

Some thoughts on progress

As I see things, we now have a very good idea of our target audience, we have researched the needs and the attitude of this audience, and we have developed a good general direction for the advertising and a kind of corporate house style. So far, we have the essence of what we are going to say, and plenty of excellent ways of saying it.

Where we go next is a lot more difficult. We have as a target the creation of a ten second cinema advert. The only possible aim a brief advert such as this could have is to draw people to a web site with a short easily remembered URL - for preference the Ubuntu website at www.ubuntu.com I think we need an agreed strategy for the website to handle these potential users and liason with the web team to make this happen.

Training

Currently, <http://learn.ubuntu.net/> is dormant and available for us to take over if we want to build a transition course. We have been offered support using #ubuntu-classroom for a suggested weekly tutorial as part of the online training. The desktop course at:

<http://www.ubuntu.com/support/training/course-descriptions> looks interesting - but note that **it is not yet available.**

Report from a Windows user, Alex.

Firstly with regards to Ubuntu, having only ever worked off Microsoft systems I have found Ubuntu less 'user friendly' - this I imagine is due to the fact that I (like many others) have never used anything other than Microsoft. However I have found the word processing, and spreadsheet programmes like for like with Word and Excel - it just takes some time to navigate around and get to grips - but they are accessible. My main frustration is around using CD's, USB's etc - I find Microsoft very easy to use when pulling data off USB's but with Ubuntu nothing I have found seems to 'plug and play' - no guidance appears - so I resort to 'googling' only to find forums with technical speak which I don't always understand.

The manuals to support Ubuntu need to be written in a more accessible way - screen shots would be useful - they need to be more accessible. Generally Ubuntu appears to run a lot faster than Microsoft - the 'office' programmes are comparable, but I feel you do need to be technically savvy to use Ubuntu above and beyond emails and word processing. My main recommendation would be that Ubuntu needs to be more user friendly and I feel on-line integrated guidance would be most helpful!

Alex