

# Siterma Second Life Services Client Briefing

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Siterma

Second Life Virtual Worlds Projects  
Consultants and Expeditors

[www.siterma.com](http://www.siterma.com)

# Services Overview

- We provide consulting and expediting for Second Life Virtual Worlds Projects.
  - Consult - bring full clarity to what is desired
  - Expedite - make it happen in a timely manner
- Clients may use us for:
  - Planning - listen and provide feedback and connections to other initiatives underway in SL
  - Project Management - contract and manage designers on your behalf
  - Operations Management - contract and manage staff on your behalf

# SL “Pro Forma” Project Process

- Planning
  - Concept Planning
  - Implementation Planning
  - Operation Planning
  - Promotion Planning
  - Measures Planning
- Implementation
- Operation

# Concept Planning

- What is the particular benefit to your enterprise of a Second Life / Virtual Reality presence?
- What does your enterprise do now and for whom is it done?
  - What additional audiences are you trying to reach with your existing services?
  - What additional services are you interested in developing?
- What aspects of building, scripting, operating, promoting in the virtual world platform might these goals call into play?
- What aspects of your existing real world operations might be integrated with virtual world aspects?
- What existing capacities can be used “as is” and what new capacities might be called for to be developed?

# Implementation Planning

- Vision
  - One sentence statement of overall goal
  - Image of what the overall project will look like when up and running
- Elaboration
  - Narrative description
  - Pictorial depiction
  - First cost projection
  - First timeline projection
  - First resourcing projection
- Articulation
  - Summary document
  - Deliverables/responsibilities/terms
  - Words/images/diagrams/sketches

# Operation Planning

- Operation and staffing depend on goal:
  - Concept Sim – Communication
    - Goal is communication and awareness
    - Periodic events and media presence
    - Self service displays attractively designed to provoke curiosity and present information in an engaging manner
    - Links to web sites and contact information
  - Entertainment Sim – Traffic
    - Goal is exposure
    - Regular events daily / weekly / monthly
    - High traffic and media presence
  - Services Sim – Sales
    - Goal is sales
    - Events and media as needed to promote services / products sold

# Implementation

- Strategies of successful implementation include:
  - Proof of concept to precede full project
    - Short, focused, fast
    - Immediate test of process and benefit
  - Construction stages with safety cutout points
    - Deliverables / conditions of satisfaction each stage
    - Pay / no pay - go / no go decision at each stage
  - Tracking at all times against measures of success
    - Costs, statistics, milestones
  - Optimum balancing of resources
    - Off the shelf vs. custom work
    - Established vs. emerging designers
    - Adding / changing resources / assignments as needed to keep moving forward

# Operation

- Strategies of successful operation include:
  - Reliable staff
  - Regular measures
  - Readiness to adjust to keep measures nominal

# Visual Project Process

