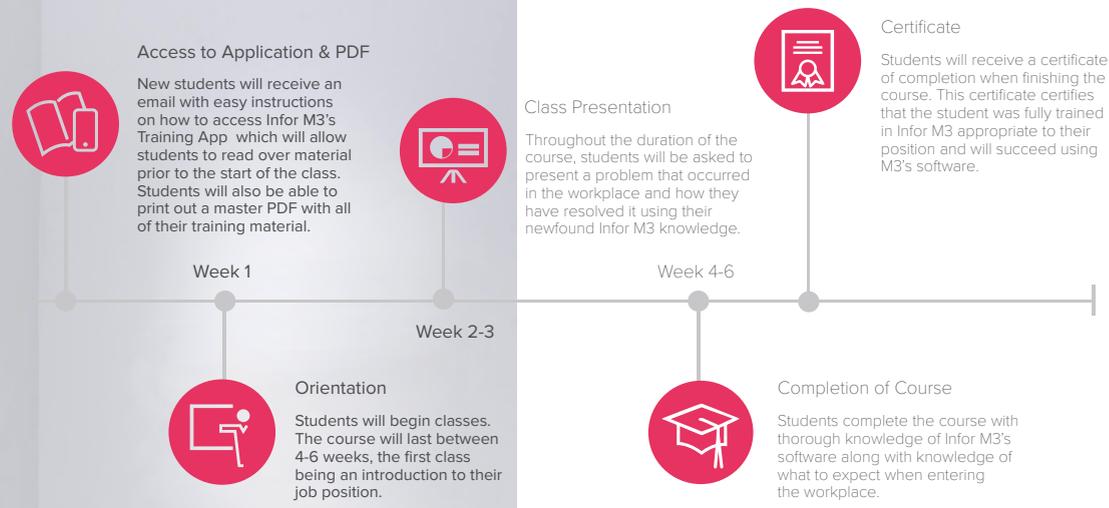
Millennials believe technology creates more opportunity

Careers in the Fashion Industry

With Infor Fashion, You're Covered From Head to Toe

Located in the classroom will be a large scale poster which will display job titles in the fashion industry. The poster will also display information about Infor M3 and the Fashion Institute of Technology's Continuing Education program.

UX/UI DESIGN



TEAM DUCES

INSIGHTS

- Blended learning is the most effective method for young professionals juggling between job and education
- Community and networking are important particularly for young professionals who are looking to advance their career
- Teaching is the best way to learn

CORE STRATEGY

Blended Classroom and Community

CONCEPT

Syndicate-Blended Learning Designed for Young Professionals

DESCRIPTION

A streamlined platform to facilitate online learning and downloadable learning materials, which will help students prepare for the face-to-face class time. Students are expected to work in teams and lead workshops on specific assigned topics to teach other classmates. For young professionals who are looking to advance their career in fashion, this blended classroom combining online and face-to-face learning is the most effective way to gain proficiency in Infor M3 software.



Janice Chen
Advertising Design

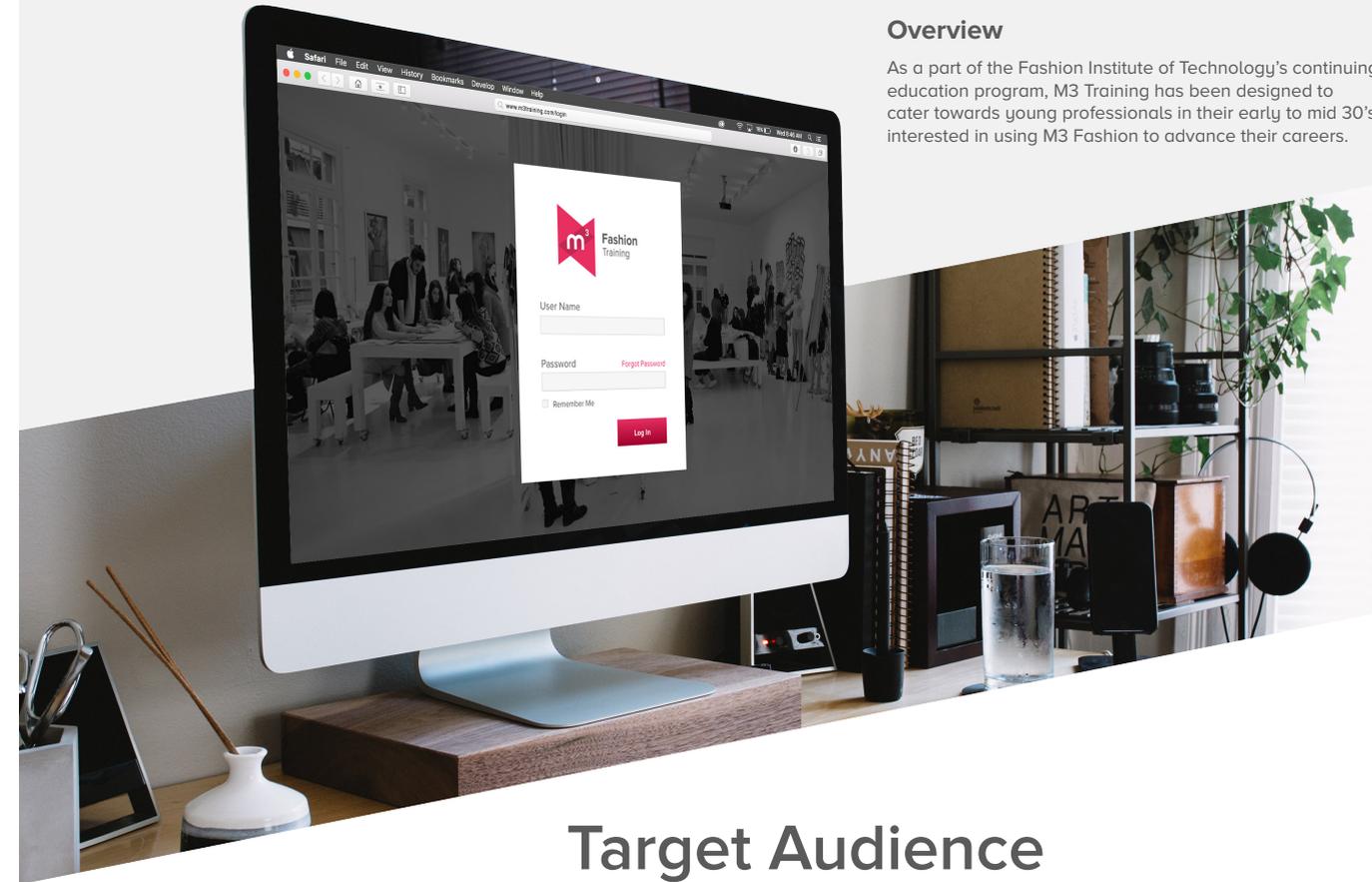


Artisha Kwak
Graphic Design

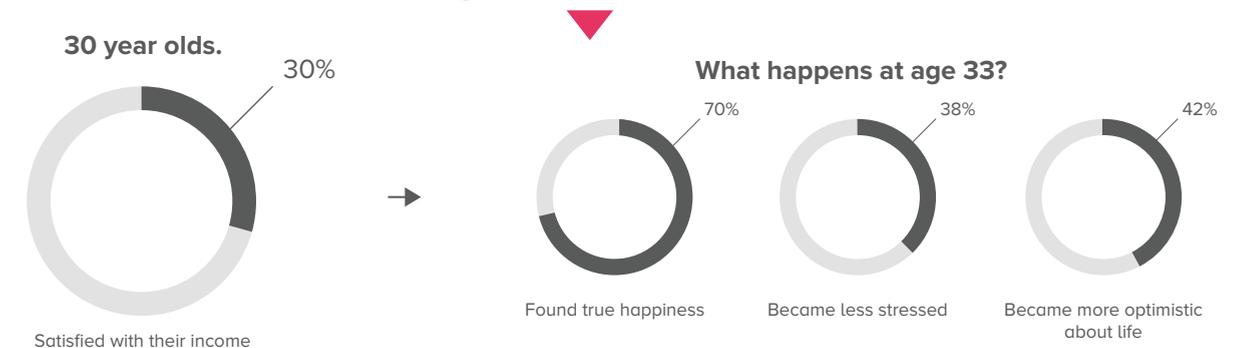
m Infor M3 Fashion Training

Overview

As a part of the Fashion Institute of Technology's continuing education program, M3 Training has been designed to cater towards young professionals in their early to mid 30's interested in using M3 Fashion to advance their careers.



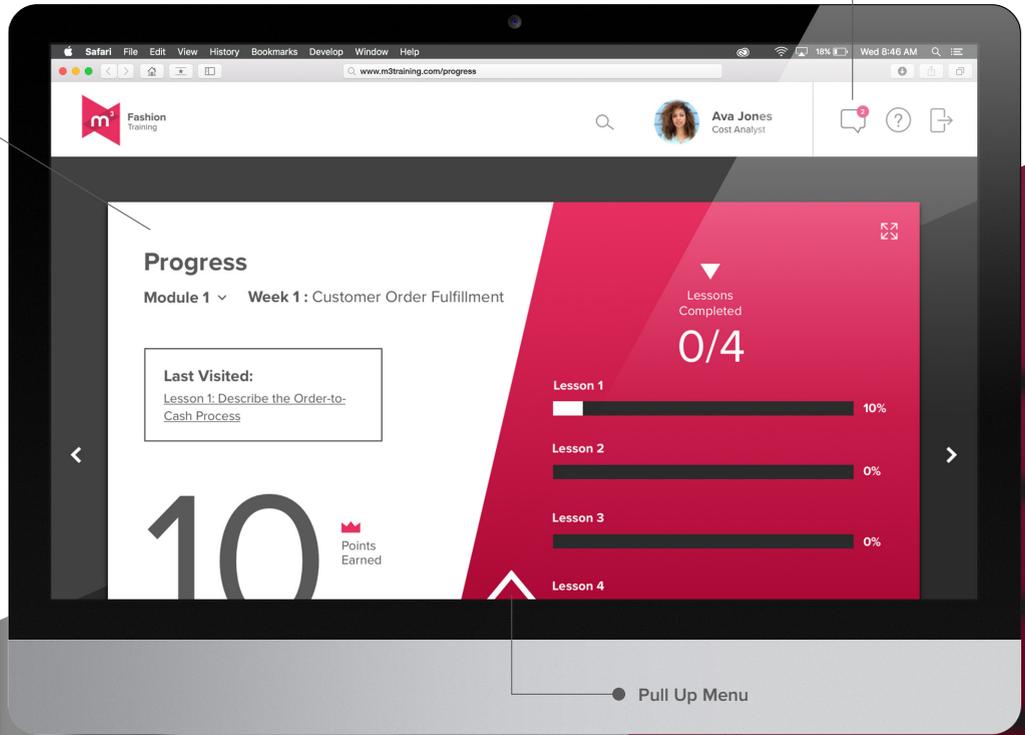
Target Audience



Progress

The dashboard immediately provides the user with a weekly progress report showing how far along they are in their coursework.

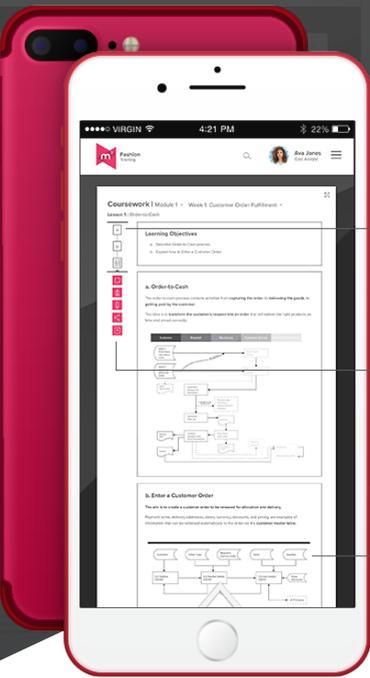
Features



- PROGRESS
- FORUM
- PROFILE
- GROUPHUB
- GRADES
- COURSEWORK
- BULLETIN

Coursework

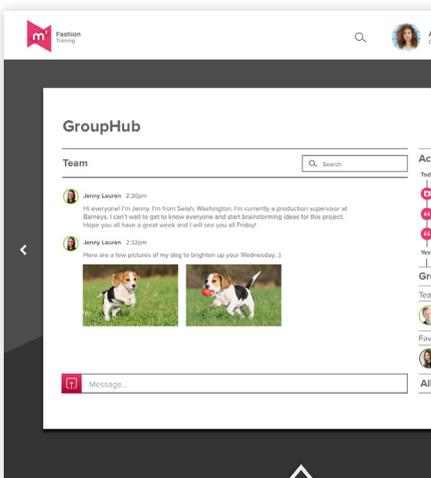
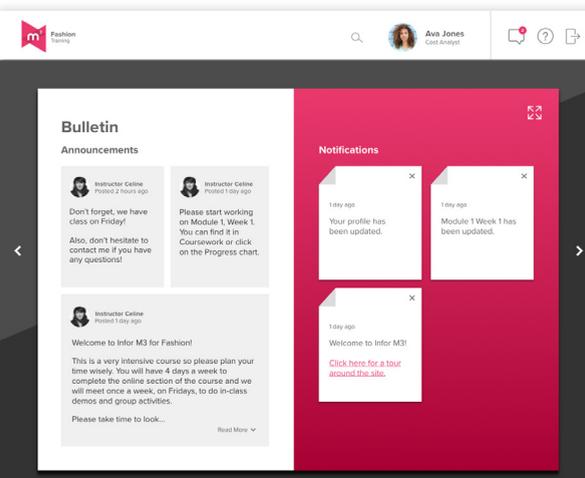
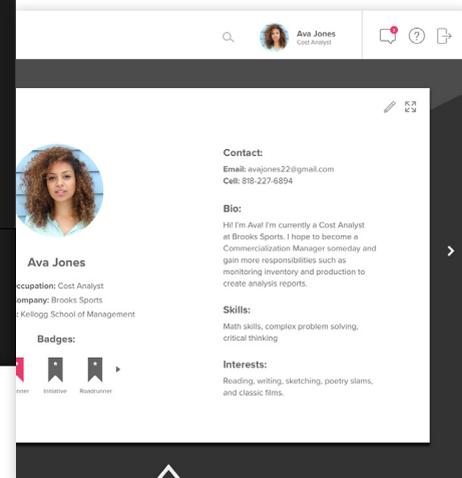
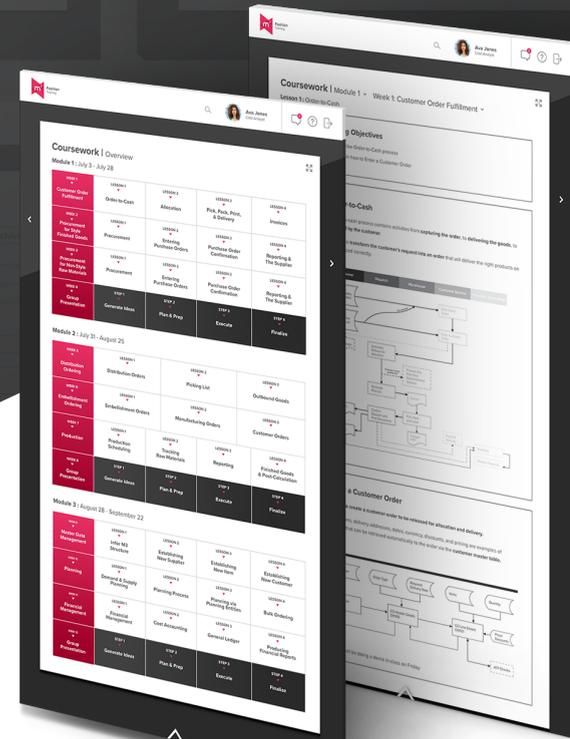
Since young professionals are better at altering pre-existing knowledge rather than taking in new information, lectures will reinforce background information on specific business processes. They will then be applied to Infor M3 Fashion through step by step demonstrations.



Section Index

Tools

One-Page Lesson



TEAM UNTITLED

INSIGHTS

- Executives are very busy and always looking for ways to streamline schedules
- 72% of executives are using Artificial Intelligence (AI) digital assistants
- Georgia Tech has been using Jill Watson as an AI TA since spring 2016

CORE STRATEGY

Artificial Intelligence for Learning

CONCEPT

Infor Mastery Program—AI Assisted Learning for Executives

DESCRIPTION

Traditionally, curriculum design hasn't been the arena for advanced or cutting-edge technology. Team Untitled believes it should be, specifically for a company like Infor, which is known for providing creative solutions to solve complex problems. The core concept of the Infor Mastery Program focuses on using AI to facilitate learning for high-level executives who regularly and constantly juggle between important tasks.



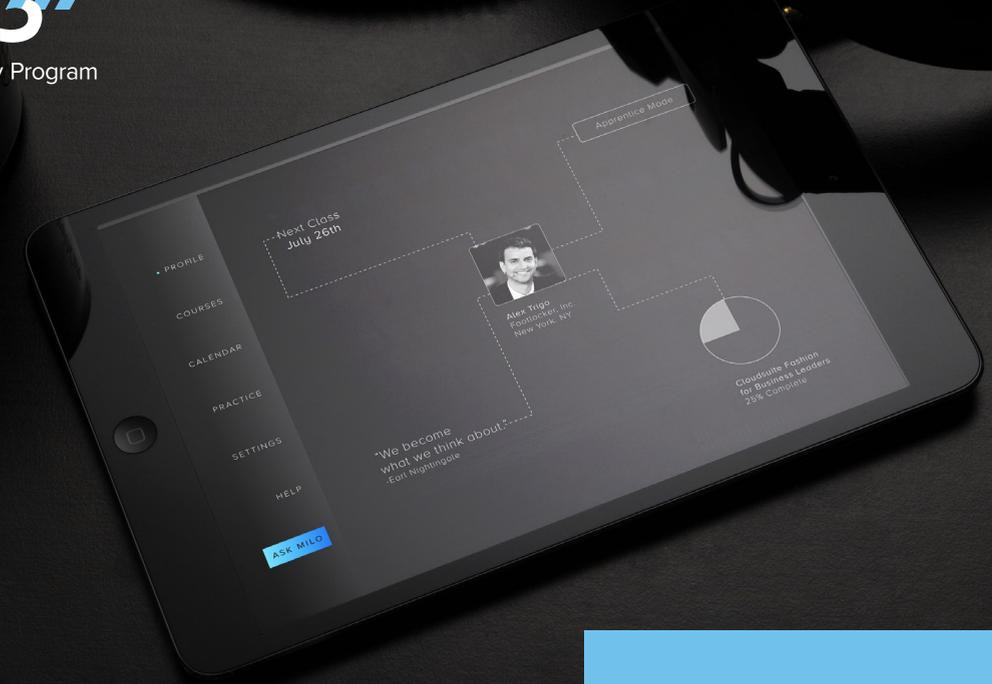
Melissa De Oliveira
Advertising Design



Emilia Dabrowska
Graphic Design

M3

Mastery Program



INTELLIGENT TRAINING

The M3 Mastery Program is a modern software training solution. The application uses current AI technology to provide an unparalleled educational experience.

TARGET AUDIENCE EXECUTIVES

- Median Age: 47 years
- 72.7% Male population
- ~ \$181,210 Income
- Work Week: 40+ hours
- 24% travel about 1x a week
- Daily phone and email use

AI ASSISTANTS NOT JUST A NOVELTY

Ed Miller, the CEO of NovoEd says: "AI will make it easier to scale learning experiences that are personalized and adaptive to the learner." In fact, since the spring of 2016, Georgia Tech has been successfully working with Jill Watson, an Artificial Intelligence Teacher's Assistant.

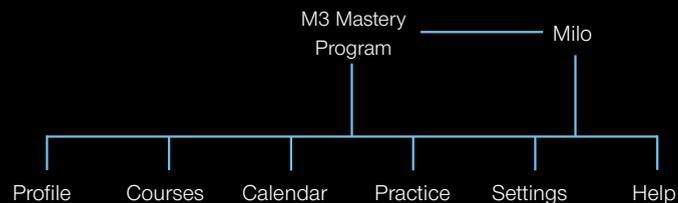


72% OF BUSINESS EXECUTIVES USE DIGITAL ASSISTANTS

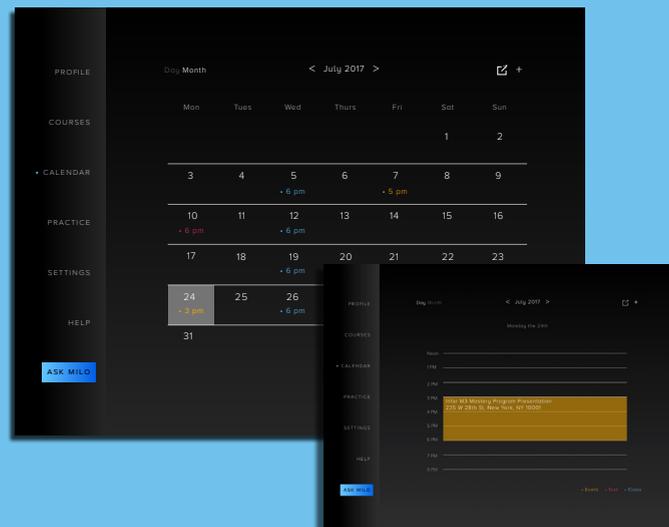
PEDAGOGY

- **iPad Application:** convenient, large mobile screen, infrequently used device unlike a phone or computer
- **Brief and Concise Learning Materials:** only the most necessary and urgent information to save time
- **"Milo" Artificial Intelligence Entity:** instantaneously supports users as both an instructor and an assistant

UX/UI DESIGN

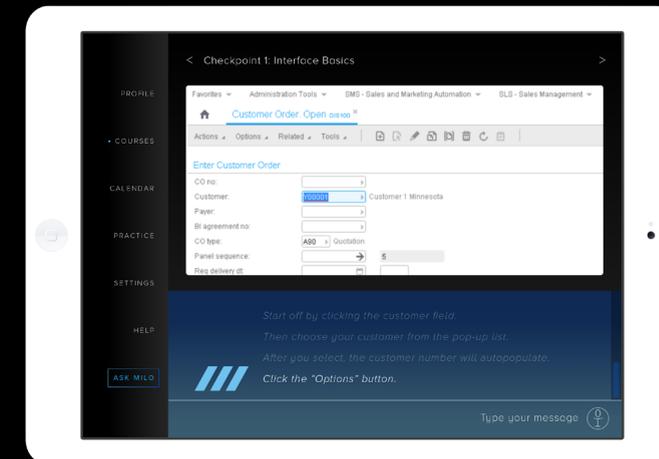


FEATURES



Calendar

Keep track of classes, events, and tests by toggling between day and month view.



Practice

Milo will guide you through hands-on checkpoint exercises within the M3 interface.



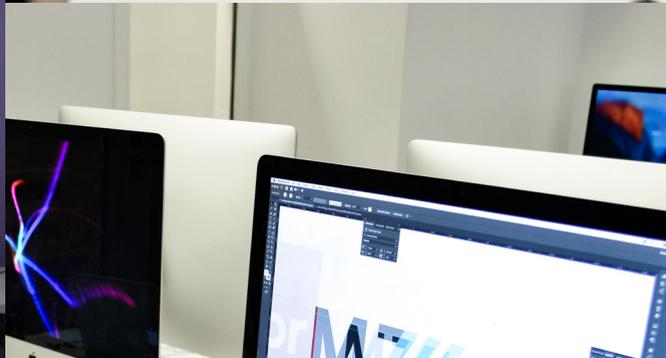
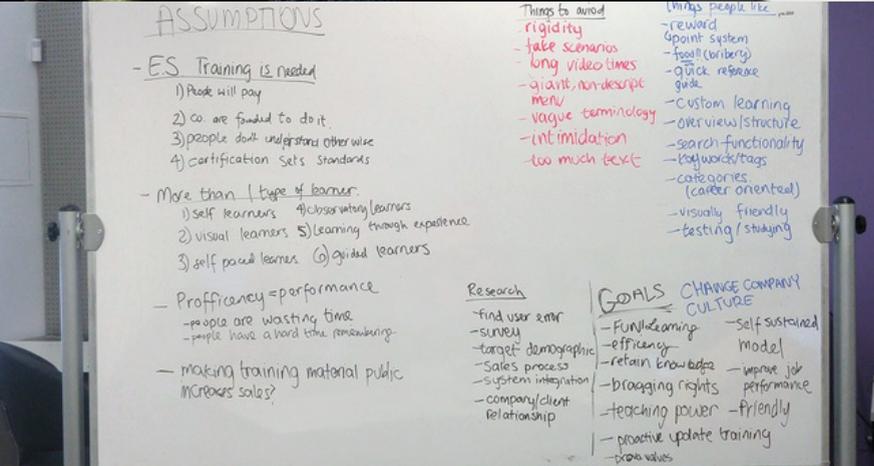
Courses

View your current courses, register for new ones, and complete chapter materials.

M3 MILO

An AI assistant that answers questions, guides checkpoints, and completes functions.





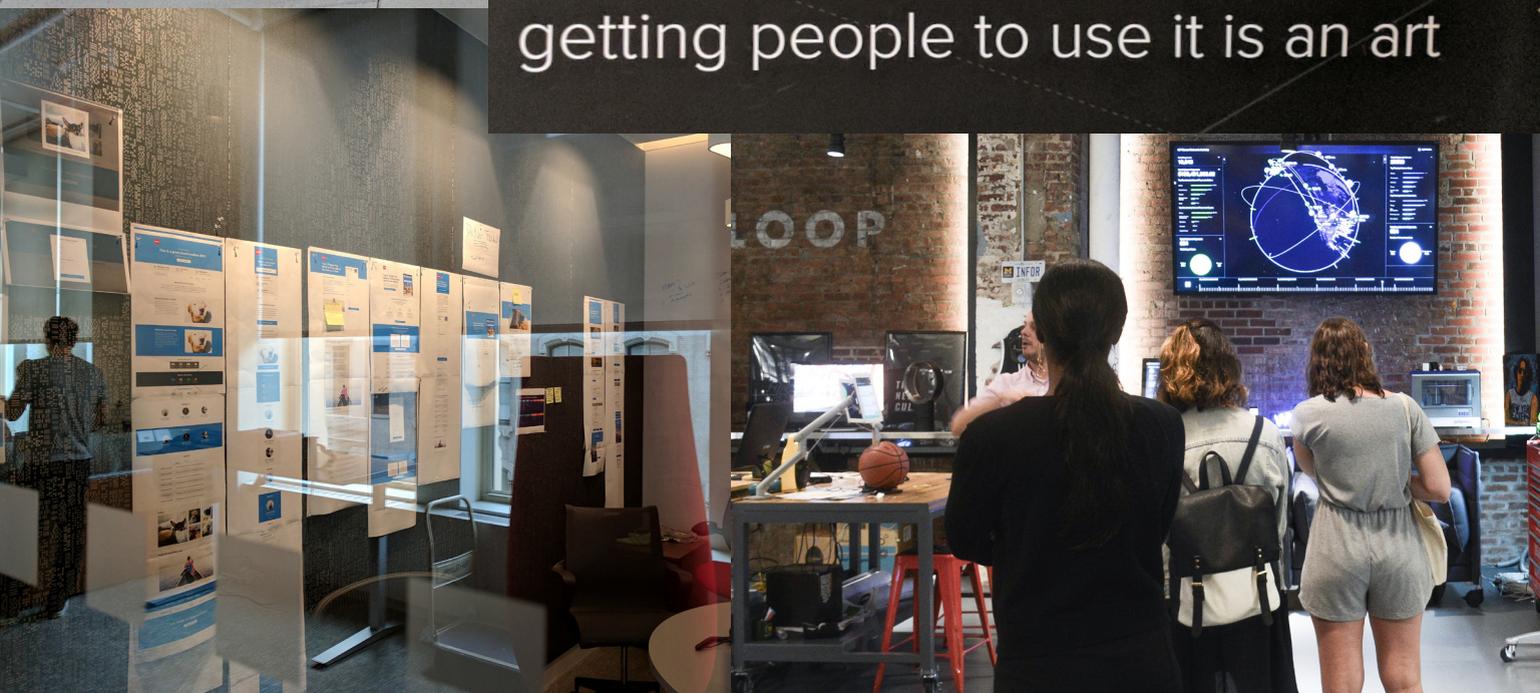
“ From this internship, I received real-world experience. I was able to gain an understanding for what it’s like to work on a project that I’m not so familiar with, do all the research and learn more about the topic, collaborate with a team, and present in front of real industry professionals. I also realized what it’s like to have a brand or product assigned to me as opposed to choosing it myself. It was definitely limiting, but it was a great learning experience.”

Janice Chen, Advertising Design





Technology is a science, but getting people to use it is an art



“ I discovered how fun, rewarding, and productive working with a great team can be. I also got to see how much research can effect a final product.”

Melissa De Oliveira
Advertising Design





“ Working on this project I learned how far technology has stretched into daily workflows and its limitations. Software products such as Infor M3 enable companies to monitor business transactions and communicate with partners

instantaneously, yet there remains the issue of learning curves. Being able to provide users with an accessible, comprehensive interface is absolutely necessary in order to generate a positive user experience.”

Artisha Kwak, Graphic Design

“ I learned how interesting and rewarding it is to try new things. Working with FITxInfor gave me the confidence to design on a wide range of subjects that are outside of my comfort zone.”

Amber Saca, Packaging Design





“ I learned how important research is in making a final product. When you’re dealing with a product that is so dense and content heavy, you want to make sure that you can do everything you can to make the users as comfortable as possible. There’s something inspiring that makes designing products like this special.”

Ayala Tiefenbrunn, *Advertising Design*



“ The FITxInfor Internship allowed me to explore the possibilities of UX/UI design in conjunction with artificial intelligence technology. My experience has fueled a newfound passion for the field of creative technology and its exciting capabilities.”

Emilia Dabrowska, *Graphic Design*





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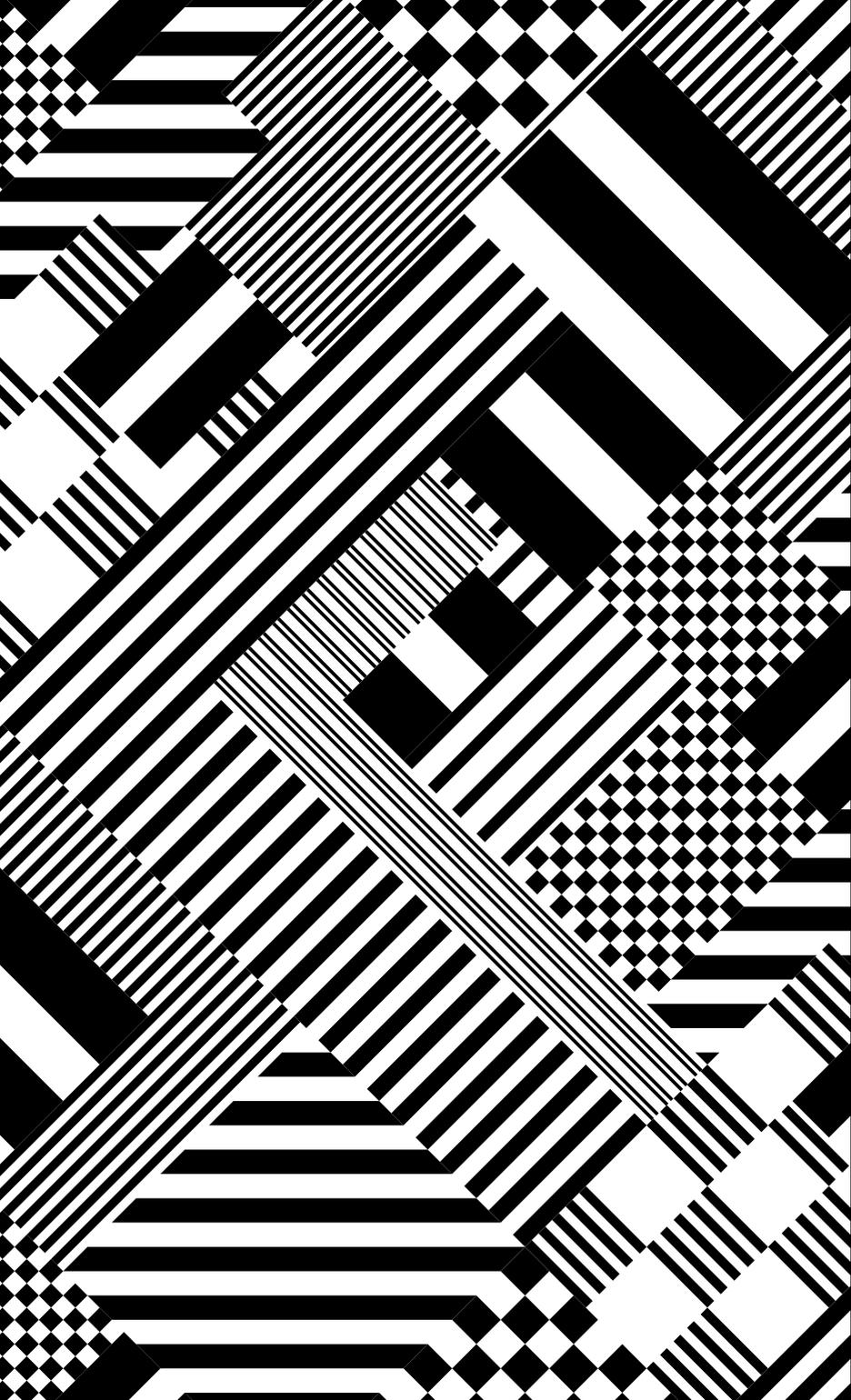
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