

To: Patrick Kanouse
From: Nancy Butcher, Lauren Jermolowicz
Cc:
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Re: Recommendation Report for #Time4Moms

Introduction

#Time4Moms is an online motherhood support group for moms. Marge Simpson is the owner and creator wants to take her brand to the next step by publishing her views on motherhood in print and online. Therefore, Marge is seeking a recommendation for a software plan that will allow her to publish her work in multiple formats. Ms. Simpson has a \$3,000 budget and wishes to have an effective publication date within a month.

To successfully manage all of #Time4Moms digital media and future printed publications, Marge needs a wide-ranging solution for creating, handling, and exporting her writing in multiple formats such as HTML, EPUB, and Print.

This report assesses three single source publishing software options: Adobe InDesign/Creative Suite, Serif Affinity Publisher, and Madcap Flare. Each assessment describes the software and options. It addresses the publishing formats, ability to engage, and cost. The report also lists pros and cons for each software choice.

Problems Analysis

Since, #Time4Moms is an online motherhood support group that is completely managed by Marge Simpson. There is a potential risk Ms. Simpson will not meet her desired publication date due to the time it could take her to learn how to use the new single source software. Marge also has set a budget of \$3,000 which can potentially interfere with the types of expert support and training she can purchase to help her better achieve her publication deadline.

Criteria for Evaluation

Ms. Simpson already has been trained in Web-Design and possess expert-level knowledge of Microsoft Office. Therefore, her previous knowledge will give her a strong advantage when choosing a new single-source software. Her established skill set provides her with an opportunity to quickly become comfortable working with a new software solution.

Solution 1: Adobe InDesign/ Creative Cloud

Creative Cloud is a collection of Adobe's best creative tools. Creative Cloud holds the world's favorite apps from Photoshop to InDesign and many more. These desktop, mobile apps, and services can be used by anyone, from beginners to pros. Creative Cloud helps you create faster and easier than ever before.

Adobe InDesign a world standard layout and page design software. This tool has everything needed for print or digital media. The industry-leading page design software makes it easy to create stunning graphic designs using typography from Adobe Stock's imagery. It also, allows its users to quickly share content and feedback with PDF. Proficiently manage production with Experience Manager. Therefore, Adobe InDesign is perfect for creating and publishing books, digital magazines, eBooks, posters, interactive PDFs, and more (Adobe, 2020)

- **Publishing ability**
 - Adobe PDF, Adobe Experience Manager Mobile Article, Adobe PDF (interactive), Adobe PDF (Print), EPS, EPUB (Fixed Layout, EPUB (Reflowable), HTML, InDesign Markup (IDML), JPEG, PNG, XML
- **Ability to Engage**
 - How long it takes to learn depends on one's previous knowledge. Adobe has a "Get Started" tutorial for beginners. Adobe also provides tutorials for beginners through experienced users and manuals to look up specific topics.
- **Cost**
 - For an individual:
 - *Creative Cloud: \$52.90 per month*
 - *InDesign, Photoshop, Illustrator: \$20.99 each per month*
 - For a Business with extra support and tutorials:
 - *Creative Cloud: \$79.90 per month*
 - *InDesign, Photoshop, Illustrator - \$33.99 per month each.*
- **Evaluation of Adobe Creative Cloud**
 - Pros:
 - Adobe is a leading one source software industry. Adobe products have a wide range of publishing options including print, interactive PDF, HTML, EPUB, and enhanced vector and pixel images. Adobe Creative Cloud apps work together. The pool of Adobe Creative Cloud Experts is large. Adobe also provides options for businesses to have access to extra support and tutorials.
 - Cons:
 - Adobe Creative Cloud does require instruction to implement and use. It has a monthly fee.

Solution 2: Serif Affinity Publisher + Affinity products

Affinity is an award-winning apple publishing company who are now entering the Windows World as of 2019. They are a direct competitor to Adobe InDesign. The workspace and capabilities are very similar. In addition to Publisher, Affinity also offers Photo and Illustrator. This company is still working on transferring some of the abilities that Affinity has in Apple to Windows. While it is usable, it is still improving.

- **Publishing Ability**
 - PDF, PNG, JPEG, GIF, TIFF, Adobe Photoshop (PSD), SVG EPS, EXR(Open EXR), HDR. As of now, no EPUB
- **Ability to Engage**
 - How long it takes to learn depends on one's previous knowledge. Affinity has a tutorial for all three products.
- **Cost:**
 - Publisher, Photo, Design - A one-time payment \$49.99
 - Additional software be purchased prices range from \$15.00 - \$49.99
- **Evaluation of Serif Affinity Publisher**
 - Pros:
 - Serif Affinity is an award-winning Apple illustration software. Affinity is now available for Windows applications. Affinity Publisher, Illustrator, and Photo work seamlessly together. The software is not in the cloud and is not WiFi dependent. There is a one-time payment for each software that is under \$50 each.
 - Cons:
 - The Windows version of the Publisher was launched in June of 2019 and is still working out bugs. It does not have all the capabilities of the apps found in Adobe Creative Cloud. The on-line community seems unhappy that Affinity did not put EPUB in Publisher. The work arounds require purchasing more software that is not part of the Affinity family.

Solution 3: Madcap Flare

Madcap Flare is a technical writing content, authoring and publishing software. It can publish on-line and in print. Its strength is in the document and business realm of publishing. Madcap offers other software to support business in cloud management, salesforce management, training, and ease of sharing documents for publishing.

- **Publishing ability:**
 - HTML5, PDF, Microsoft® Word, Clean XHTML, EPUB, and Eclipse Help; as well as legacy output types such as WebHelp and DITA.
- **Ability to Engage:**
 - How long it takes to learn depends on one's previous knowledge. Madcap offers videos and tutorials, free webinars, a blog, conferences, and a newsletter
- **Cost**
 - Perpetual \$2,249
 - Per Month \$269
- **Evaluation of Madcap Flare**
 - Pros:
 - Madcap Flare is the one of the leading technical writing software. Madcap Flare, a single source software, is a favorite for business because it is a content management system that also provides multi-channel publishing. The month to month option has more features than the perpetual option, such as cloud-based editing and access to other languages.
 - Cons:
 - Madcap Flare is made for business use. It does not have the creative capabilities that both Affinity Publisher and Adobe InDesign have.

Conclusion

We recommend Adobe Creative Cloud. Creative Cloud has InDesign, Illustrator, and Photoshop with a range of other support applications. They are compatible and similar in use. Adobe is the leading software in the industry. Their products are known for their quality and are used by professionals. The range of publishing options range from print to interactive PDF to EPub to HTML to strong illustration and image production. Adobe also works with non-Adobe output such as Word. The different software in Creative Cloud work seamlessly together. Adobe provides resources and tutorials for business support. The overwhelming popularity means there are many non-Adobe support media as well as many experienced people available should #Time4Moms expand.

The initial implementation recommendation is to purchase Adobe Creative Cloud and arrange for tutorials in InDesign. InDesign has the basics to start publishing. Then as confidence and expertise grow, the need for either vector images produced by Illustrator or pixel images edited in Photoshop will become apparent. With the similarity in the tools and terms in Adobe products and the fluidity among Adobe products, the addition of enhanced vector or pixel images will not be difficult. As the business grows, additions such as video or animation are also supported by Adobe Creative Cloud Products. Because Adobe Creative Cloud is ubiquitous, adding qualified Adobe personnel to the business will not be difficult.

Appendice

A. Adobe Creative Cloud

<https://www.adobe.com/creativecloud.html?promoid=NGWGRLB2&mv=other>

B. Affinity - Professional Creative Software

<https://affinity.serif.com/en-us/>

C. Self Publishing your Work: What are your Options? By Kelly Mancaruso (2019, October 4) retrieved from

<https://affinityspotlight.com/article/self-publishing-your-work-what-are-your-options/>

D. madcap software madcap FLARE

<https://www.madcapsoftware.com/products/flare/>

E. www.facebook.com/ZDMarkITWrite. (2015, September 11). 3 Ways Learning InDesign Can Save You Money. Retrieved from

<https://www.creativestudiosderby.co.uk/3-ways-learning-indesign-can-save-money/>