

How could the production process be improved according to feedback from the team?

During year two, between the publication of the first and second eTextbooks, the evaluation team needed a way to summarise the main lessons learned from the experience of creating Book One. This was also seen as an opportunity to facilitate the team's group reflection on their work for the purposes of streamlining the next book's production. The evaluation team designed an "Observation and Action Matrix" for this purpose. The matrix was populated with project issues observed by the team. Those issues were then divided between Management/ Authoring/ Publishing/ Website/ and Distribution. The team then discussed the "challenge" and the "opportunity" presented by the issue, as well as a "consideration", i.e. elements of the issue that could not be changed. From there, the group agreed on a "response or recommendation" for each item.

action list based Observations	Management	Authoring	Publishing	Website	Distribution	Challenges	Opportunities	Considerations	Response & Recommendations
e-reading Emulators don't work			x			Made it difficult for the team to know how the book would look adding x amount of time to the publishing	reduced the cost of the project by x£	does the time lost make up for the money saved, and the savings passed to the reader, given the project's ethos of accessibility?	test on the most popular readers to give maximum audience coverage, start testing early as possible

[illegible]

Key

The Grey column is the item based on an observation made by a team member
The Red columns are tick boxes for the part of the production process most relevant to that item – i.e. writing, publishing, etc
The Blue columns are free text spaces where we can write in the challenges/opportunities that item presents, and the things to consider when auctioning that item
The Yellow Columns are tick boxes for workflow areas this item relates to – i.e. planning, resources, communication etc..
The Green Column is the a free text space where the team can jot down its answer/action/final position to this item