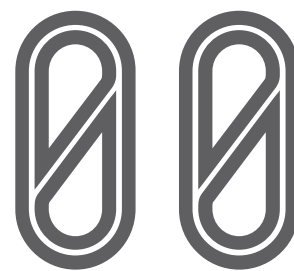


brief



index

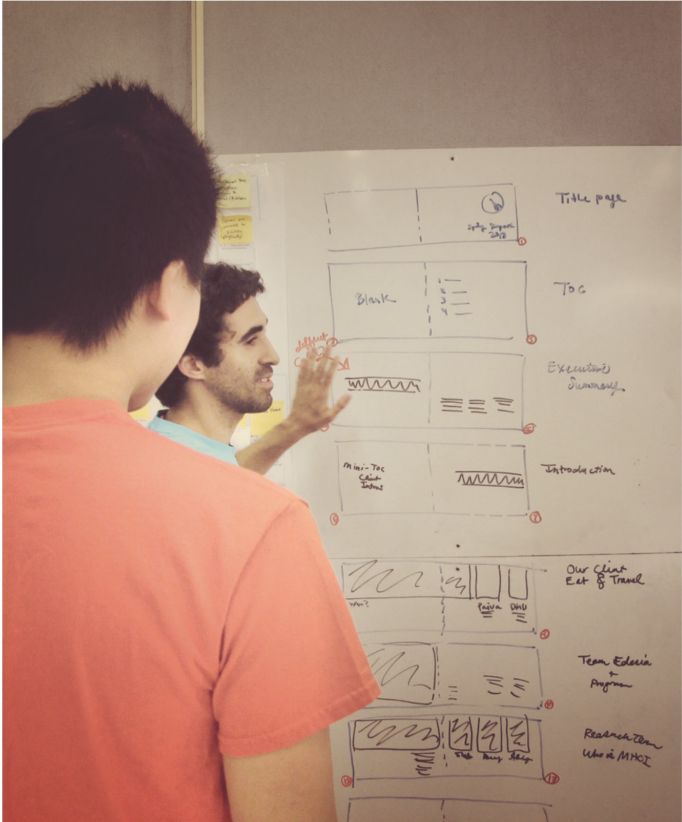
(design briefing)

- 01. the institute
- 02. our goals
- 03. our mission
- 04. our s.w.o.t.
- 05. our competition
- 06. our target
- 07. problem & needs
- 08. our strategy
- 09. the calendar
- 10. our ideas

01

**the
institute**

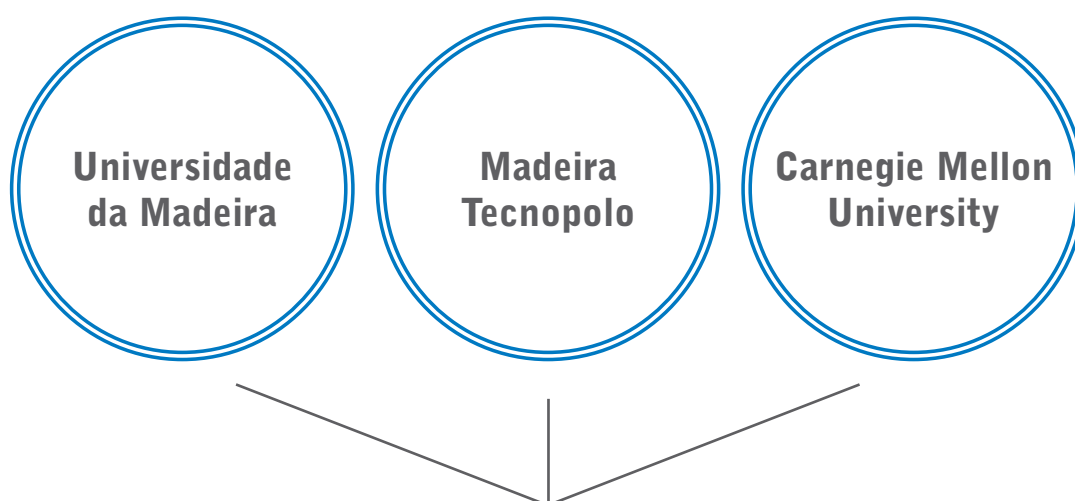
(who are we?)



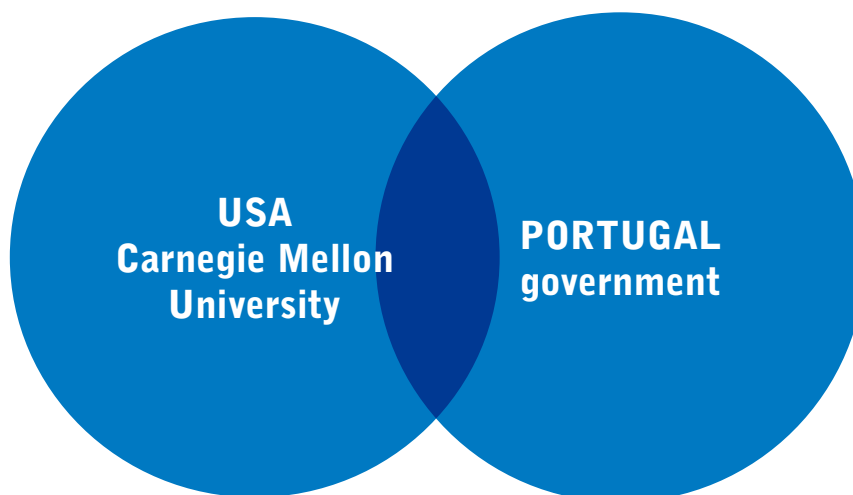
what is Madeira Interactive Technologies Institute?

M-ITI is an innovation technology institute established as an associated independent non-profit R&D organization (whose founding members are mentioned above) and was created through a partnership between the Carnegie Mellon University and the Government of Portugal.

FOUNDING MEMBERS

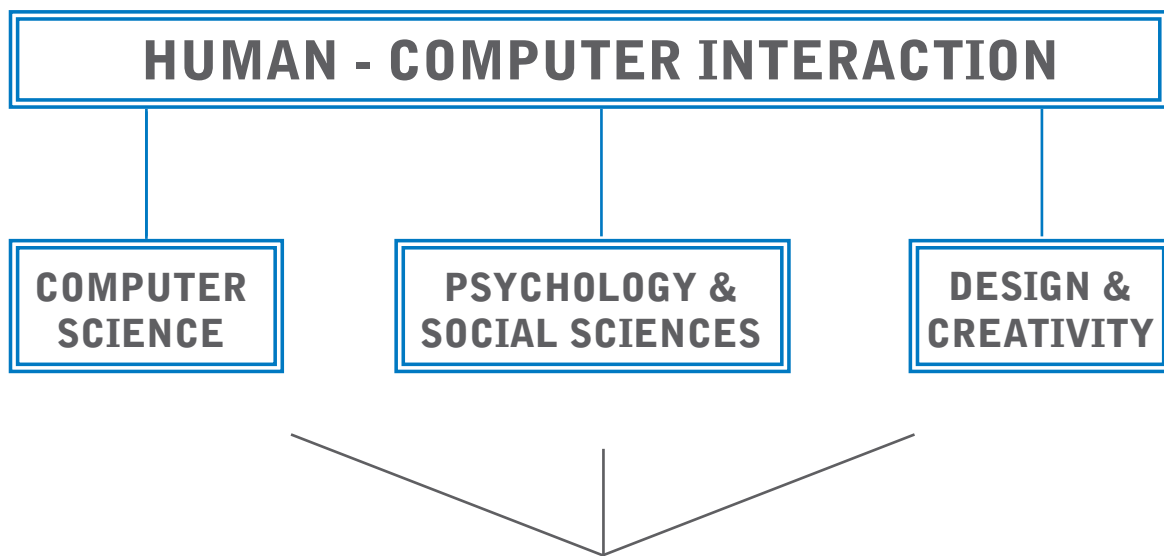


INTERNATIONAL PARTNERSHIP

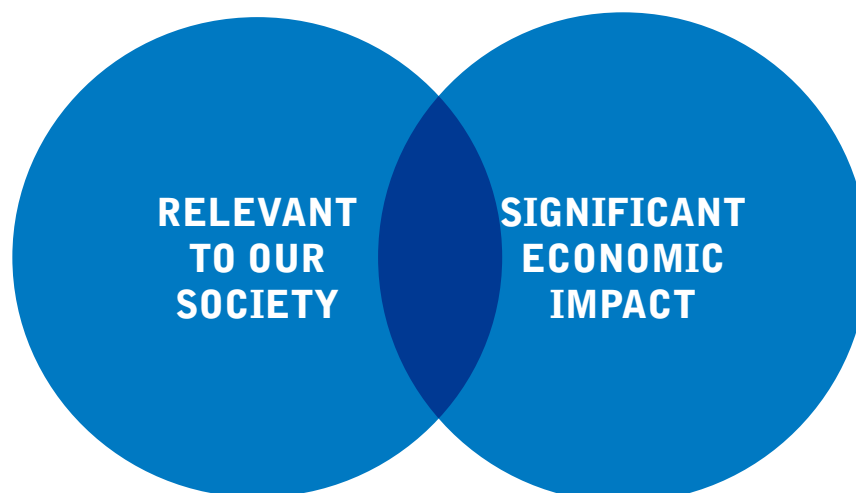


It operates in the interdisciplinary domain of ...

M-ITI operates in the domain of **HUMAN-COMPUTER INTERACTION**, encapsulating contributions from : computer science, psychology & design in order to address/engage in important scientific and technological challenges that are both relevant to society and have significant economic impact.



ENGAGE SCIENTIFIC & TECHNOLOGICAL CHALLENGES



02

our goals

(what do we want?)

what does this institute wishes to achieve?

Taking advantage of the existing links with Carnegie Mellon, M-ITI wishes to develop a culture focused on interdisciplinary work with the potential for real world impact, also and consequently becoming successful in creating a true international and interdisciplinary institute in Human-Computer Interaction. [1]

MAIN GOALS :

- 1 INTERNATIONAL & NATIONAL RECOGNITION**
become an influential and internationally recognized center of excellence for research and education in interactive technologies. [1]
 - 2 DEVELOPMENT OF MADEIRA**
advance the strategic development of the University and of the region of Madeira through solutions and approaches with economic impact and scientific significance. [1]
 - 3 RESEARCH AND TRAINING**
conduct research and provide graduate training in the domain of human-computer interaction, contributing to the development of the field. [1]
 - 4 SUPPORT COLLABORATIONS & PARTNERSHIPS**
support collaborations with other research and higher education institutions and companies including consulting services, building national and international collaborations and partnerships with business and industry. [1]
 - 5 CREATIVE SYNERGIES FOR REAL CONTEXTS**
to develop creative synergies between education and both practical research and exploratory development while remaining firmly anchored in the realizable and the practicable. [1]
-
-

03

our mission

(what do we do?)

what is our mission as an HCI institute?



The institute's mission is to "advance research and education by means of an interdisciplinary approach that tackles real world problems that meet genuine human needs", embracing new areas where our base expertise in technology and infra-structure could be used to tackle important problems like : sustainability, social networks, design research and modeling of complex systems. [1]

PILLARS THAT UNDERPIN ALL OF OUR ACTIVITIES :

1 interdisciplinary research and innovation

to develop capacity in a sustainable setting that welcomes interdisciplinary research and innovation in interactive systems and services through communications, network, and information technologies. [1]

2 advance education on HCI and SE

to advance education in the fields of human-computer interaction and software engineering through international multidisciplinary graduate programs that develop new leaders and pioneers. [1]

3 approaching real-world contexts

to explore and expand the potential of technology to enhance human communication by designing and developing novel systems and services and by investigating their use and effectiveness in real-world contexts. [1]

4 centered on meeting genuine human needs

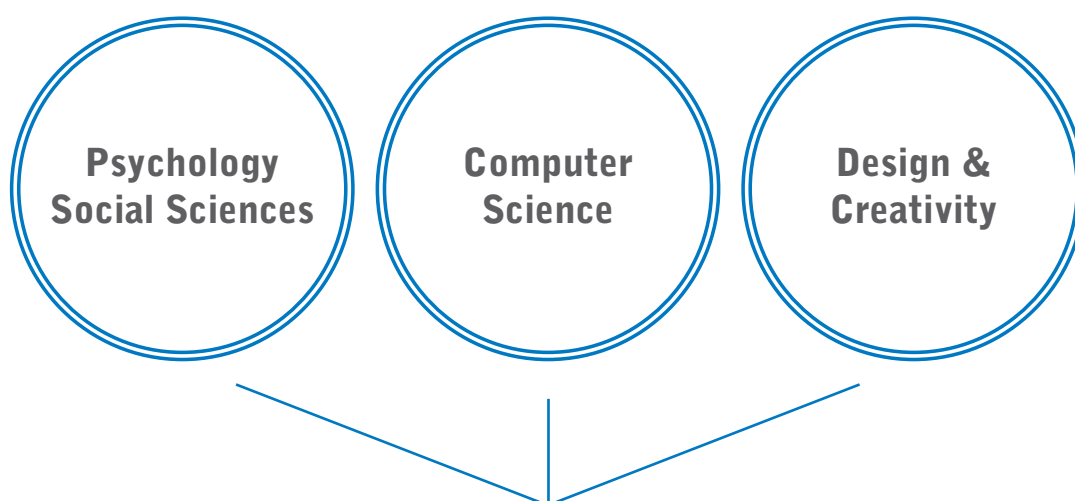
to bridge the gaps between software engineering, interaction design, and service design by developing practical tools and techniques, theory and practices centered on meeting genuine human needs. [1]



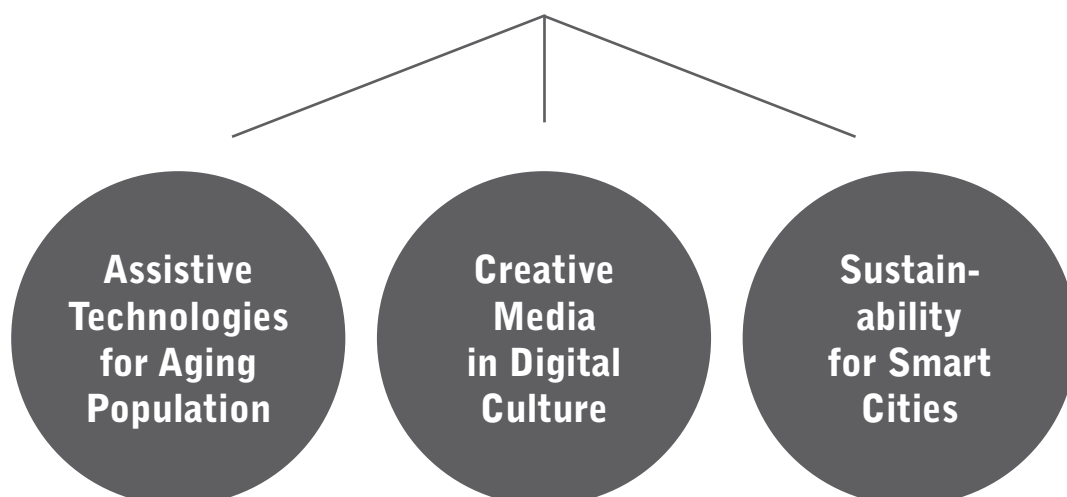
what are we exploring in the research projects?

Assistive Technologies for Aging Population, Creative Media in Digital Culture and Sustainability for Smart cities have been identified by M-ITI as main application areas to build capacity and advance innovation.

SCIENTIFIC AREAS



APPLICATION AREAS





Assistive Technologies for Aging Population

One of the most promising application areas for ICT involves assistance to aging populations, social inclusion, and the prevention, diagnosis and management of medical conditions. ICT solutions prolonging independent living, extending active working life and enabling accessibility for people with disabilities is one of the primary challenges for the European Research Area (ERA). At M-ITI, we are exploring the combination of these fields in the domain of monitoring and rehabilitation technologies for patients with motor, cognitive and perceptual deficits. Mental illness is another key focus area for which M-ITI is exploring interactive technologies to enhance neuro and biofeedback in therapy. Madeira has a large elderly population, as it attracts many retirees and elderly travellers. Therefore, it provides an ideal setting for the large-scale deployment and testing of assistive technologies for the elderly. [1]

Creative Media in Digital Culture

The role of technology is ever expanding, making it essential that we apply it in ways that enhance our daily lives, our creativity, and our ability to connect with one another. M-ITI trains HCI and interactive technologies professionals at the graduate and postgraduate levels and is pushing the boundaries of Creative Media and Digital Culture research in these areas with cutting-edge research projects (WESP, Logica Service Design Labs, Madeira Life). As an independent research institute, we are actively engaged in the design and development of technologies that serve education, culture and new creative industries, particularly as these relate to M-ITI's core research areas: sustainability, tourism and digital culture. [1]

Sustain- ability for Smart Cities

Although sustainability is often discussed in terms of political and engineering challenges, the HCI community embodies knowledge and expertise that will be crucial to addressing the design, interaction, and usage issues surrounding sustainable technologies and practice, in particular their positive impact on future generations. The overarching research goal of contributing to the development of sustainable behaviors, practices and products/services is particularly salient given the isolated, untouched nature of Madeira. M-ITI is exploring this domain through the development of resource monitoring solutions, the design of novel sustainable services and the use of eco-feedback technology to reduce and motivate sustainable behavior both individually and (via group studies and social network services) in families and communities. [1]

what about the education projects?

M-ITI is active in research and education in the areas of Human-Computer Interaction, Informatics Engineering and Entertainment Technology. In all three domains we offer high quality education as well.

MASTER DEGREES

MEI (Master of Computer Science)

The MSc in COMPUTER SCIENCE (MEI) is a Bologna style program of two years, partially taught in Portuguese, with an MEng degree awarded by the University of Madeira which gives students recognition by the Portuguese and European engineering accreditation boards. [1]

MHCI (Master of Human-computer interaction)

The PROFESSIONAL MASTER of HUMAN-COMPUTER INTERACTION (MHCI) is a dual program, taught entirely in English, in collaboration with Carnegie Mellon University, Pittsburgh, USA. This 16-month international program aims to attract students from any continent and leads to two degrees awarded by Carnegie Mellon University and the University of Madeira. [1]

MET (Master of Entertainment Technology)

The MASTER of ENTERTAINMENT TECHNOLOGY (MET) is also a dual program in collaboration with Carnegie Mellon University, Pittsburgh, USA. This international program, taught in English, starts with a semester at Madeira-ITI, followed by a semester at the Entertainment Technology Center and concludes with two more semesters at M-ITI. At the end students are awarded two degrees, one by Carnegie Mellon University and one by University of Madeira. [1]



There are other educational projects which M-ITI is involved or has created in the areas of Human-Computer Interaction, Informatics Engineering. These other projects are :

OTHER PROGRAMS



PHD PROGRAM (Informatics Engineering)

The PHD PROGRAM in INFORMATICS ENGINEERING (COMPUTER SCIENCE AND ENGINEERING) is a 3-year Bologna Doctoral degree including 1 year of coursework and 2 years for dissertation work. This program involves several specialties, in particular software engineering and human-computer interaction where most of the PhD students from M-ITI are enrolled. [1]



BRIDGING PROGRAM (Human aspects of Technology)

The BRIDGING-PROGRAM of HUMAN ASPECTS OF TECHNOLOGY is a 1-year long program, taught partially in English, that involves several specialties, like psychology, human-computer interaction and design. This is a local program taught only in the University of Madeira. [1]



some points about the positioning of M-ITI

ENGAGING EMERGENT TECHNOLOGIES

The positioning of M-ITI generates a **unique combination of strong research and innovation potential**. It enables **interdisciplinary work among scientists and engineers** examining and communicating the impact of emerging technologies in key areas of contemporary life.

Leveraging on **design thinking and innovation**, M-ITI is well positioned to generate informed speculations on the products, systems and services these emerging technologies might support. [1]

MADEIRA LIVING LAB

The location of M-ITI in Madeira, one of the outermost regions of Europe, provides a unique setting for deploying a Living Lab for Interactive Technologies, where the outcome of these speculative products, systems and services can be tested using open-innovation frameworks. (...)

Furthermore it is our conviction that these three real-world application areas we are working on (Assistive Technologies for Aging Population, Creative Media in Digital Culture and Sustainability for Smart cities) can be successfully explored through the combination of the principles of HCI research and the unique conditions provided by M-ITI's location in one of the outermost regions of Europe. Through positioning Madeira as a Living Lab for interactive technologies we provide a unique setting for understanding human behavior and development and in particular the intricate social structures in which these occur. [1]

PARTNERSHIPS AND COLLABORATIONS

M-ITI has made substantial contributions to these application areas in terms of high-quality research publications, prototypes and projects, and through innovative industry collaborations. As part of these efforts M-ITI has successfully partnered with a wide range of entities at the regional and national levels, including both public sector institutions (e.g. the regional hospital) and private sector companies. [1]

SCIENTIFIC EVENTS

Also, M-ITI has been able to capitalize on its expertise and privileged localization in the island of Madeira to attract and organize high quality international scientific events that have been very important to position itself as a key player with an important international relevance and visibility. [1]

our S.W.O.T

(how are we?)

Through the last three-year of existence we have continuously assessed the positioning of the institute subject to discussion and evaluation with our advisory board.

According to the recommendations of M-ITI's external advisory board following the thorough SWOT analysis, M-ITI was challenged to develop a "single strong focus that can be communicated as an umbrella vision stating a research agenda to which all members of the institute can contribute and collaborate in more group-oriented projects (...)"

[1]

+ STRENGTHS

- WEAKNESSES

1. High potential research faculty
high level of interdisciplinarity and internationalization.

2. Institutional support and strategic alignment
recognized as the leading regional institution to implement the smart specialization strategy in the application area of ICT.

3. International connections and high quality graduate education
partnership with Carnegie Mellon involving faculty training and exchange, and hosting two dual-degree Master's programs

4. Attractiveness and high quality of life in Madeira
the high quality of life in Madeira is attractive to international students and faculty, and the island is an excellent venue for international conferences and short-term exchanges.

5. Cooperation with industry
in 2012, M-ITI was involved in 20 funded research projects involving national and international industry partners.

6. Strong leadership
independent non-profit institution emerging from the association of the University of Madeira, the Regional Agency for RTD+I and Carnegie Mellon University.

7. multinational and High-profile placements for the students
high level of internationalization: 80% of its core faculty are international. [1]

1. Limited participation in the European Research Area

weak track record for gaining access to EU funding, in particular FP7 proposals and few researchers involved in past FP projects.

2. Lack of research management structure
lack of support and management staff with experience in managing EU grant proposals and reaching out to entities in the European Research Area.

3. Low critical mass in some areas
lack of expertise in some key areas in both the technical domain (Physical Computing and Internet of Things) and design domains (Digital Art and Design Research).

4. Low visibility and weak reputation
visibility of research does not yet match the quality of the work and the international nature of the collaborations involved.

5. Lack of in-house and large-scale deployment equipment
limited laboratory equipment for development and evaluation of in-house research prototypes and development of large-scale research efforts.

6. Lack of innovation, entrepreneurship and intellectual property management
this includes a better connection of M-ITI's research efforts with industry needs and opportunity matching. [1]

opportunities & threats

OPPORTUNITIES +

1. Increased importance of HCI and design innovation in ICT

HCI and interdisciplinary research are reaching a tipping point with an increased interest from companies, students and society, at large.

2. Increased relevance for ERA ICT challenges

research expertise in HCI is becoming highly relevant to promote innovative solutions for social challenges and understand the underlying psychological and social implications.

3. Agility and empowerment of a young research team

M-ITI represents a novel and modern research initiative, this means an opportunity to attract young, highpotential researchers.

4. Industry demand for design thinking

companies are more open to the interdisciplinary areas of M-ITI's expertise, such as HCI, design thinking, sustainability and entertainment technologies.

5. Lower costs of research and availability of talent

the cost of human resources and services in Portugal is lower than in Central Europe. Portugal is also one of the EU countries with the highest percentage of graduates in science and technology, which provides a widely available talent market. [1]

THREATS -

1. Economic downturn

companies in Portugal and Madeira are facing great difficulties as the Euro crisis takes its toll. Consequently, private partners are finding it increasingly hard to support their collaboration with M-ITI. Public investment in research and development is decreasing significantly due to the government's need to reduce the budget deficit.

2. Brain drain

due to the economic stagnation of the region and the lack of promotions and competitive salaries and benefits, it is becoming increasingly difficult to retain the best talent at M-ITI.

3. Competition to hire talented researchers

the number of top-level HCI experts in the international job market is much smaller than the demand.

4. Dependency on national research funds

M-ITI is a self-sustainable research institution that is still highly dependent on the FCT for research funds, which have decreased greatly, thus causing grant competitions to becoming ever more competitive.

5. Internal resistance

recent austerity measures and uncertainty about the future have placed enormous pressure on areas that need to expand and which are fully capable of attracting students and industry. [1]

05

our competition

(who and how is the market?)

who is our competition and what are they doing?

There is little tradition in human-computer interaction research in Portugal. Most groups in other Portuguese universities and research institutes are small and integrated into traditional CS or Informatics Engineering Departments where the interdisciplinary approach to research and teaching will hardly thrive. The most prominent Portuguese groups with active researchers in the international HCI community are :

INESC-ID

Visualization and Intelligent Multimodal Interfaces Group - the group is highly productive and recognized internationally in venues like Interact, Mobile HCI and Computer Graphics conferences. VIMMI is a research unit of the national associated laboratory INESC-ID, faculty are affiliated with the Technical University of Lisbon where they offer a MEng Informatics and a PhD with a specialization in Computer Graphics and Multimedia. [1] (vimmi.inesc-id.pt/) [1]

ENGAGELAB

The EngageLab is a laboratory, at the Computer Graphics Center of the University of Minho - this group activity is strongly connected to the areas of digital arts and communication in particular through their Master in Technology and Digital Art. The group publishes mostly in storytelling and artech conferences.

EngageLab is integrated into the computer science research center of the U. Minho and associated with the Portuguese Computer Graphics center, which provides access to important infra-structure in this domain. [1] (www.engagelab.org/)

IMG

Interactive Multimedia Group is a research group of the CITI CS research center from the New University of Lisbon - the group develops research on multimedia information processing, interaction and presentation. They have projects in augmented and mixed reality, mobile storytelling, rich media spaces, personalization and collaborative video annotation. The group usually publishes in venues like MobileHCI, storytelling conferences and pervasive computing. This group is associated with the PhD in digital media from the UTAustin Portugal international partnership where most of their PhD students are recruited. [1] (img.di.fct.unl.pt)

HCIM

HCI and Multimedia Research Team from the Faculty of Sciences of the University of Lisbon Integrated into the LASIGE research center - the group is mostly active in the areas of computer graphics and hypermedia. With about 8 faculty the group lost impact when the leader became dean. Currently little research is done in areas that could be considered directly related to HCI. [1] (hcim.lasige.di.fc.ul.pt)

what about other kind of institutions?

We have also made a general benchmarking research to help us better understand this context, and by identifying the best practices in terms of design and marketing strategy from other companies or even institutions, that could be helpful for us. Here you can find some very nice examples.

Visual Communication Design

very nice example of navigation, graphics and clarity of the message.
(www.computergraphics.rit.edu)

The University of Northampton

website structure, menus (search option) and great colour scheme, very powerfull and eye catchy, very good example.
(www.northampton.ac.uk)

MIT - Massachusetts Institute of Technology

very good example of the usage of social networks
(www.facebook.com/MITnews)

Georgia Institute of Technology

nice example within the world of techonolgy institutes website
(www.gatech.edu)

RS Collab

excellent example of html5 and the new technologies available nowadays in website creation. Interactions and animations, dynamic website, great use of colour scheme. Already prepared to support new formats and new media like tablets and smartphones.
(www.startup-rscollab.com/fr/agence-web-rennes/index.html)

Elisava, Escola Superior de Disseny

website structure, very clean and simple navigation, content is not exhaustive and it's very well organized.
(www.elisava.net/es)

Strelka Institute

another good example of information well structured and displayed
(www.strelka.com/?lang=en)

Sofia School

very nice example of navigation, with the information very well structured graphics are simple and soft but attractive, very nice way to organize the content.
(www.sofi.no/)



Monocle

Information clarity, good use of photography, good example of information hierarchy.
(www.monocle.com)

Sagmeister & Walsh

Great concept, camera pointing to the floor, stickers on the floor are the menu buttons.
We can see designers working on the studio.
(www.sagmeisterwalsh.com)

American Institute of graphic arts

nice way to display content - using image frames, nice use of webtypography,
very nice graphics and layout structure - image + content
(www.aiga.org)

D&AD

another great example of simplicity through navigation and organization of content,
in which content is very well displayed - simple and clear.
(www.dandad.org)

Hyper Island

outstandable example of education institute, on how to emphasize some key-points on your
institution like masters (for example) through your layout structure, nice interaction and
navigation system, colour scheme and graphics are also very pleasant.
(www.hyperisland.com)

Adidas Journeys

nice example of html5, great graphics and way to present content,
very well organized, very clear, simple and dynamic at the same time.
(www.adidasjourneys.com/suedtirol)

Tribal Media

excellent example of html5, very nice way to communicate to the client
(very straight and simple), nice navigation and presentation, very nice colour scheme as well.
(www.tribalmedia.co.uk)

06

our target

(who are they?)

who is our target and how are they?

M-ITI's target can be divided into 3 types of target : students, researchers and industry companies - these are our 3 main targets, each one having their own particular context. For this same reason M-ITI's communication strategy should rely on 3 different types of message - so it can communicate clearly and straight to each one of these specific targets.

3 MAIN TARGETS :



Master Students

(profile)
recently graduated
from Degrees related to
HCI, SE, Computer Sciences,
Psychology or
Social Sciences, Design.

25-34 years old

they can be separated as
international students
(USA, India, Japan)
european students
(UK, ...)
national students
(Lisbon, Oporto, Coimbra)

normally very focused
and determined on
their goals



Talented Researchers

(profile)
Master or PHD Degrees
related to HCI, SE,
Computer Sciences,
Psychology or Social
Sciences, Design,
Arts, or others ...

normally teachers
34 - 45 years old

International (USA, India,
Japan) and European
researchers

with high level of talent
and expertise



Companies or institutions

(profile)
big, medium or
even small companies
potentially interested in
partnerships

with an innovative and
interdisciplinary approach

interested and
open-minded about
changes and progress

other research or
education institutions
interest in other types
of collaborations

what are they searching for?

As mentioned before, M-ITI has 3 types of targets, whose contexts are very specific, which also make us believe that they are searching for quite different things and have different needs, when looking for or applying for an institute like this.

3 TYPES OF TARGETS // DIFFERENT NEEDS:



Master Students

excellence and high -level of academic experience (faculty, methods and techniques)

international recognition (weel-known institute)

higher chances on career opportunities

looking for an academic international experience

logistical/ technical support and good resources

nice city to live and friendly social environment



Talented Researchers

good technical/ logistical support, conditions and resources

good samples of social structures to explore and test their studies (living labs)

higher life quality in the city, place where the institute is located

familiar and friendly social environment

excellence, recognition and visibility of the institute

wide range international experience for improving their skills and CV



Companies or institutions

interdisciplinary collaborations

innovative and emerging projects with new ideas to add more value to their companies or institutions

creative solutions to emerging problems, that can contribute to their progress and future in their business market

real-context applications in this kind of projects

practical, functional and economic agreements/ partnerships

how do we normally approach them?

Having these 3 different targets, made us have different ways to approach each one of them, due to their different needs and positions. So we have made a background analysis trying to find out when and how do we approach them ...

WAYS WE USE TO APPROACH OUR TARGETS:



Master Students

promotion and publicity actions (in the national universities)

through posters and flyers spread in the universities as well

mailing list (in a very personal way)

through professors and their personal contacts with other universities or institutes

facebook and some advertising in newspapers or magazines

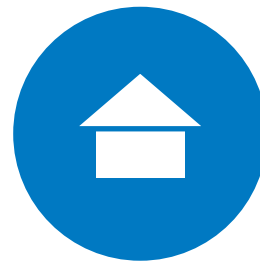


Talented Researchers

personal contacts from M-ITI's professors

papers/ presentations from M-ITI in some international and national conferences

...



Companies or institutions

personal contacts from M-ITI's professors and staff

papers/ presentations from M-ITI in some international and national conferences

through media communications (news that are published about M-ITI in the local, national or international newspapers, magazines, etc.)



07

problem & needs

(what do we need?)

what is the big picture and where is the problem?

The challenges we face right now are creating a stable and supporting structure that could leverage M-ITI as an international excellence institution.

Preparatory developments justify a careful optimism regarding the ambition of the Portuguese government to continue the support of the Carnegie Mellon | Portugal project, albeit possibly in a different structure and context.

Nonetheless, the institute should unfold a strategy to make its Master programs more self-supporting and less dependent of national public funding. The proven success of the master programs and the continued interests shown through the number of applications we receive suggest that a gradual development of the tuitions for the Master programs over the next years would be both justifiable and feasible.

Also distinguishing national, European, and international students seems both appropriate (with respect to structural funds from national and European sources that institute and university benefit from) and a good marketing strategy. [1]



Several questions to help us understand the problem :

Why do students choose M-ITI?

What about the alumni, what point of view do they have about M-ITI?

How was their experience? (positive and negative points about M-ITI would be interesting to know)

How is M-ITI seen in the international and national market?

What do we communicate and how?

Does M-ITI has a marketing strategy?

What about the brand, does M-ITI communicates in a coherent and consistent way. Does the message gets to the target?

How are the students attracted to apply for our master degrees?

How do we communicate to the reseachers market?

How do we create the connection with industry and business?

How do we approach them?



where is the problem?

After making some important questions about M-ITI's brand and marketing strategy, we have started identifying several gaps in the way we communicate, and after a closer look we have identified some key-points that really need to be changed or improved.

MAIN PROBLEMS

NO BRANDING STRATEGY

M-ITI have a Logo, but no guidelines have been defined when creating this logo, there is no design, communication or brand strategy, there is just the logo and a few applications of it (flyers and posters).

①

OUTDATED WEBSITE

M-ITI's website - interface layout and structure are outdated, with a lot of information (needing to be re-structured). As a technology and innovation institute that we are, transmitting this values should become mandatory - mainly on our website, which is our face to the world.

②

NO SOCIAL MEDIA

There is very few activity in social networking related to this institute, with some regular number of posts on Facebook and no accounts on Twitter, Google+ or others, M-ITI has no social media strategy, and almost no activity in this field. Newsletter is also something that it is not applied in its communication strategy.

③

RESEARCH PROJECTS - DESIGN STRATEGY

Research projects are created from innovative and creative ideas, but normally do not have a solid design thinking support, and mostly end up not fulfilling the main requirements for becoming a well supported and efficient solution to a real-world problem.

④

COMMERCIAL PROJECTS

Some of the projects that M-ITI has developed have great potential for becoming real-world solutions to some of the most emergent areas in industry, but M-ITI has not invest enough time and resources in this solutions to make them real, solid and attractive enough to be launched in the business market.

⑤



what are our main needs?



By recognizing where is the problem, we can certainly find some answers about our main needs - one taking us to the other, we have identified 5 main needs after an overview analysis.

MAIN NEEDS

①

BRAND UPDATE

"A brand is not just the logo, it's the overall impression and experience you give to your audience and customers. Your brand expresses the value you provide. It's you."

Amy Locurto - this is something we urgently need to apply as an important guideline.

②

WEBSITE UPDATE

Since M-ITI operates with a fast moving environment (technology), our website should uncover a bit what we are capable of.

It should be user friendly, attractive and make the most out of technology.

It should be the place where people feel connected.

③

SOCIAL MEDIA STRATEGY

Social networking can be a good way to make connections with people with similar interests and goals. It can be a way to create or even enhance a larger community (M-ITI community) connecting with and meeting people that are, or that can be, a potential target and that we didn't have the opportunity to connect with before - including students, teachers, staff and even alumni.

④

RESEARCH PROJECTS - DESIGN STRATEGY

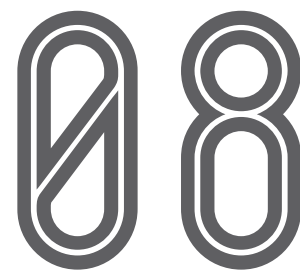
Helping and working with the researchers it's always a challenge, the process of debating and discussing ideas and new ways to reach the target through an interdisciplinary approach and a design thinking approach should become a real guideline to accomplish better results in this type of projects.

⑤

COMMERCIAL PROJECTS

to develop creative ideas and explore them through our research projects with the guideline mentioned before might be a successful way to turn this ideas into something valuable, relevant and solid enough to be in the industry and business market.





our strategy

(how to communicate?)

what do we need to define our strategy?

In order to create a good communication strategy, we need to define what do we want to communicate to our different targets, what kind of message or what kind of values do we want to transmit and how do we want M-ITI to be recognized in the outside world. So here are some good questions to get started...

What do we want to communicate?

excellence and high-quality graduate education
(dual degree // expertise)

internationalization - partnership with Carnegie Mellon - faculty training and exchange

interdisciplinarity and innovation are strategic approach in the research field of ICT

good resources to professional skills development in the ICT area - as it represents novel and modern research initiative

cooperation with industry - national and international partners

high profile placements for the students - higher chances for career opportunity

family community - very friendly and supportive social environment

High quality of life in Madeira - tropical island in the atlantic.

Madeira Living Lab - for interactive technologies (a reliable case study).

how do we want our brand to be?

Values to transmit :

EMOTIONAL

reliability and trust

youthful and friendly

community / family / team work

simplicity and emotive

life and nature connection

FUNCTIONAL

recognition / excellence / quality

innovation / progression

curiosity / entrepreneurship

professional / institutional

scientific and technological

actual and modern



what do we need to define our strategy?

We also need to define clear and specific goals, in order to create a clear, simple and efficient strategy to achieve those goals. About the future of the brand, a strategic approach in a longer-term way is also needed, in order to give some consistency to this strategy plan.

What is our mission or our goals?

more visibility and recognition in the national and international market

a stronger and more consistent presence in the web and social media world :

increasing the number of visitants to our website - arouse curiosity for the institute and the region.

increase the number of followers in our facebook page.

create a stronger and larger M-ITI community in the social media market - instagram/twitter/myspace/ google+

attract students and researchers to visit and explore our institute/ region (physically and in the web)

attract more companies by creating stronger connections, partnerships and collaborations (newsletter and direct approach)

be recognized as familiar, friendly institute located in a very nice place - promote the region itself as nice place to live - and as a living lab experience.

where are we going or what is our future?

we want to bring some consistency to this brand and to the way that M-ITI communicates with its targets.

creating one simple and effective message to all scientific and technological community

creating different ways to approach and communicate with its different targets

add some value to the institute through an improvement of its brand while, at the same time M-ITI is working harder on trying to get more recognition and value through the publication of scientific articles and conferences.

BRAND IMPROVEMENT = consistent and effective message to different targets

BETTER RECOGNITION = publications and conferences

more qualified students and researchers will bring us more projects and publications, which means we will have higher chances and more quality for better recognition.

what is our plan?

So after defining what do we want to communicate, and the kind of values do we want to transmit and to what kind of targets, we can now define our strategy plan for the M-ITI's brand, and how to put this on going, so here are 4 MAIN POINTS that will be our guidelines through this process :

1 creating a visual identity

and apply it to all kind of communication supports needed :

- + STATIONARY (letterhead, envelopes)
- + PROMOTION MATERIAL (flyers, posters, publicity)
- + VISUAL IDENTITY MANUAL (graphic standard norms)
- + MERCHANDISING COLLECTION
- + etc. ...

We need to create consistency and coherence in every little detail of our communication both in visual as in copywriting.

2 updating the website

updating and changing M-ITI's website completely - by applying the new Visual Identity :

- + NEW LAYOUT and NAVIGATION INTERFACE
- + MORE CLEAN, SIMPLE AND USER FRIENDLY
- + IMPROVING COPYWRITING.
- + NEW WEBSITE for RESEARCH PROJECTS - each one having their own identity (documenting and publishing more specific information about it).

3 creating social media activity

to re-activate M-ITI's FACEBOOK even create accounts :

- + TWITTER (posting news, etc.)
- + INSTAGRAM (with hashtag)
- + GOOGLE + - creating a strategy to make people interact with each other (competitions, quizzes, any idea will be welcome to explore).
- + NEWSLETTER - to be sent monthly with some M-ITI's news or informations related to M-ITI's research areas, etc.

4 supporting & promoting events

creating or supporting some events will be a way to help promote M-ITI in other institutions or even public spaces related or not to research or scientific contexts :

- + PUBLIC INTERACTIONS
- + PROMOTING ACTIONS, etc.
- + EVENTS AT M-ITI

and having this events announced properly with interesting material and interventions can really help awake some curious minds.

09

the calendar

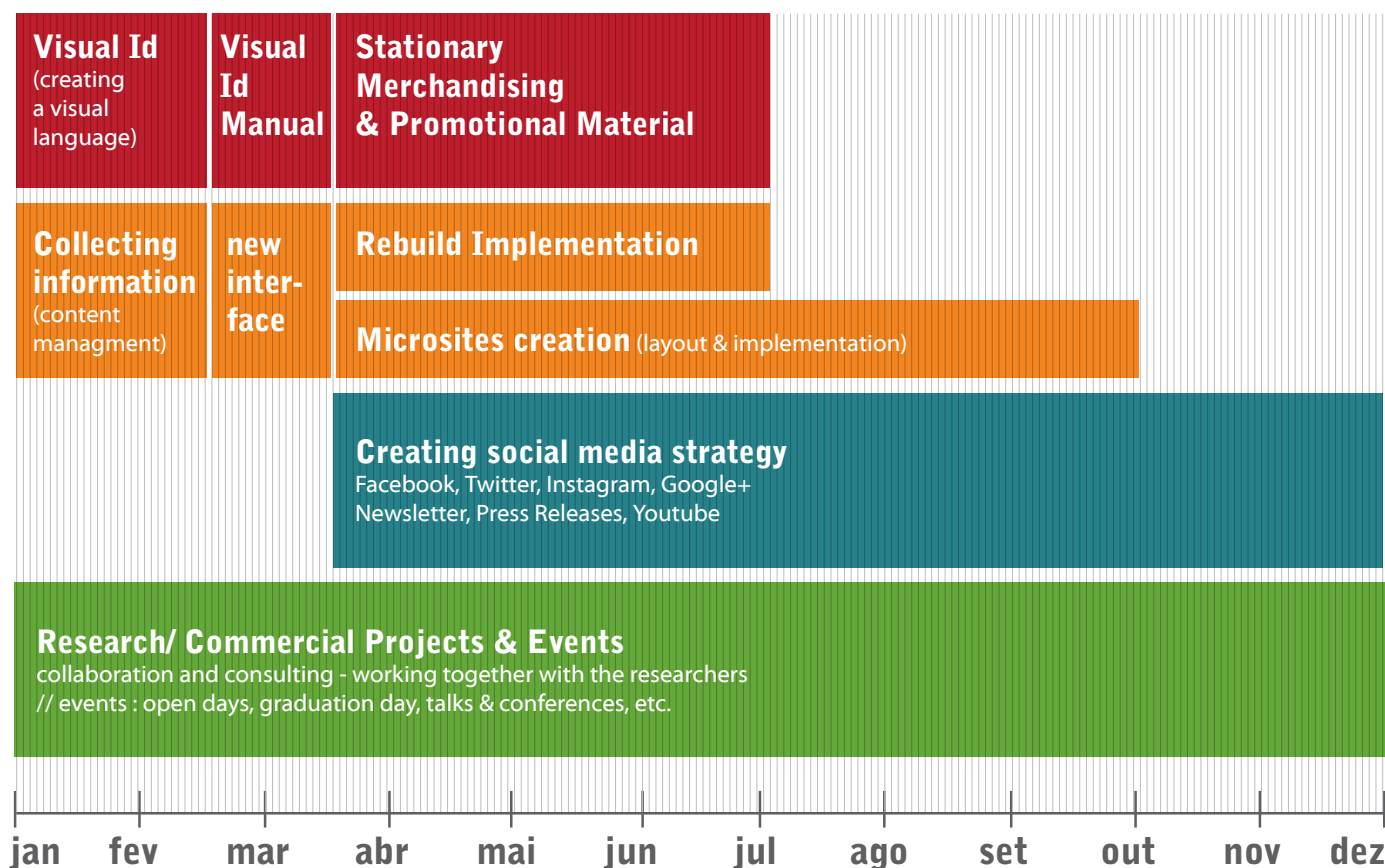
(get to work!)

ReBranding M-ITI

Next we are presenting you the calendar we have created by defining deadlines to each one of the MAIN POINTS we have referred in the previous pages. As you can see above, the Visual ID will be created until february the 15th, starting the Manual ID and the stationary, merchandising from there.

At the same time we will be collecting and gathering all the information/ content and reorganizing it, to start working on the new interface layout for the web site. Once we have the new interface layout ready and all the visual ID issues prepared, and that will be by the end of April (estimate), we can start working on the strategy for the social media, (while building the new website), to launch them all at the same time, when ready.

During all the year we will also collaborate with the researchers on their projects and on the events happening here at M-ITI, creating the promotional material and visual images for it, etc.

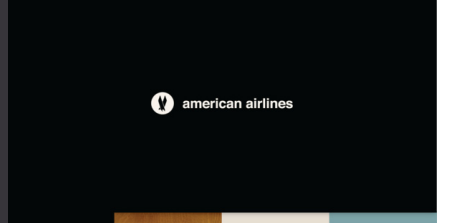
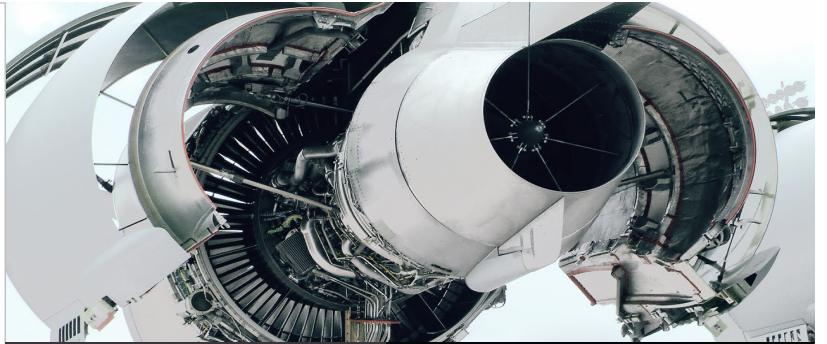


- Visual Identity
- WebSite
- Social Media
- Projects & Events

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**our
ideas**

(some inspiration...)





**get to
work!**

(let's go...)



References :

[1] Self Evaluation Report 2013_Oct_2013





ford