

Thirty Minutes Innovative Multimedia

INNOVEDIA

Elise van den Hoven

Imagine yourself director of a company, that's not so hard, is it? In your continuous battle for survival you are looking for more, much more, and then even more. That is, more services, much more customers, and then even more money. Therefore, your company needs a new image: a new, up-to-date website build with and running on the latest Internet technologies. Since you need professionals to do this, you contact, e.g., Innovedia, one of many webdesign companies. Read on to see what happens.

To: info@innovedia.nl
From: graham.sniders@xoot.com
Subject: Request for info
Date: 16/07/00, 12:46 PMT

Hi there,

I have a question. I am the director of a company called Xoot and we want a new image. This involves a new website, containing a database with information, a game, a new logo, a new screensaver and I have to give a very important presentation for the media, can you help me with this? And if yes, how long will it take and what will it cost me?

Ciao!
Graham Sniders
www.xoot.com

“Another request for information. Hmm. . . let's see. Xoot, never heard of, but it sounds interesting! Clemi come and have a look, what do you think?”
“Well this would be a very nice assignment for Innovedia, why don't you ask the rest what they think of it. . .”

While Glenn (Kneefel, 29 and Art Director of

Innovedia) and Clemi (Teggelaar, 29 and Copy-righter/Concept Designer) continue working on their current projects, the rest of the team takes a short look at the request. Dennis (Eijkelboom, 28 and Multimedia Specialist) immediately has some nice ideas for the structure of the website, but he will have to wait. Jeroen (Breebaart, 29 and Sound Designer/Multimedia Specialist) already starts thinking of impressive sound effects and Elise (van den Hoven, 25 and Multimedia Specialist) would like to work out the style of the site, logo and presentation. Unfortunately there are only 24 hours in a day, and this project will have to wait until some of the current work is finished.

Since Innovedia was 'born' in 1998 about 30 projects have been done, varying from a single website to a complete company style, including a website with sound, a company presentation and game, and several awards were won. Fortunately Dennis reinforces the team since last April, because it is very hard to find young, enthusiastic, communicative and multidisciplinary professionals that are adequate enough to fulfill the vision of Innovedia: bridging the gap between creativity and business.

Most of the projects are done by one or two persons,

so everybody is responsible for their own project(s) and has the freedom to take all the decisions necessary. Dennis, for example, continues working on a website but he is in doubt about the details of the layout. Therefore, he asks Glenn since he visited this customer several times and Glenn's knowledge of people and his intuition can tell him how to proceed. In the mean time, Clemi is working out a complete concept of a new website, together with the textual information while keeping in contact with the customers. Jeroen and Elise are preparing a preview, this means a deadline for (a part of) the project. On particular dates within a project, the customer is explicitly involved. For such a preview, the work finished sofar is shown to the customer by putting it on the web for one or two days. Now the customer can see whether his expectations or ideas are carried out in the way he wanted it. If not he can still change things, because eventually the product must match its company's values, strategies and image.

The work of Innovedia is platform and application independent, although currently most of the work is carried out with products of Macromedia because of their excellent design tools. Innovedia hopes to become a Mental Leader for Macromedia one day, but only if they keep producing the right tools for the projects that will be done.

Many small webdesign companies seem a lot like Innovedia, but there are some major differences: everybody is multidisciplinary trained, both creative and business oriented and thus can handle all kind of requests varying from e-commerce to d-cards to application programming to e-zines.

And finally... Glenn replies the mail with the request.



To: graham.sniders@xoot.com
From: info@innovedia.nl
Subject: Re: Request for info
Date: 16/07/00, 13:12 PMT

Dear Graham Sniders,

Thank you for your request, we would really like to do some work for you and your company. But before I can answer all your questions I need to know a few more things. For example, can you give us the content for the website, do you know what will be the goal and the audience for this site, would you like music with it and what kind of presentation do you want to give, what do you want to express to the public. And when do you want all this to be finished? Only then I can determine the costs, because this is very specific for each project we do, of course.

If you want to know some of the things we can do then take a look at our portfolio at www.innovedia.nl

Kind regards,
Glenn Kneefel Art Director Innovedia
Telephone: 026-325 80 62
URL: www.innovedia.nl

Trrrring... "Hi, Glenn Kneefel speaking of Innovedia. ... Oh hi Graham! ... You already have the content and everything ready and the deadline is the 3rd of November? Okay, that sounds reasonable! Is it okay if I come and speak to you about the details and costs? All right! See you next week Thursday 2 PM. ... Yes, I found the address on your current website... I'll meet you there. Bye!"

About the Author

Elise van den Hoven is currently finishing the User-System Interaction programme from the Stan Ackermans Institute at the Eindhoven University of Technology. Besides that she is working on her Ph.D. for Philips and the Eindhoven Embedded Systems Institute and she is doing freelance work for Innovedia. Before the USI-programme she studied Biology at Utrecht University and was specialized in perception research.