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	Manage ment		Website *	Distribu tion •		Opportunties	Considerations •	Response & Recommendations
e-reading Emulators don't work		×			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 xE		

Action list of Observations	Issue Priority	Management	Authoring	Publishing	Website	Distribution	Challenges	Opportunties	Considerations	a matter of Planning	Time	Tech/ resources	Communication	Other	Response & Recommendation
Issue/problem you observed during since we began working on book 2	*: Can address after this project	Who owns this issue? (mark an 'x' under any appropriate box)					i.e. Why did the issue made things hard?	i.e. what could be improved by adressing it?	i.e. what needs to be accounted for if the issue was addressed? Is there anything that would complicate any attempt to address the issue?	Where does this issue lie in progect workflow? (mark an 'x' under any appropriat e box)					After filling out everything else, do you have a recommendation to address the issue? (This is optional and we can fill these in as a team)
	**: need to address before next phase of the project														
	***: cant go further until we solve this now														

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