TERADATA.

Making Uploads Easier

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Predispositions

- Uploading renditions piece by piece is a tedious job.

- Descriptions are important for renditions and writing descriptions for each rendition is time-consuming.

- Many users create, organize and manage renditions locally in their machine.

Our Focus

Reducing the uploading efforts by providing a seamless upload mechanism and minimize the manual entries

Why We Should Care?

"... Asset Management can significantly impact an organization's bottom line by reducing maintenance costs, increasing the economic life of capital equipment, reducing company liability, increasing the reliability of systems and components, and reducing the number of systems and components."

Management Certificate Program in Asset Management of The University of Toronto's Professional Development Center

Why We Should Care?

"If the Digital Asset Management system you are looking at does not have distinct ways of supporting the relationships above it could make for messy searching and confusion on when to use which asset."

Source: http://www.databasepublish.com/blog/versions-variations-renditions-oh-my

Ideas!

Users can manage their renditions even when they are offline

Desktop client has better performance in accessibility, privacy, security and features

Tags are fully **indexed**, **searchable**, **and ranked**

Why Use A Desktop Client?

Privacy

"While hackers get the same access when they breach your desktop system, you have it in your hands to protect your system from that. With web-based providers, everything depends on the company that is providing you with the service."

Source: http://www.ghacks.net/2012/07/07/why-i-prefer-desktop-email-clients-over-web-based-services/

Backup

"You can select to backup assets locally, in a network, or remotely the way you want. With online clients, you are a passive bystander who has to cope with the provider's backup solution."

Source: http://www.ghacks.net/2012/07/07/why-i-prefer-desktop-email-clients-over-web-based-services/

Why Use Tags?

A tag is simply a **label** or a **keyword** you assign to your post.

"Categories only live in one place, but tags can **repeat themselves** and **live in many places at once**. Categories are like big buckets to divide the information itself, but tags are ways of **labeling and identifying characteristics about the information**."

Source: **http://blogforprofit.com/blogging-tips/using-blog-tags-to-benefit-your-readers-and-your-seo/**
http://kikolani.com/what-are-post-tags-why-you-should-be-using-them.html

How are we going to achieve this?

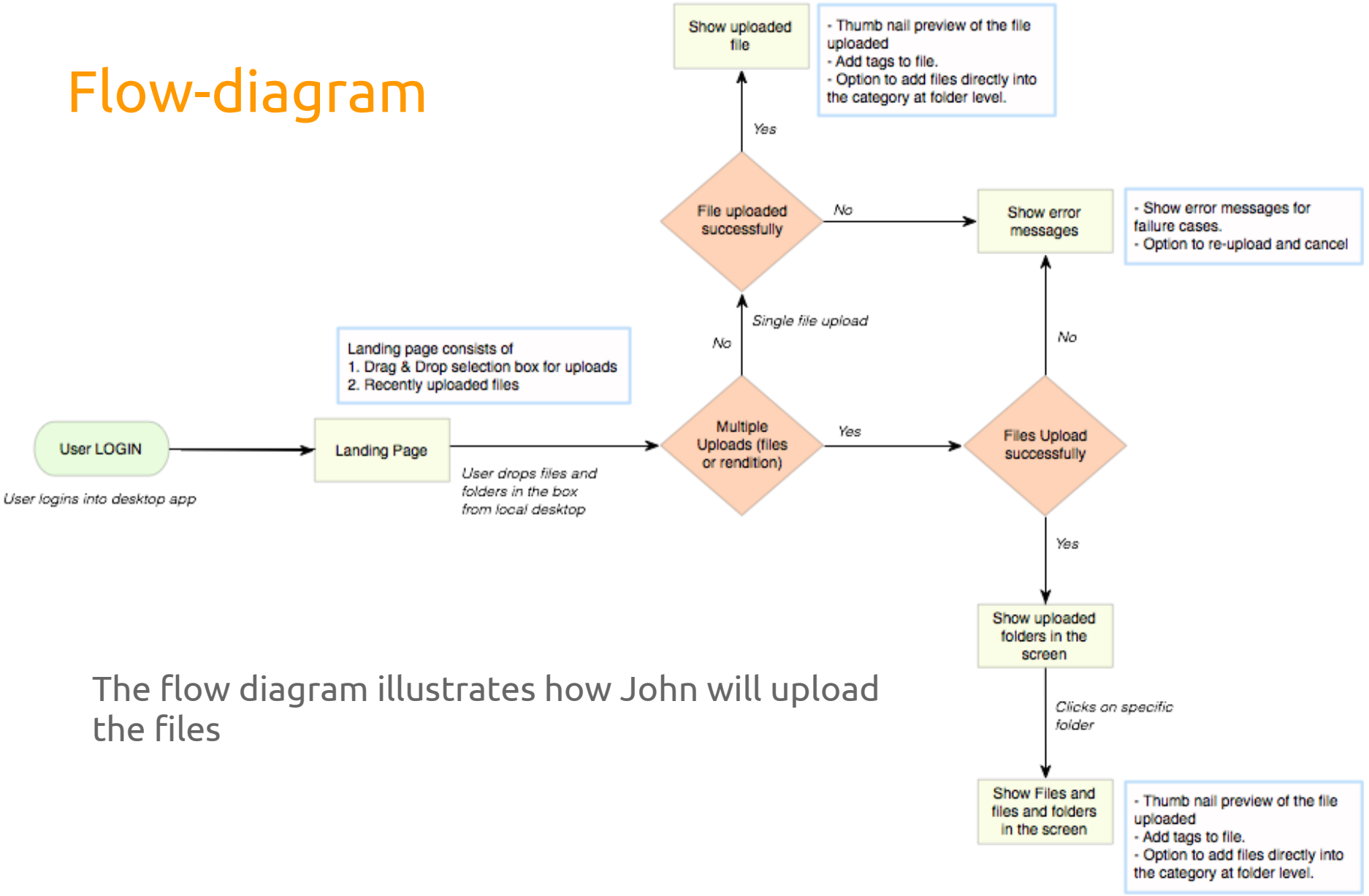
Meet John...

John works at Urban Gardening Company.

Urban Gardening Company is opening a new store and they are running several campaigns for publicity.

John has the job of uploading all the digital assets used for these campaigns.

Flow-diagram



The flow diagram illustrates how John will upload the files

successfully

messages

- Option to re-upload and can

Landing page consists of
1. Drag & Drop selection box for uploads
2. Recently uploaded files

Landing Page

User drops files and folders in the box from local desktop

Multiple Uploads (files or rendition)

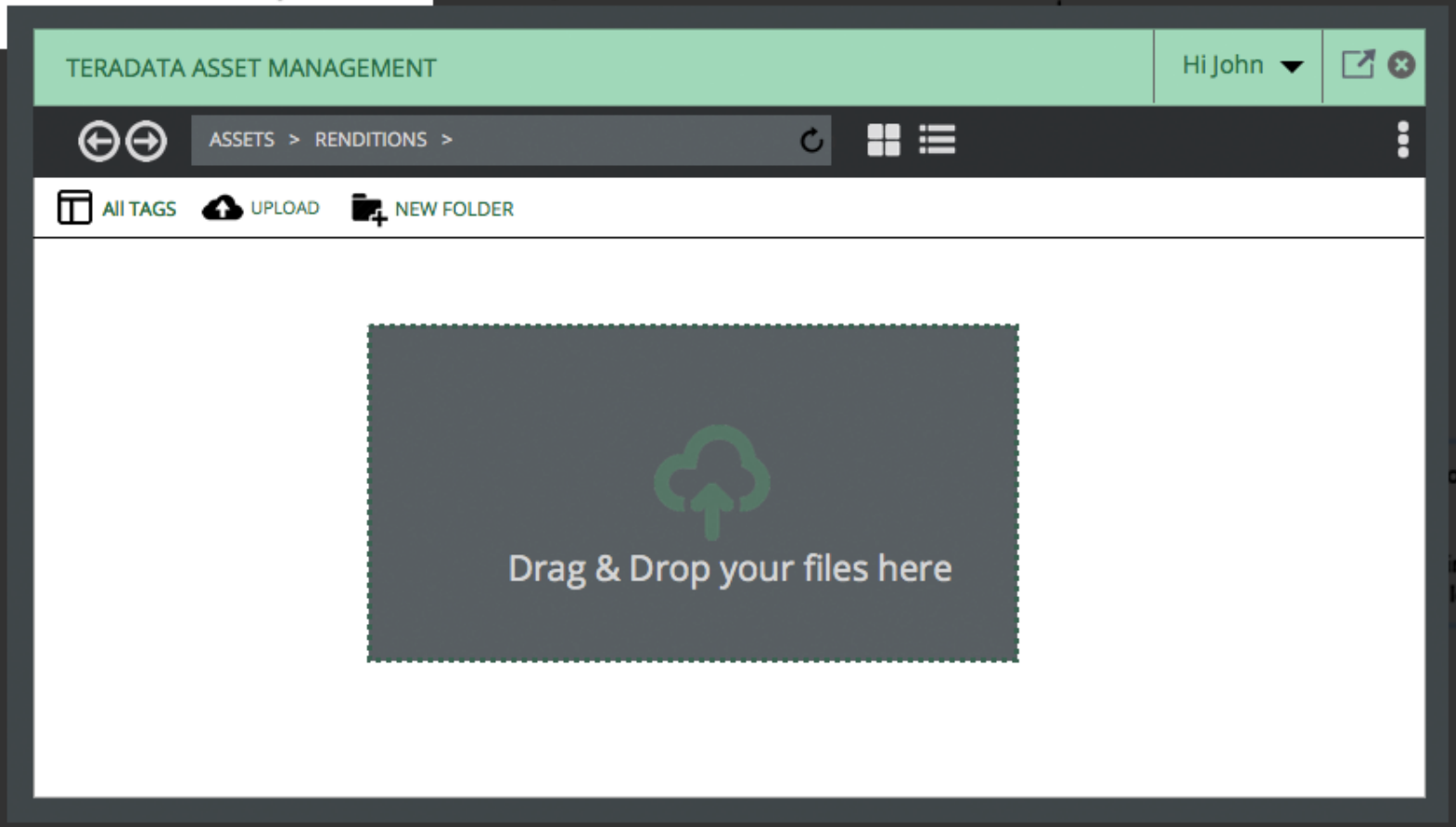
No

Single file upload

Yes

Files Upload successfully

No



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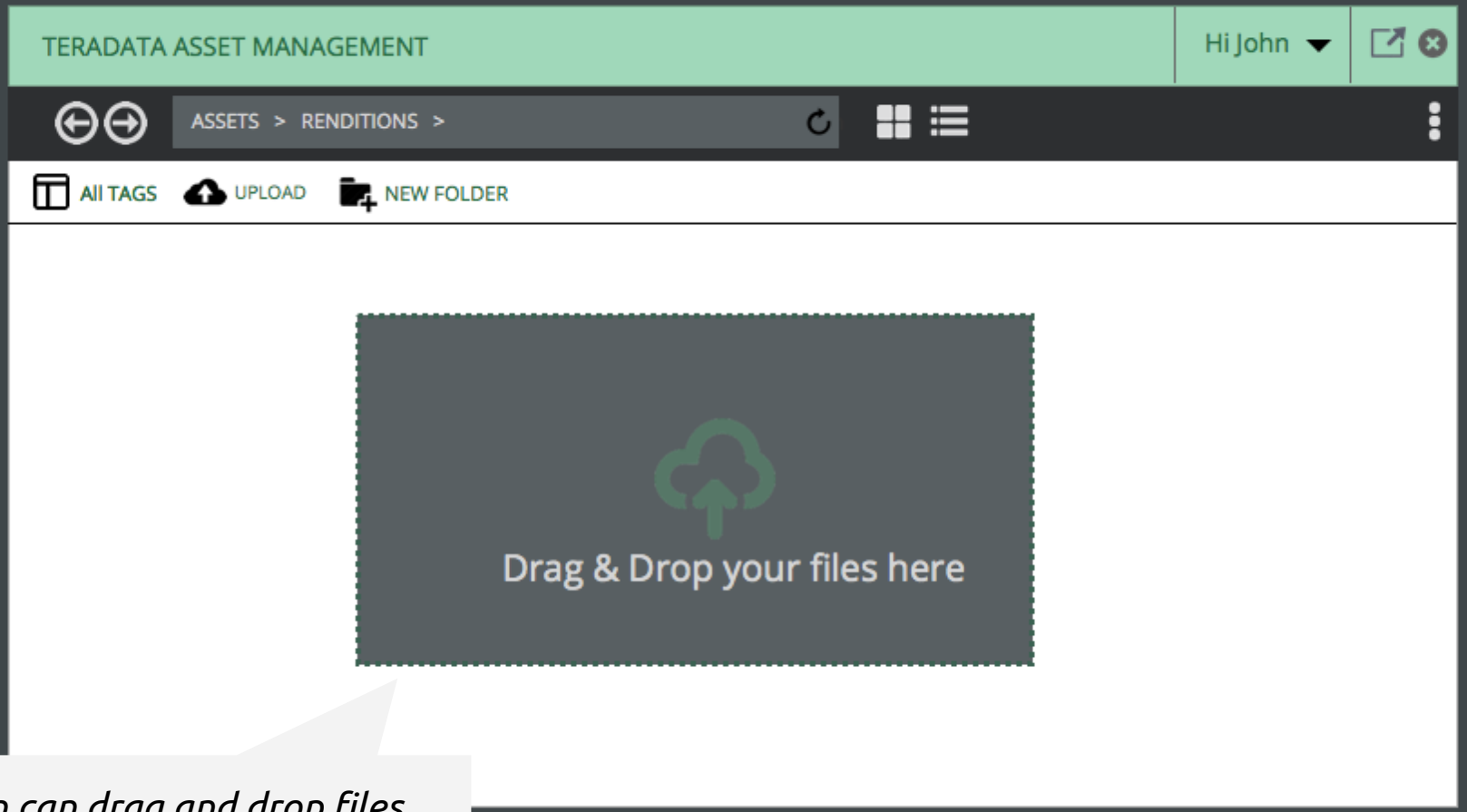
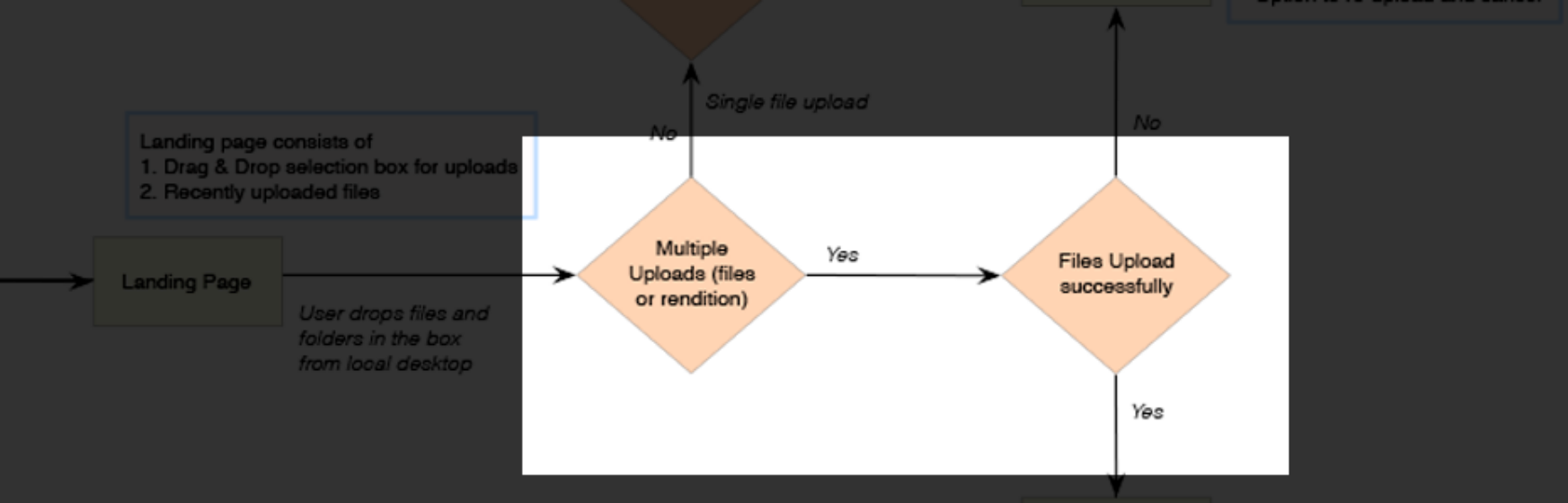
level.



John can drag and drop files individually or in bulk directly to the desktop client from the local machine to upload.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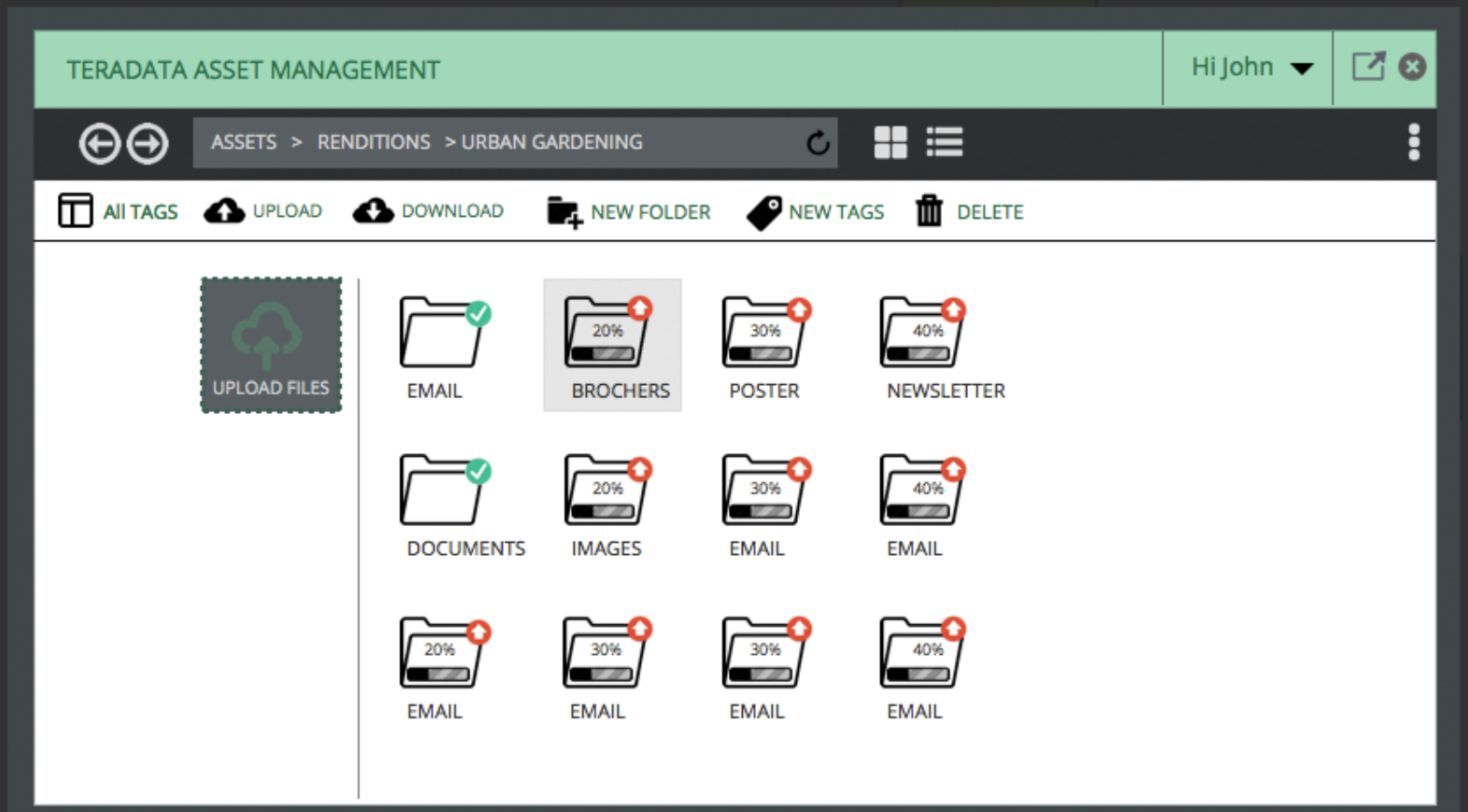
TERADATA ASSET MANAGEMENT
Hi John
ASSETS > RENDITIONS > URBAN GARDENING
All TAGS
UPLOAD
DOWNLOAD
NEW FOLDER
NEW TAGS
DELETE
UPLOAD FILES
EMAIL
20%
BROCHERS
30%
POSTER
40%
NEWSLETTER
DOCUMENTS
20%
IMAGES
30%
EMAIL
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EMAIL
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30%
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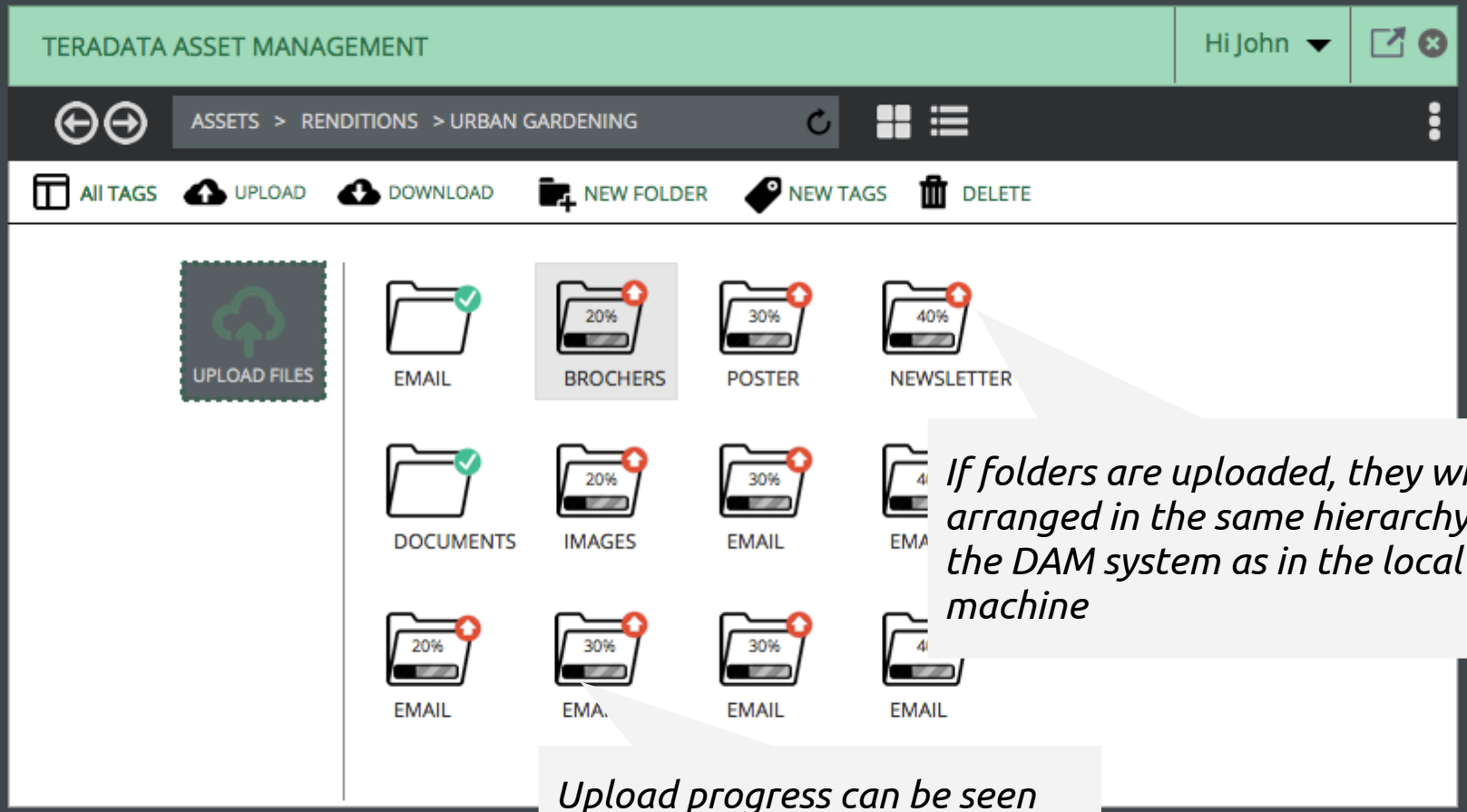
40%
EMAIL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NEWSLETTER
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EMAIL
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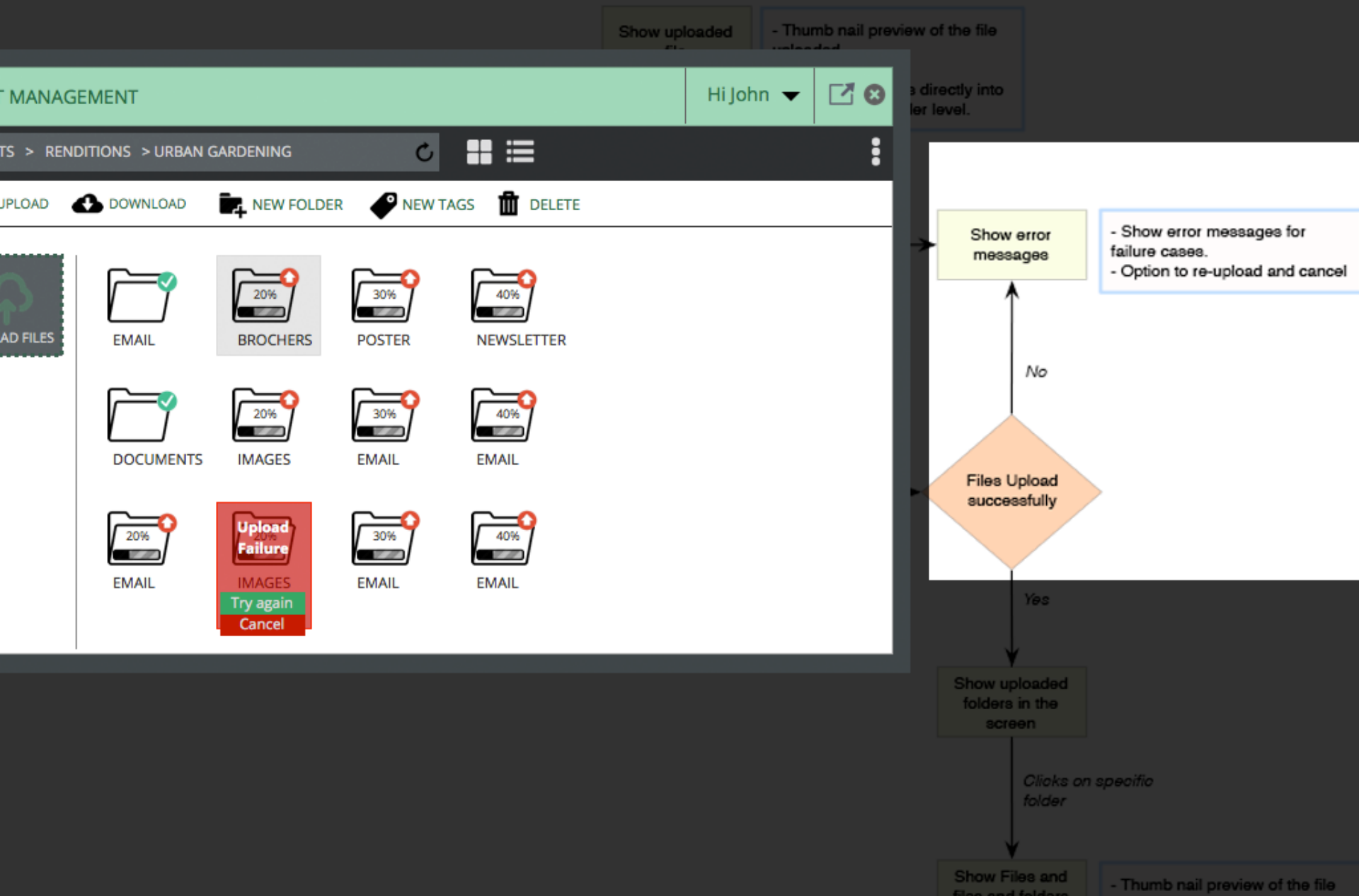
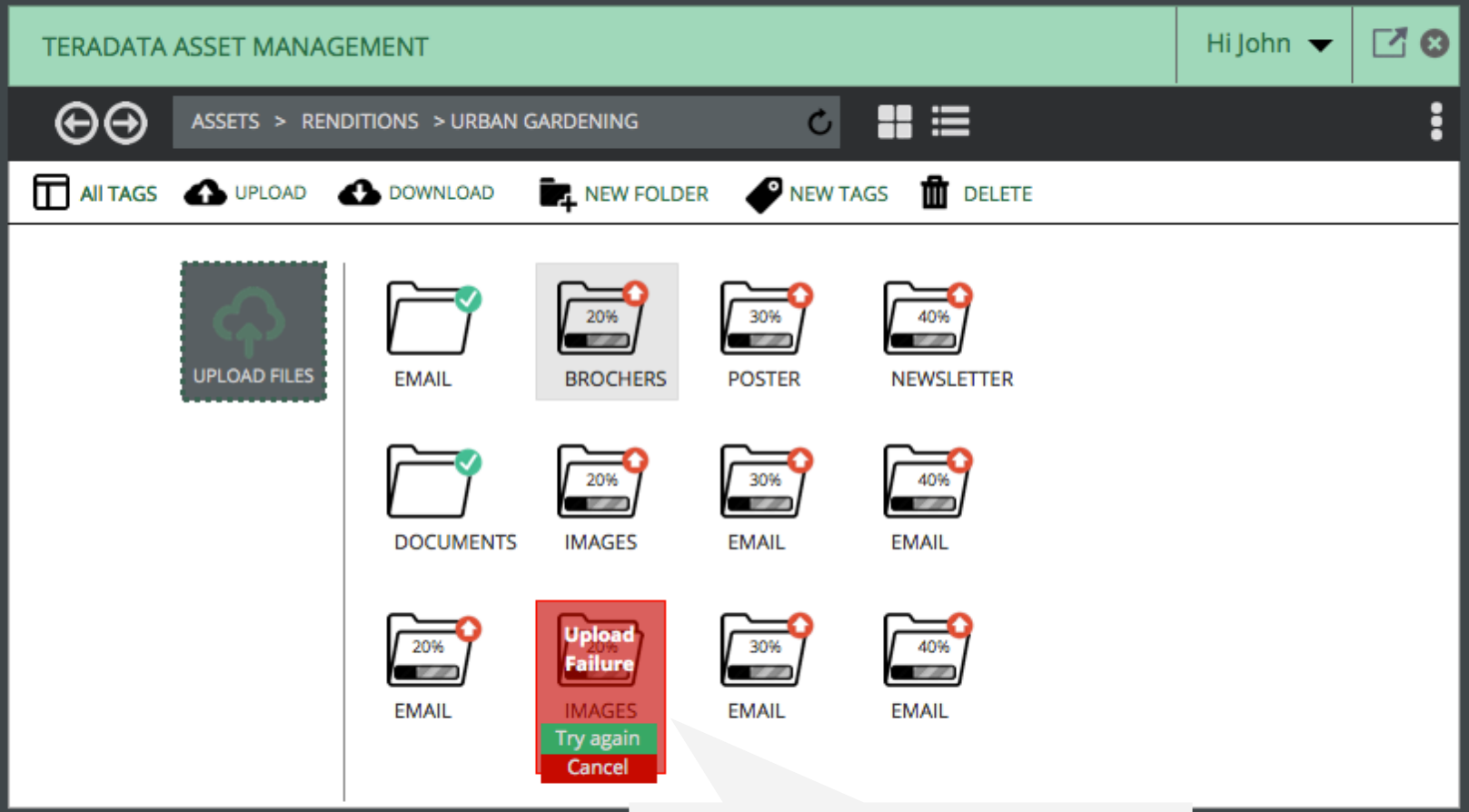
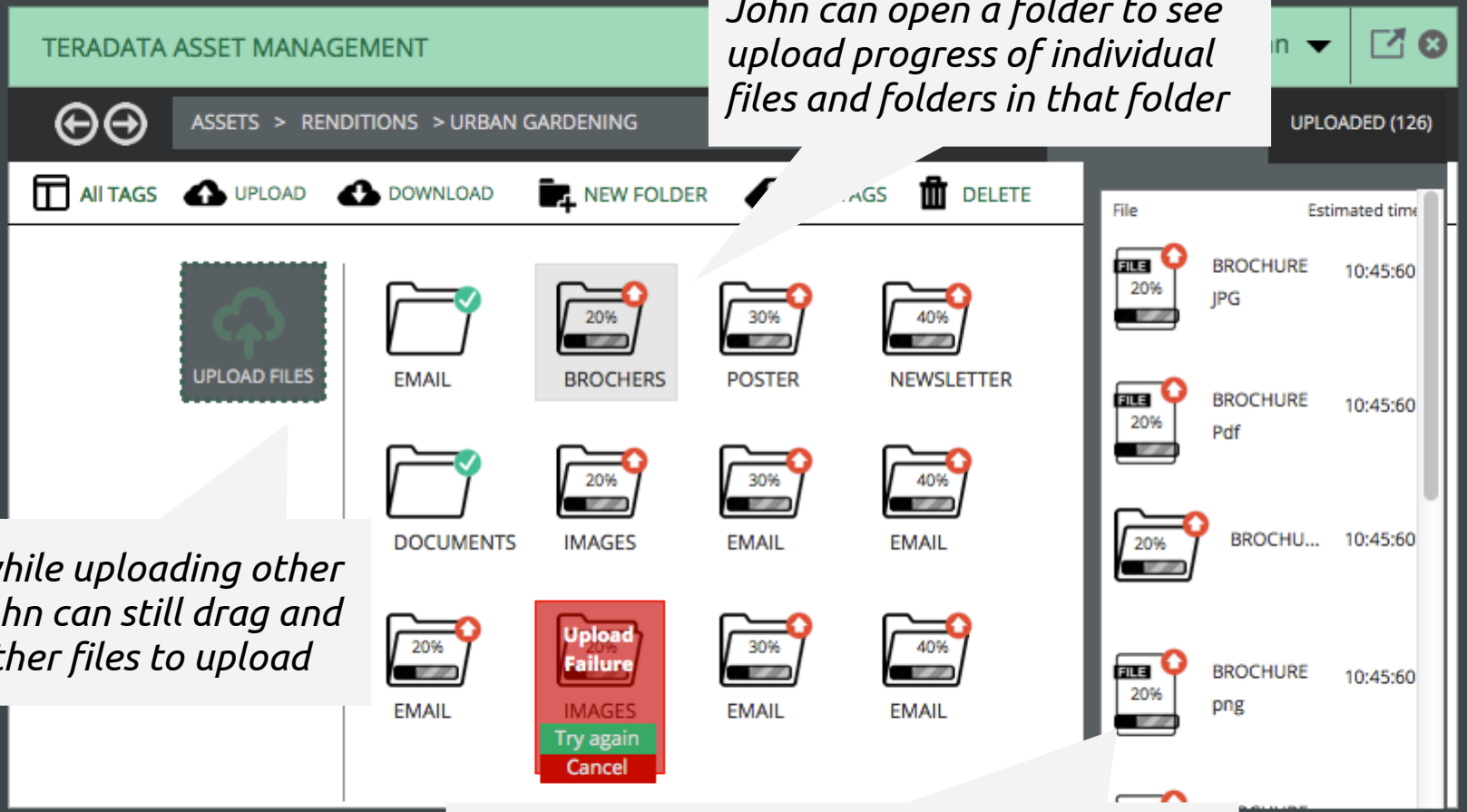
If folders are uploaded, they will be arranged in the same hierarchy in the DAM system as in the local machine
Upload progress can be seen on the files or the folders.


Show uploaded
- Thumb nail preview of the file
directly into
level.
MANAGEMENT
Hi John
TS > RENDITIONS > URBAN GARDENING
UPLOAD
DOWNLOAD
NEW FOLDER
NEW TAGS
DELETE
AD FILES
EMAIL
20%
BROCHERS
30%
POSTER
40%
NEWSLETTER
DOCUMENTS
20%
IMAGES
30%
EMAIL
40%
EMAIL
20%
EMAIL
Upload Failure
IMAGES
Try again
Cancel
30%
EMAIL
40%
EMAIL
Show error messages
- Show error messages for failure cases.
- Option to re-upload and cancel
No
Files Upload successfully
Yes
Show uploaded folders in the screen
Clicks on specific folder
Show Files and
- Thumb nail preview of the file



If Upload fails, the user can immediately retry individual files/folders



John can open a folder to see upload progress of individual files and folders in that folder

Even while uploading other files John can still drag and drop other files to upload

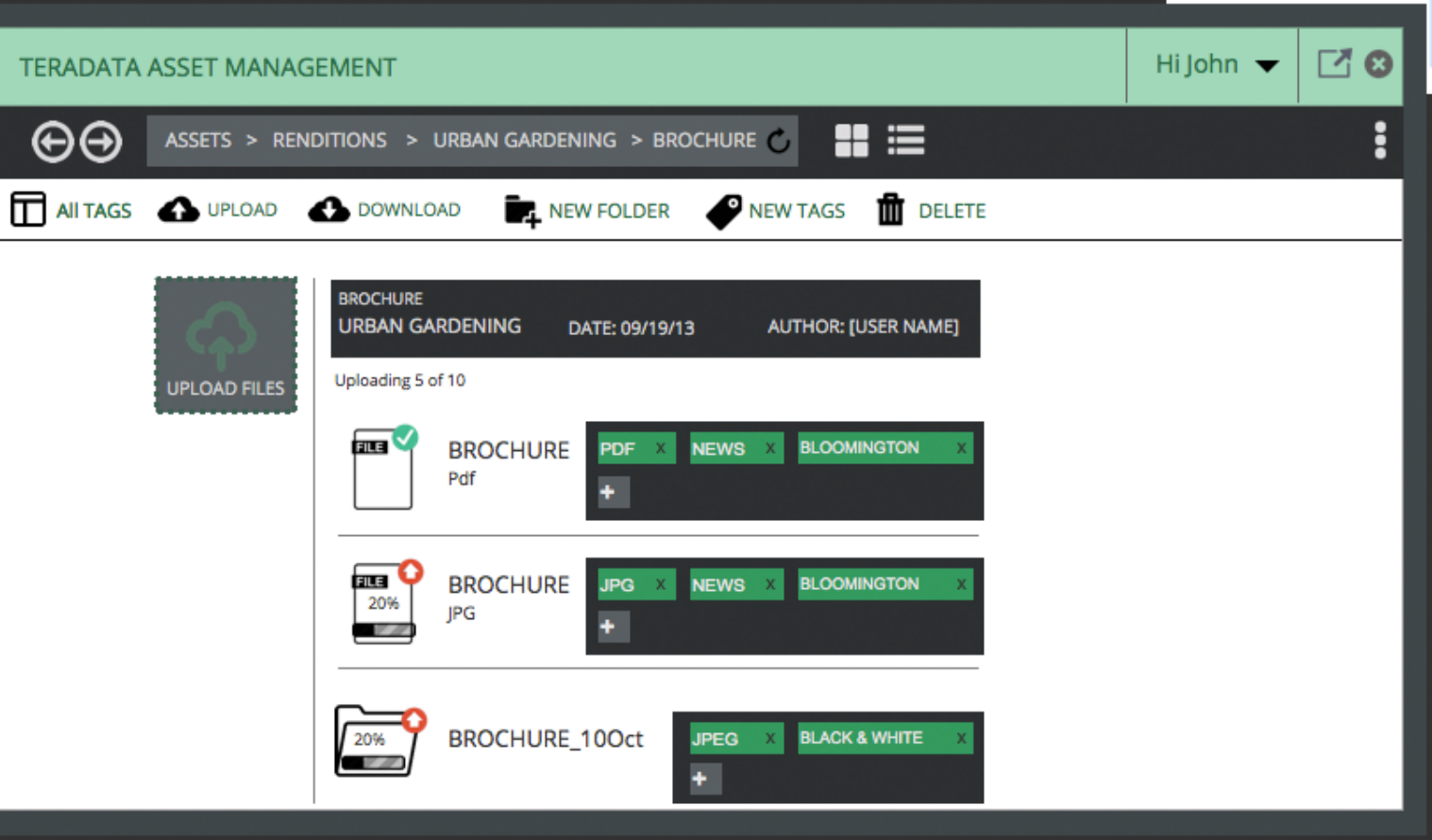
In this tab, John can check the progress of all the files and folders being uploaded and manipulate them at the same time

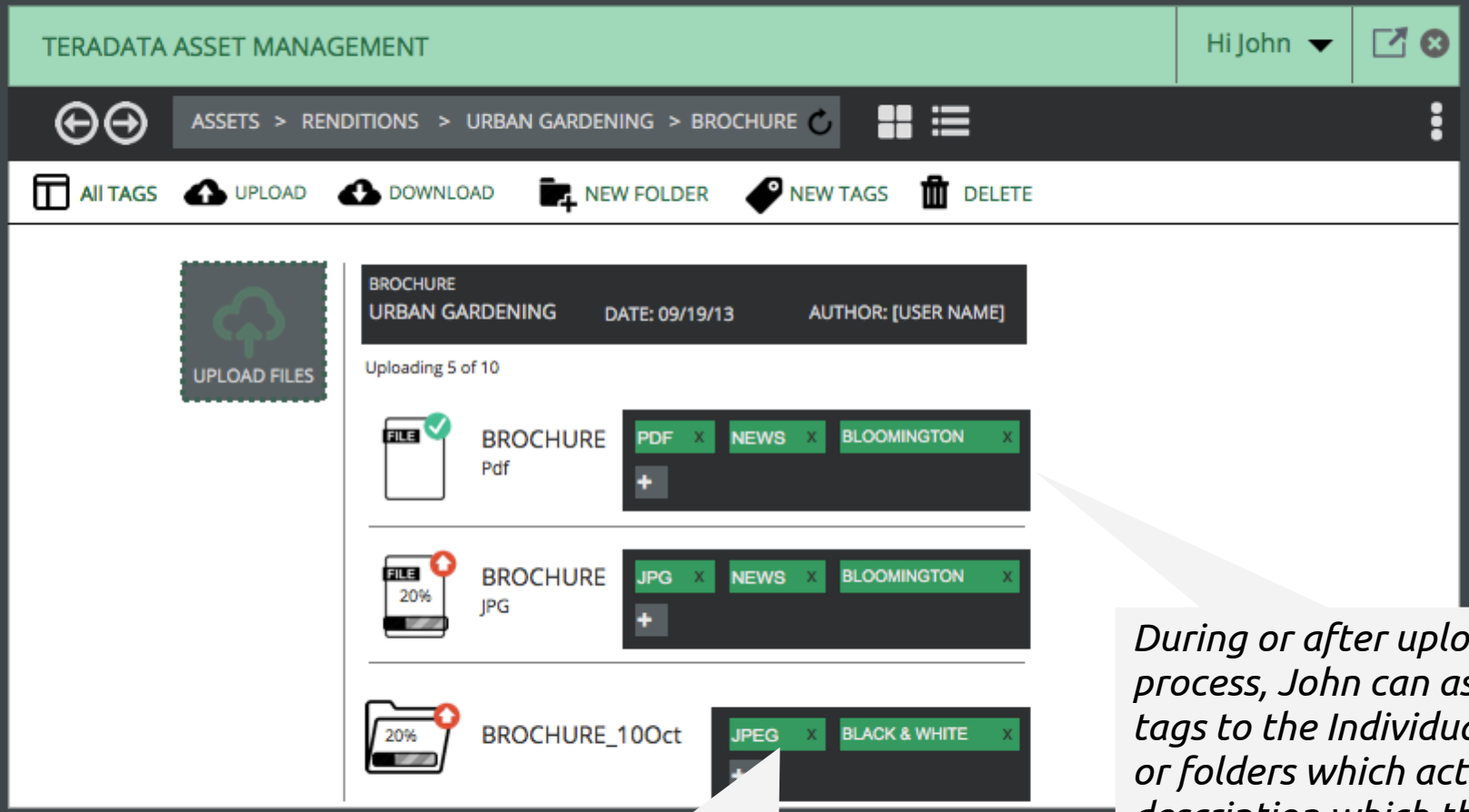
Show uploaded folders in the screen

Clicks on specific folder

Show Files and files and folders in the screen

- Thumb nail preview of the file uploaded
- Add tags to file.
- Option to add files directly into the category at folder level.

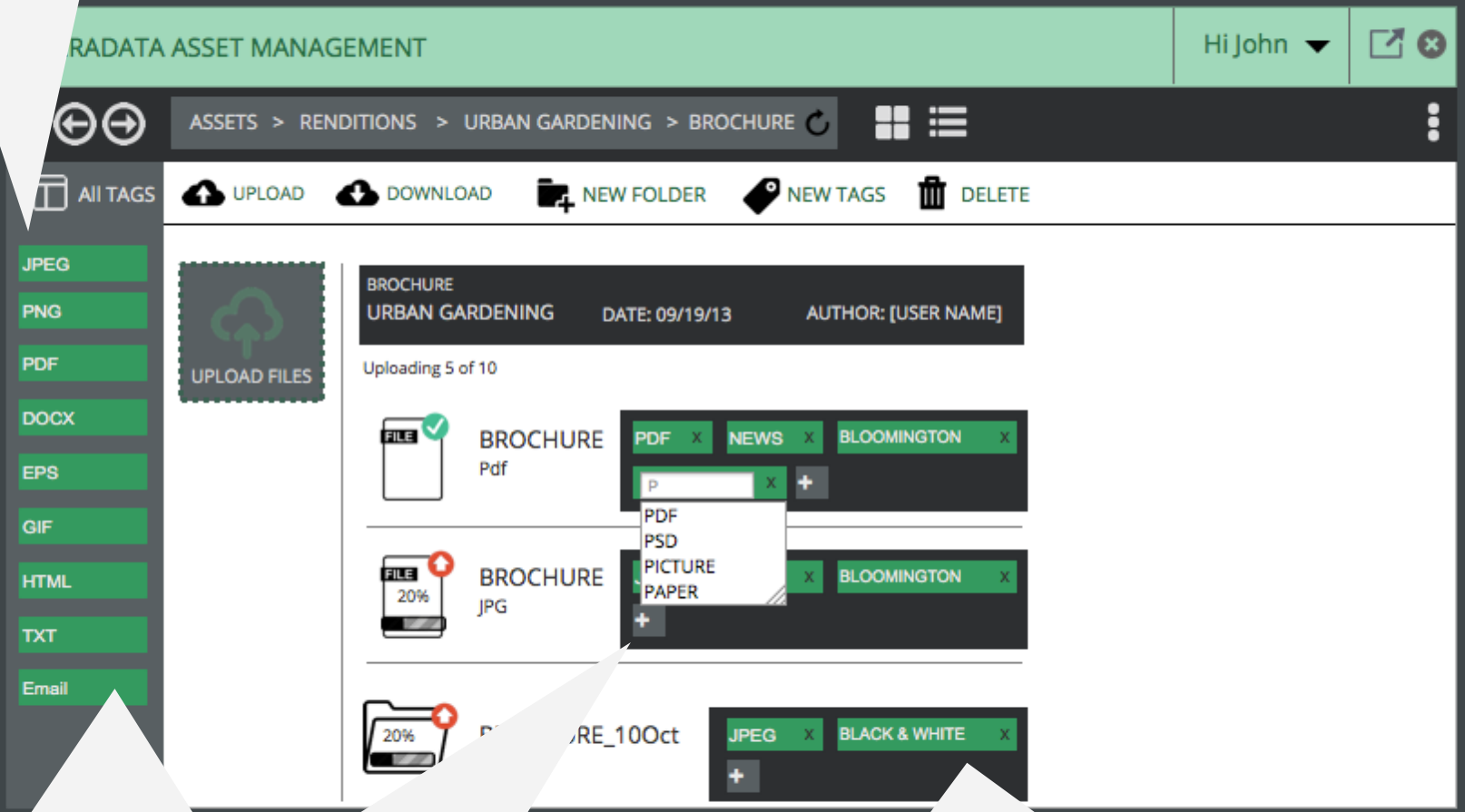




During or after uploading process, John can assign tags to the Individual files or folders which act as a description which the user had to enter manually earlier

Tags can specify different renditions of the file where the file is going to be used

Recently used tags appear at the top of the list



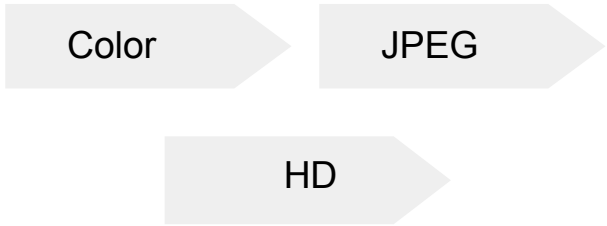
John can either drag & drop from already existing tags or type to create new tags.

Tags can be names of different renditions in our case so they can take names such as Color, B/W, High Resolution, PDF, PNG, JPEG, etc

Types of Tags

System generated tags

These are the tags which are automatically generated by the system based on the attributes of the files, for example, file type, size of the image etc. The user can edit the system tags to add more details to a tag.

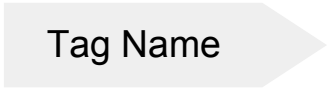


User generated tags

These are the tags which the user will generate. For example, a tag for a specific campaign to tag files used for that campaign.

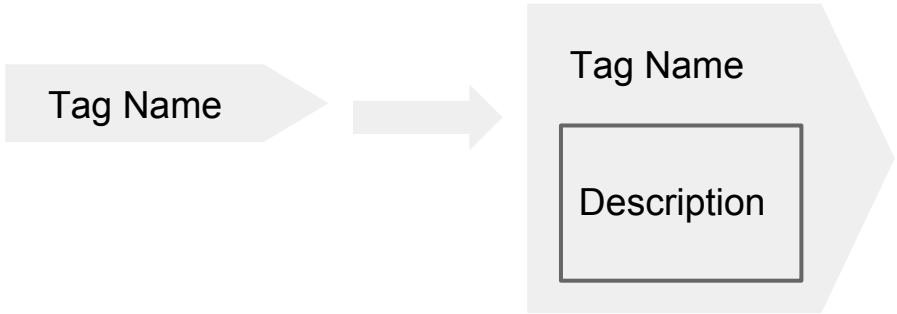
Different forms of tags

Tag with just a tag name



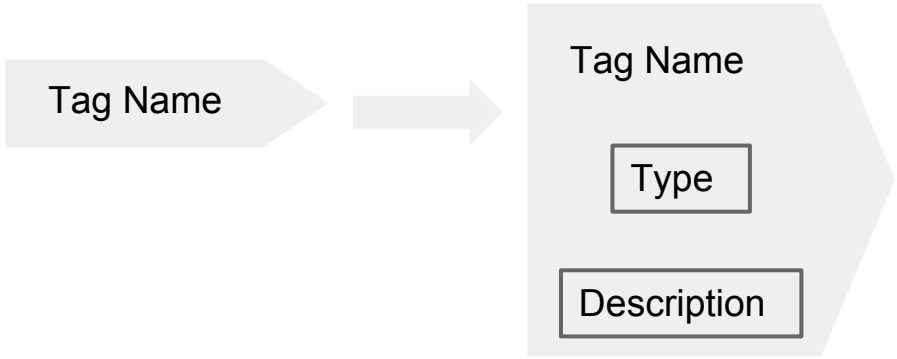
Tag with a name and description

To add more details to tag



Tag with a name, type and description

To make a tag for a specific description, for example, an JPEG file which is having a resolution greater than 1920x1080. The conditions can be specified in the description.



Quicker tagging

If user is uploading the files for the same campaign, he will see the recently used tags on the top so that he/she can select those tags and drag and drop on the files immediately making the uploading process more easier for him.

Even the user can quickly add a bulk of tags which were used for a previous file

Efficient tagging

If an asset is used in another asset, then that file can be tagged with that asset name giving an idea to the user in what other assets this particular asset is used in helping the users keeping the track of connections.

Efforts John needs to take

The tags can be reused

The tags can be as simple as name, but can get sophisticated with description

Initial effort is required till the tags are being build up, but later they can be used just by dragging and dropping on files

Future Strategies

Integration with search so the user can search or sort files using tags. For example, the user can search a file for a particular campaign using the tags associated with it.

The tags will have an hierarchy so that the tags associated with a campaign can be grouped together making it easier for the user to tag.

The desktop client can accommodate other aspects of Digital Asset Management System such as versions and extended attributes.

Lastly, tagging attributes can be extended to link assets across various renditions. The goal is to re-use the assets not re-create assets every time.

Thank You

Marty Siegel

Sam Horodezky,

Anna Eaglin,

Christian Beck

Appendix

Prototype

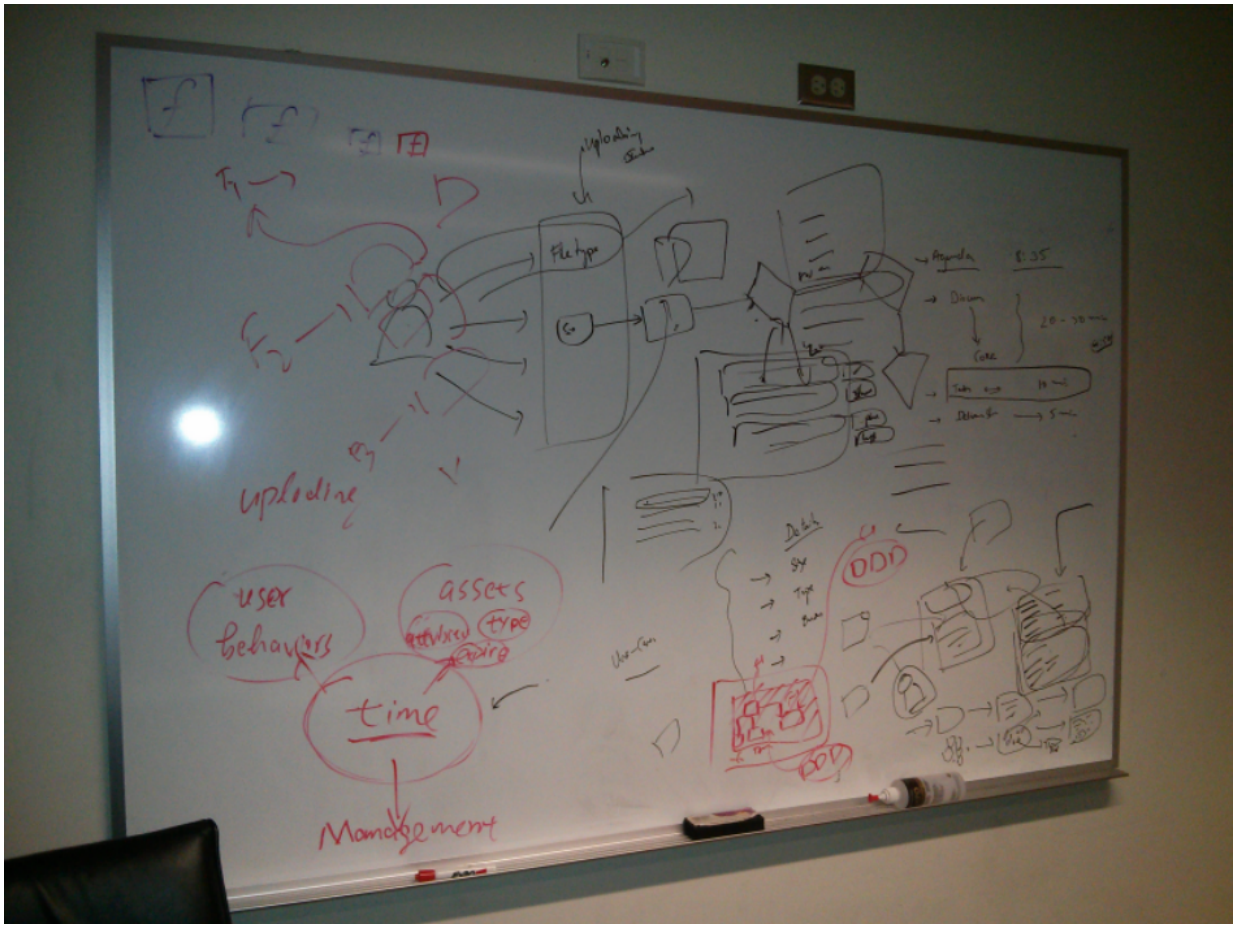
http://share.axure.com/I3G1UO/?Page=Home

Appendix

Initial Discussion:

We divided the problem space into three major groups, namely user behaviors, assets, and time. Then our focus was narrowed down to uploading renditions.

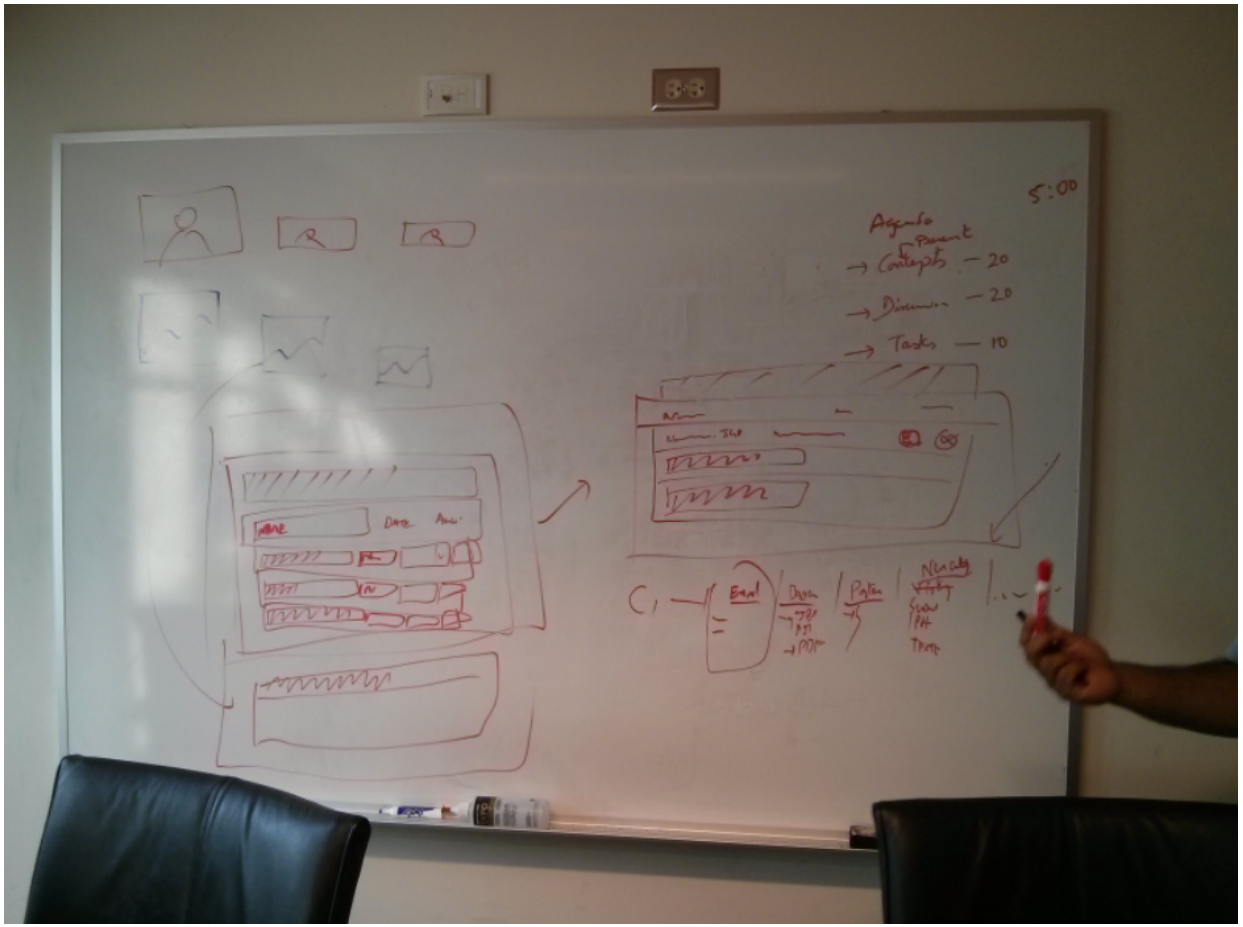
In addition, we generated the workflows of assets uploading process based on different use cases/scenarios.



Appendix

Ideation Process:

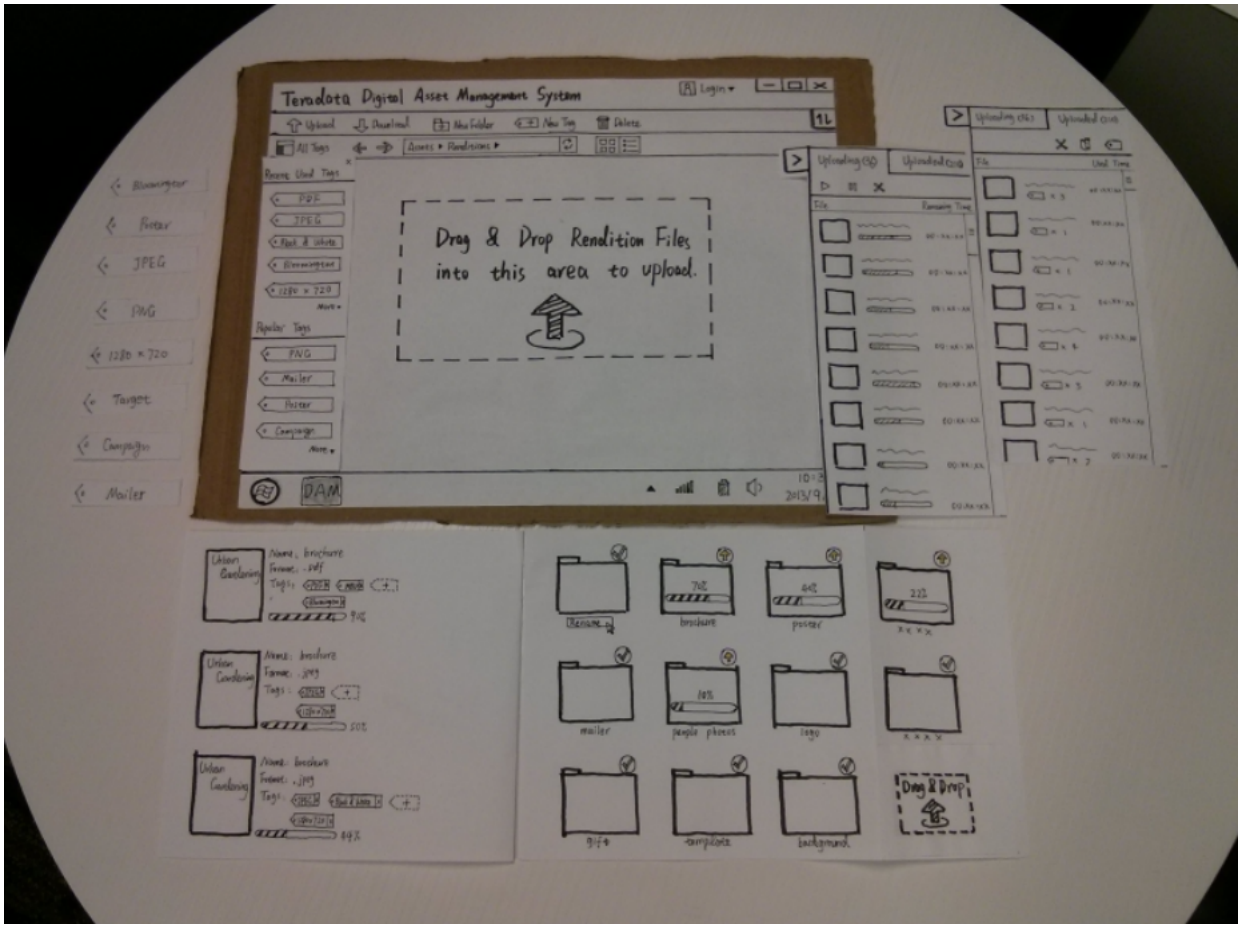
After we decided to primarily focus on accommodating renditions in our design, we sketched and came up with four concepts based on our goal. One idea was picked out and developed into two variations. Finally one variation was selected and brought into prototyping phase.



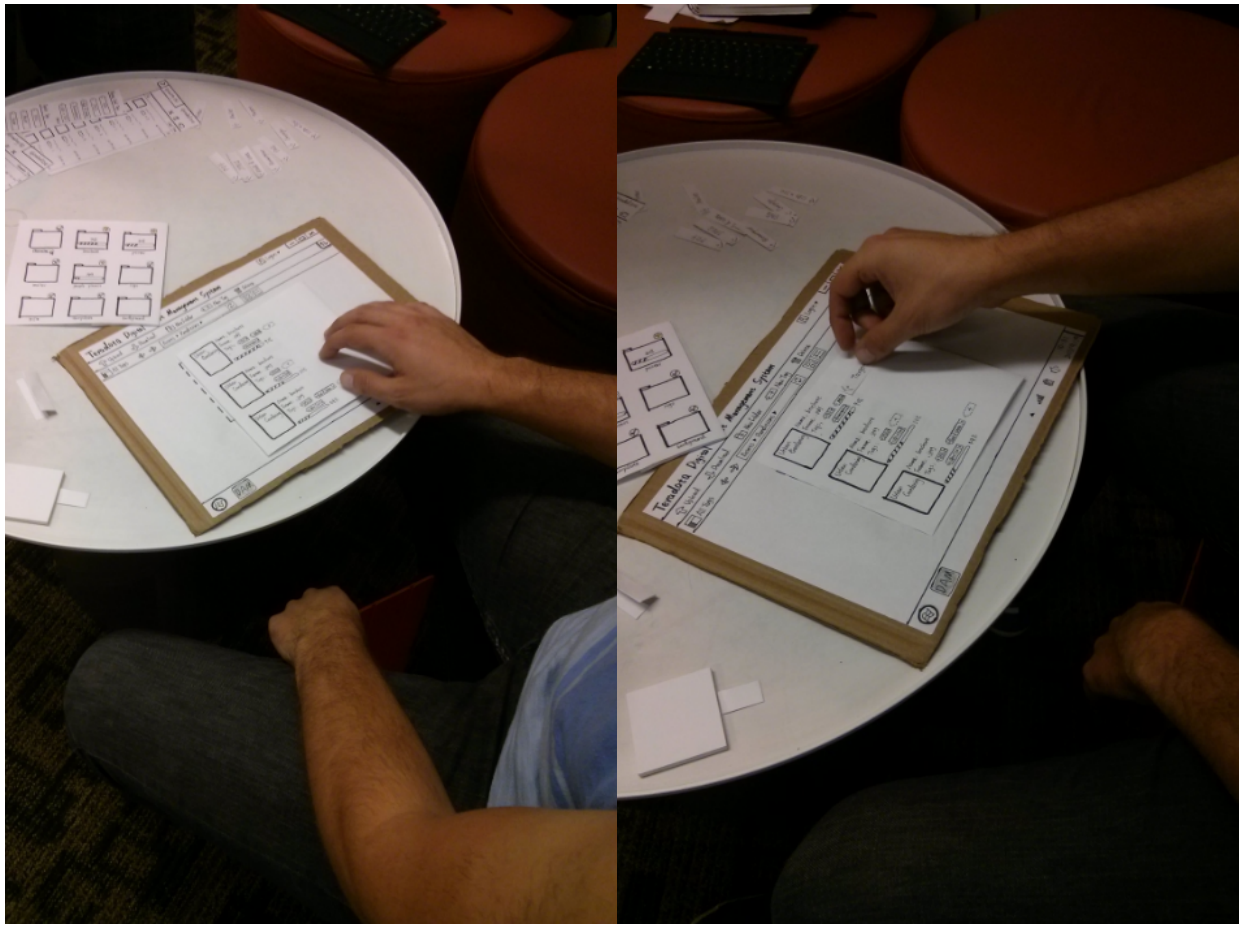
Appendix

Paper Prototyping:

We built a paper prototype according to the concept we refined. It was made into the form for the sake of simulating a series of uploading tasks. Different individual screens, panels and GUI elements were produced accordingly.



Appendix

Usability Test:

Quick usability tests were conducted by following the scripts we prepared. The results showed that doing drag-and-drop and using tags to upload and keep track of renditions were intuitive and easy to understand for our participants. Feedbacks such as GUI adjustment and replacement were gathered.