

Rochester Institute of Technology

## RIT Digital Institutional Repository

---

Books

---

2011

### Drop2Print: a model for PDF-specifications to drive the discovery of print service providers

Patricia Albanese

Tona Henderson

Michael Riordan

Benjamin Vandenberg

Follow this and additional works at: <https://repository.rit.edu/books>

---

#### Recommended Citation

Albanese, Patricia; Henderson, Tona; Riordan, Michael; and Vandenberg, Benjamin, "Drop2Print: a model for PDF-specifications to drive the discovery of print service providers" (2011). Accessed from <https://repository.rit.edu/books/95>

This Full-Length Book is brought to you for free and open access by the RIT Libraries. For more information, please contact [repository@rit.edu](mailto:repository@rit.edu).

# Drop2Print: A Model for PDF-Specifications to Drive the Discovery of Print Service Providers

By

**Patricia Albanese**

Gannett Distinguished Professor,  
School of Print Media

**Tona Henderson**

Associate Professor, Golisano College  
of Computing and Information Sciences

**Michael Riordan**

Assistant Professor,  
School of Print Media

**Benjamin Vanderberg**

Undergraduate Student,  
School of Print Media  
Rochester Institute of Technology

A Research Monograph of the  
Printing Industry Center at RIT

No. PICRM-2011-07



# Drop2Print: A Model for PDF-Specifications to Drive the Discovery of Print Service Providers

---

By

Patricia Albanese  
Gannett Distinguished Professor, School of Print Media

Tona Henderson  
Associate Professor, Golisano College of Computing and  
Information Sciences

Michael Riordan  
Assistant Professor, School of Print Media

Benjamin Vanderberg  
Undergraduate Student, School of Print Media

Rochester Institute of Technology



A Research Monograph of the  
Printing Industry Center at RIT  
Rochester, NY  
February 2011

PICRM-2011-07

© 2011 Printing Industry Center at RIT— All rights reserved.

The research agenda of the Printing Industry Center at RIT and the publication of research findings are supported by the following organizations:



## Table of Contents

Executive Summary .....	3
Methodology .....	4
Research .....	4
Print Service Providers Studied .....	4
The Core Job Ticket .....	5
Pre-defined Templates .....	6
Prototype Design .....	8
Development .....	11
System Design .....	11
Client Application Technical Requirements .....	11
Server Application Technical Requirements .....	12
Results .....	13
Server Application .....	13
Adding a Print Service Provider to Drop2Print .....	14
Step-by-Step Instructions .....	14
Desktop Application .....	17
Feedback .....	17
Proposed Research for Coming Year .....	19
Categories .....	19
Appendix A: Invitation .....	22
Appendix B: Agenda from First Phone Conference .....	23
Appendix C: Installation Demo and Directions .....	24
Appendix D: Release of Beta Version 2 and Request for Feedback .....	25
Appendix E: Feedback from Testing .....	26



## Executive Summary

Desktop publishing tools have enabled individuals, groups, and businesses to create print-ready documents they can easily send to desktop or networked printers. However, for documents that will need to be produced in larger quantities or with different binding and finishing options than are available through the desktop and networked printers, the process of identifying an appropriate print service provider can present a challenge.

The challenge of connecting customers (end users) to print service providers that can best meet their needs is mirrored by the challenge that many smaller print service providers face in making potential customers aware of their services. Lack of a common vocabulary and the communication of job requirements (customer) and services available (print service providers) further complicate the process.

Digital printing continues to grow in popularity as a means to print short runs of documents, books, and other products. To help facilitate this process, many digital print service providers have created unique storefronts to allow customers to easily choose the specifications of the product they wish to produce.

Many companies have their own proprietary methods for submitting content. Some have online web-to-print interfaces, but these often differ between companies. When a customer is searching for an appropriate print provider to suit their needs, they have to fill out a separate job ticket for each storefront, which can be a tedious task.

The goal of this research project was to create a prototype and model for a simple, easy-to-use tool for end users to discover the specific print service providers that meet their requirements for production and fulfillment. The resulting prototype, Drop2Print, provides an easy-to-use desktop application that leverages the technical specifications of an end user's PDF document to simplify the discovery of appropriate print service providers. This desktop application is linked to an online database that allows the Drop2Print application to determine the print service providers in a specific location that are able to meet the specifications of the print job.



# Methodology

The methodology of developing the Drop2Print prototype can be broken down into four distinct steps: research, prototype design, development, and implementation.

## Research

To help get a better sense of the pieces of information that are important to pass on to a print provider, a range of specific print service providers were evaluated to establish benchmark data on how job specification information was gathered and utilized. Additionally, a preliminary assessment of production ability and capacity was conducted.

The specific goals of this initial research were to:

- Define the common job-ticket specifications across a range of digital print service providers. This includes small, medium, and large-scale print service providers.
- Determine the unique limitations of different print service providers. For example, what finishing options do they provide?
- Determine the number of print service providers using JDF as their means for describing job information.

## Print Service Providers Studied

In addition to these research criteria, the team also wanted to limit the scope of print service providers to those that offered only electrophotographic or wide-format inkjet printing services.

The print service providers studied were:

- **Digital Publishing Center**  
The Digital Publishing Center (DPC) is a student-run facility in the School of Print Media of Rochester Institute of Technology (RIT). The DPC provides an educational and testing environment for students and facilitates the production of class projects. The system's workflow uses a combination of Xinet for asset management, Dalim Twist for pre-flight and processing, and a variety of digital presses from Xerox and Canon for print production. Submission is done through an online portal at <http://spm-portal.rit.edu>.
- **Lulu.com**  
Lulu is a digital print provider well-known for its ability to allow customers to easily produce their own personal books. They provide a number of binding and paper options and have an intuitive front-end portal.

- **MagCloud**  
MagCloud is a web-based, on-demand magazine printer. It allows members to print letter-size magazines between 4 to 100 pages. Users have virtually no control over the technical specifications of their publication. Once users have uploaded a file for a magazine, they are able to share it through their website with other MagCloud users, as well as have it printed and shipped to themselves and others.
- **FedEx Office**  
FedEx Office, formerly FedEx Kinkos, is a national chain of retail outlet print shops that offer digital printing, copying, and binding services. Unlike other print shop franchises, every shop is owned by FedEx, making it the seventh largest printing company in North America. In addition to walk-in jobs, FedEx Office provides an online portal for customers to submit jobs for output at a retail store. Customers are able to pick up their prints at a retail store or have them shipped to their door.
- **Staples.com**  
Staples is a national office supply retail chain. In addition to selling office supplies, many Staples retail stores also offer digital printing, copying, and binding services. The company also provides its own online portal for submitting jobs for pickup within retail stores.

## The Core Job Ticket

Each of the previous print service providers' different workflows and specifications were analyzed to find commonalities. Consistent specifications were determined and were used to create the core job ticket.

The core job ticket includes the following fields:

Salutation	Email Address	Bleeds
First Name	Job Name	Cutting
Last Name	Color	Binding Edge
Company	Quantity	Binding Type
Address	Orientation	Folding
City	Duplexing	Lamination
State	Paper Size	Pick Up or Delivery
Zip Code	Paper Type	Due Date
Country	Paper Coating	Notes
Phone Number	Proof	

While several companies have systems that request information beyond these specifications, these are the core pieces of information that were common to any job. Additional information may also be required for large-format jobs and for jobs requiring more intricate finishing. These core fields of information laid the foundation for the development of the system architecture.

### Pre-defined Templates

The next step was to create a list of the most common products produced by the sample population of print service providers. An examination of these products was used in the creation of pre-defined job ticket templates, which are listed below:

<b>B&amp;W One-sided Packet</b>		<b>B&amp;W Two-Sided Packet</b>		<b>B&amp;W 3-Hole Punch Binder, One Sided</b>	
Color:	No	Color:	No	Color:	No
Orientation:	Portrait	Orientation:	Portrait	Orientation:	Portrait
Duplex:	No	Duplex:	Left-to-Right	Duplex:	No
Trim Size:	8.5x11	Trim Size:	8.5x11	Trim Size:	8.5x11
Paper Type:	Text	Paper Type:	Text	Paper Type:	Text
Coating:	Uncoated	Coating:	Uncoated	Coating:	Uncoated
Bleed:	No	Bleed:	No	Bleed:	No
Cutting:	No	Cutting:	No	Cutting:	No
Binding:	Yes	Binding:	Yes	Binding:	Yes
Binding Edge:	Left	Binding Edge:	Left	Binding Edge:	Left
Binding Type:	Staple	Binding Type:	Staple	Binding Type:	3-Hole
Folding:	No	Folding:	No	Folding:	No
Lamination:	No	Lamination:	No	Lamination:	No

<b>Color One-Sided Packet</b>		<b>Color Two-Sided Packet</b>		<b>Color 3-Hole Punch Binder, One Sided</b>	
Color:	Yes	Color:	Yes	Color:	Yes
Orientation:	Portrait	Orientation:	Portrait	Orientation:	Portrait
Duplex:	No	Duplex:	Left-to-Right	Duplex:	No
Trim Size:	8.5x11	Trim Size:	8.5x11	Trim Size:	8.5x11
Paper Type:	Text	Paper Type:	Text	Paper Type:	Text
Coating:	Uncoated	Coating:	Uncoated	Coating:	Uncoated
Bleed:	No	Bleed:	No	Bleed:	No
Cutting:	No	Cutting:	No	Cutting:	No
Binding:	Yes	Binding:	Yes	Binding:	Yes
Binding Edge:	Left	Binding Edge:	Left	Binding Edge:	Left
Binding Type:	Staple	Binding Type:	Staple	Binding Type:	3-Hole
Folding:	No	Folding:	No	Folding:	No
Lamination:	No	Lamination:	No	Lamination:	No

<b>B&amp;W 3-Hole Punch Binder, Two Sided</b>		<b>B&amp;W Book, Comb Binding</b>		<b>Calendar</b>	
Color:	No	Color:	No	Color:	Yes
Orientation:	Portrait	Orientation:	Portrait	Orientation:	Landscape
Duplex:	Left-to-Right	Duplex:	Left-to-Right	Duplex:	Left-to-Right
Trim Size:	8.5x11	Trim Size:	8.5x11	Paper Size:	8.5x11
Paper Type:	Text	Paper Type:	Text	Trim Type:	Cover
Coating:	Uncoated	Coating:	Uncoated	Coating:	Coated
Bleed:	No	Bleed:	No	Bleed:	Yes
Cutting:	No	Cutting:	No	Cutting:	Yes
Binding:	Yes	Binding:	Yes	Binding:	Yes
Binding Edge:	Left	Binding Edge:	Left	Binding Edge:	Left
Binding Type:	3-Hole	Binding Type:	Comb	Binding Type:	Spiral
Folding:	No	Folding:	No	Folding:	No
Lamination:	No	Lamination:	No	Lamination:	No
 <b>Color 3-Hole Punch Binder, Two Sided</b>		 <b>B&amp;W Book, Spiral Binding</b>			
Color:	Yes	Color:	No		
Orientation:	Portrait	Orientation:	Portrait		
Duplex:	Left-to-Right	Duplex:	Left-to-Right		
Trim Size:	8.5x11	Trim Size:	8.5x11		
Paper Type:	Text	Paper Type:	Text		
Coating:	Uncoated	Coating:	Uncoated		
Bleed:	No	Bleed:	No		
Cutting:	No	Cutting:	No		
Binding:	Yes	Binding:	Yes		
Binding Edge:	Left	Binding Edge:	Left		
Binding Type:	3-Hole	Binding Type:	Spiral		
Folding:	No	Folding:	No		
Lamination:	No	Lamination:	No		

## Prototype Design

### Customer Workflow

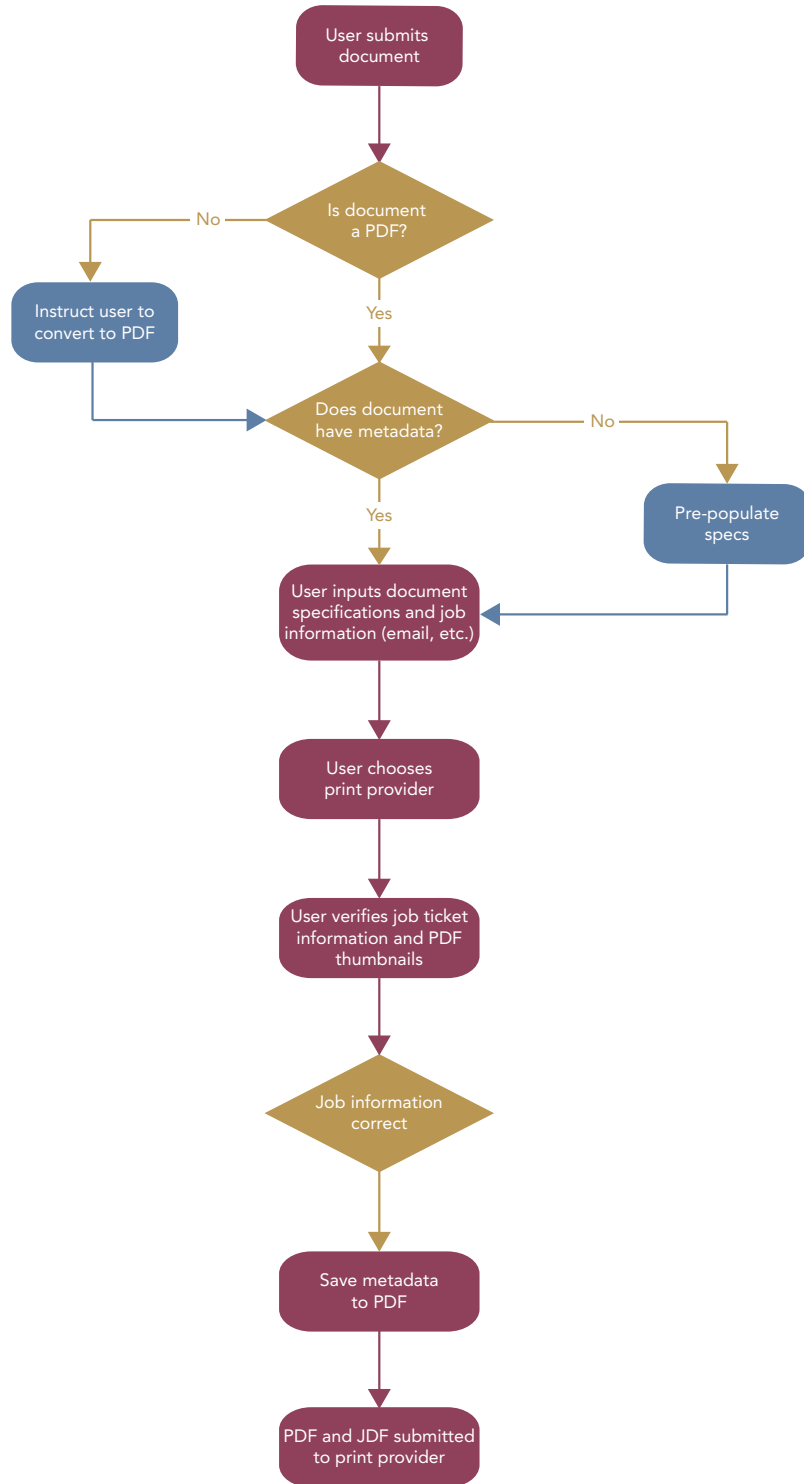


Figure 1. Diagram of initial workflow for Drop2Print customers

### Print Service Provider Workflow

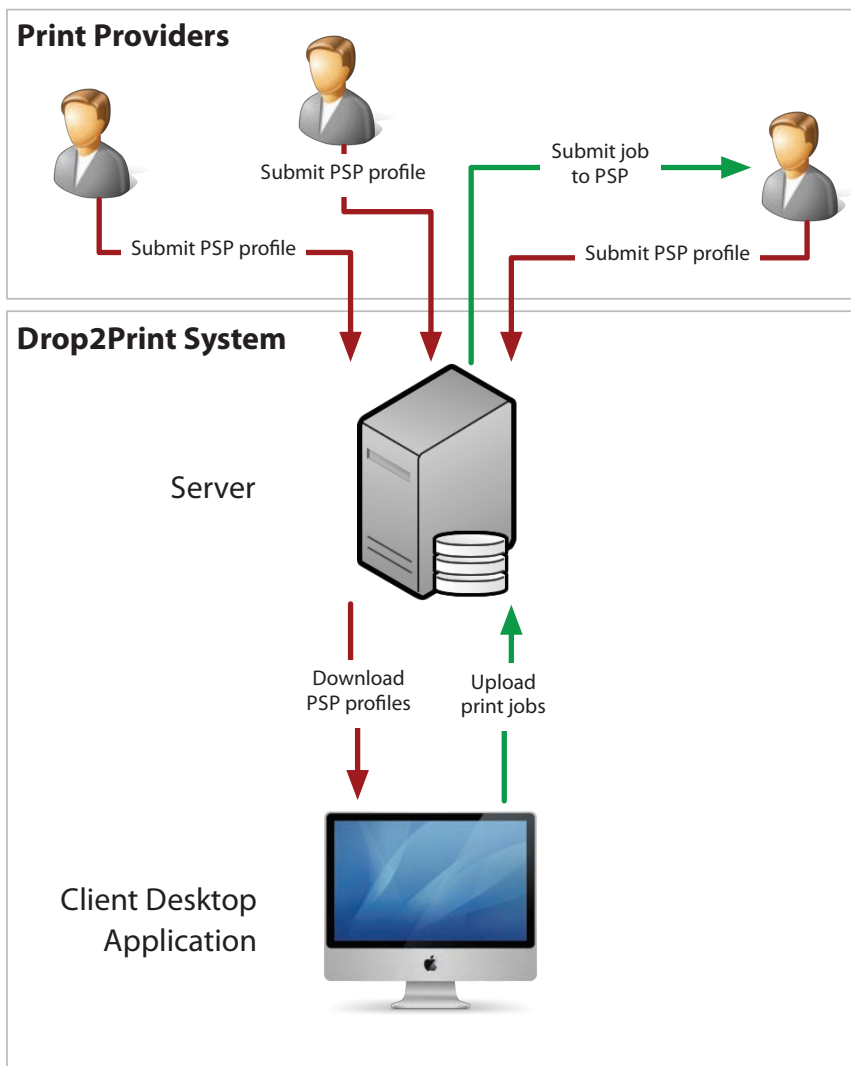


Figure 2. Overview of the interaction between print service providers, clients, and Drop2Print servers

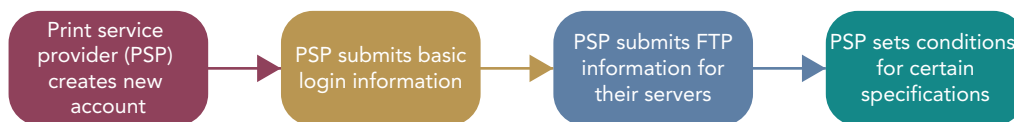


Figure 3. Workflow for print service providers

In order for a print service provider to have its services listed on Drop2Print, it will have to register a profile on the server using the web-based interface. The following information must be provided:

- Provider Name
- Provider E-mail
- Login
- Password
- FTP Address
- FTP Location
- FTP Login
- FTP Password

The next step is for the print service provider to fill out their job conditions. The print service provider first establishes which paper it is specifying to set a condition on and then sets the limitations it has. A preliminary set of conditions might include:

- Whether that size is able to be printed color or black and white.
- The quantity limitations (minimum and maximum) that are accepted for a job.
- Whether that page size is available in cover or text-weight.
- Whether it offers proofing services.
- Whether it offers cutting services.
- What binding solutions it offers.
- Whether it supports folding and, if so, what types.
- Whether it supports lamination.
- Whether it offers delivery and/or pickup services.
- Its minimum and maximum due date ranges (production time).

## Development

Multiple platforms were considered for the development of the interface application for the customer side. A desktop application was considered a high priority, as it allows the customer to have the application interact directly with documents on the desktop and allows for the use of drag-and-drop and other interactive features. Different development platforms were assessed, including Java and Adobe Air. Adobe Air was chosen because of its affinity to Adobe PDF and its rapid, user-friendly development.

## System Design

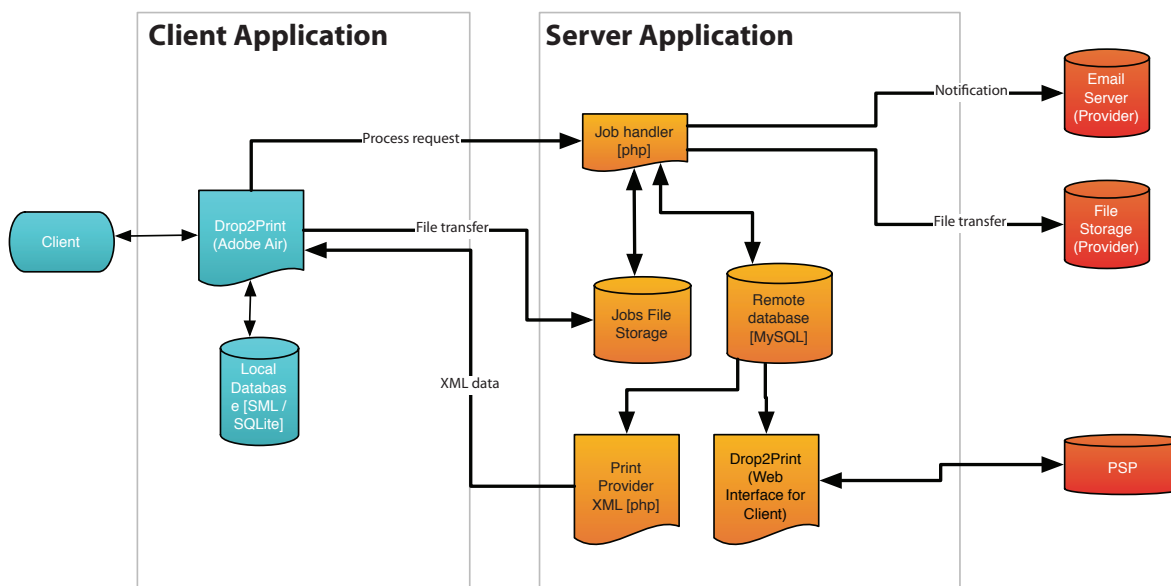


Figure 4. Diagram of the Drop2Print client and server system

## Client Application Technical Requirements

### Software Requirements

- Adobe Air 1.5
- Adobe Flex
- Adobe Reader

### Feature Requirements

- Allow customers to submit their job-ticket specification in an organized and intuitive manner.
- Allow customers to select pre-defined templates to quickly and efficiently fill out their job ticket.



- Allow customers to preview their job before submitting.
- Allow customers to view different print service providers that match the requirements set by their job ticket.
- Allow customers to submit their job using the interface.
- Allow customers to create a locally-stored profile to automatically populate contact information for their job tickets.
- Produce a JDF file for the job.
- Develop a desktop application allowing users to drag and drop their files onto the application to submit to Drop2Print.

## Server Application Technical Requirements

### Software Requirements

- PHP
- MySQL
- FTP
- XML
- HTML/CSS

### Feature Requirements

- Create a scalable database to allow print service providers to submit their profile information for their specific plants.
- Allow the existence of multiple locations for the same print service provider.
- Provide client applications with the most up-to-date print service provider information using XML.
- Allow files from the client applications to be forwarded to the appropriate print service provider FTP server.
- Allow print service providers to access their profile information using a web-based interface.
- Allow conditions to be set by a print service provider about the company's job requirements.

## Results

### Server Application

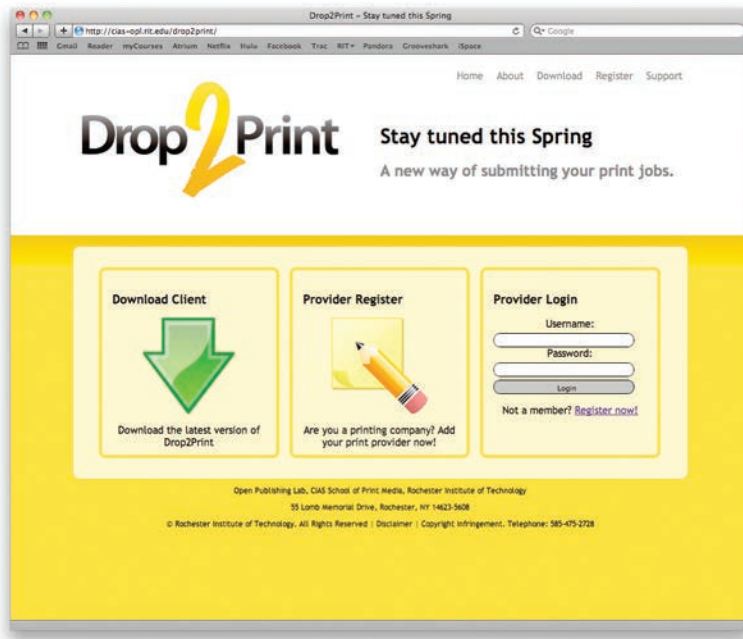


Figure 5. Main page of Drop2Print website

The desktop application for Drop2Print was written in Adobe AIR. This cross-platform application allows customers to fill their job ticket, find print service providers that suit their needs, and then send the file to the print service provider for production. Additional options for users, such as using pre-defined templates, are also available. These templates are for users who are doing common jobs such as unbound 8.5” x 11” sheets or a saddle-stitch calendar. User profiles also include a feature to enable users to change their geographic location to support searching for a print service provider when traveling or when using a distributed print model for production.

The server application allows print service providers to:

- Register a profile with Drop2Print to have their print services included in client search results.
- Set conditions on their profile to filter the jobs that they will accept.
- Transfer files from the client’s computer to their FTP server.
- Download the most recent client job information submitted to their company.

# Adding a Print Service Provider to Drop2Print

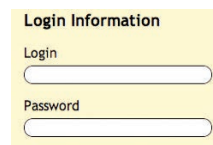
## Step-by-Step Instructions

The following information is a guide on how to submit a print service provider profile to the Drop2Print system.

- In a web browser\* of choice, go to <http://cias-opl.rit.edu/drop2print>  
*\*In this revision, Internet Explorer is currently not supported by Drop2Print.*
- Click the “Register Now” button under Provider Login.
- Under “Provider Name,” specify the name of the company.
- Under “E-mail,” specify the e-mail address that will manage this Drop2Print account.

## Login Information

Next, the print service provider creates a login for the company (see Figure 6).



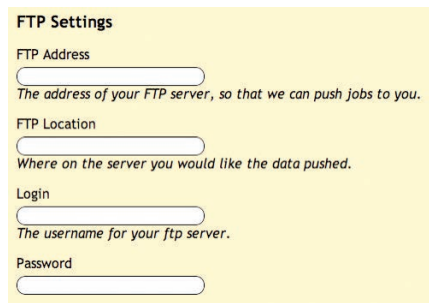
The image shows a screenshot of a web form titled "Login Information". The form has a yellow background and contains two input fields. The first field is labeled "Login" and the second field is labeled "Password". Both fields are empty and have a light gray border.

Figure 6. Login panel for Drop2Print server

- Under “Login,” specify a unique login for the company.
- Under “Password,” specify a password for the company.

## FTP Settings

Finally, the print service provider’s FTP settings must be input in order to allow files to be uploaded to the company’s server from Drop2Print (see Figure 7).



**FTP Settings**

FTP Address  
  
*The address of your FTP server, so that we can push jobs to you.*

FTP Location  
  
*Where on the server you would like the data pushed.*

Login  
  
*The username for your ftp server.*

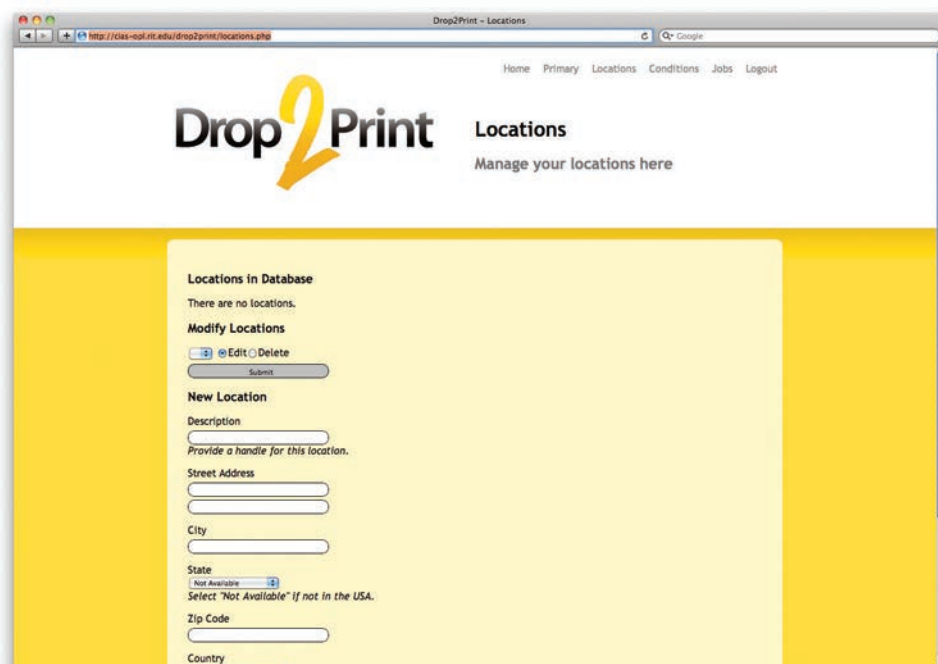
Password

Figure 7. Panel for inserting FTP settings

- Under “FTP Address,” specify the FTP address of the company’s server.
- Under “FTP Location,” specify the path to the folder where Drop2Print job files should be submitted.
- Under “Login,” specify the login for the FTP server.
- Under “Password,” specify the password for the FTP server.
- Once completed, click the “Register Information” button (not shown).

### Set Primary Location and Additional Locations

Once registration is complete, specification of the print service provider’s primary location is required. This is the main address of one of the company’s production facilities (see Figure 8).



Drop2Print - Locations

Home Primary Locations Conditions Jobs Logout

# Drop2Print

## Locations

Manage your locations here

**Locations in Database**  
There are no locations.

**Modify Locations**

**New Location**

Description  
  
*Provide a handle for this location.*

Street Address

City

State  
  
*Select "Not Available" if not in the USA.*

Zip Code

Country

Figure 8. Menu for adding locations to the print service provider profile

## Adding a Print Service Provider to Drop2Print

- In the upper right corner, click on “Locations.”
- Add a location for each of the locations within your company. This window also allows you to edit locations.
- Once insertion of the location information (description, street address, city, state, zip code, country, phone number, e-mail address) is complete, click “Insert Location.”

### Setting Conditions

The conditions menu allows a print service provider to specify conditions for the jobs they can accept, such as paper size and binding options. A print service provider is able to set as many conditions as it would like. The conditions each company sets are used to determine whether a company is able to meet a customer’s job requirements.

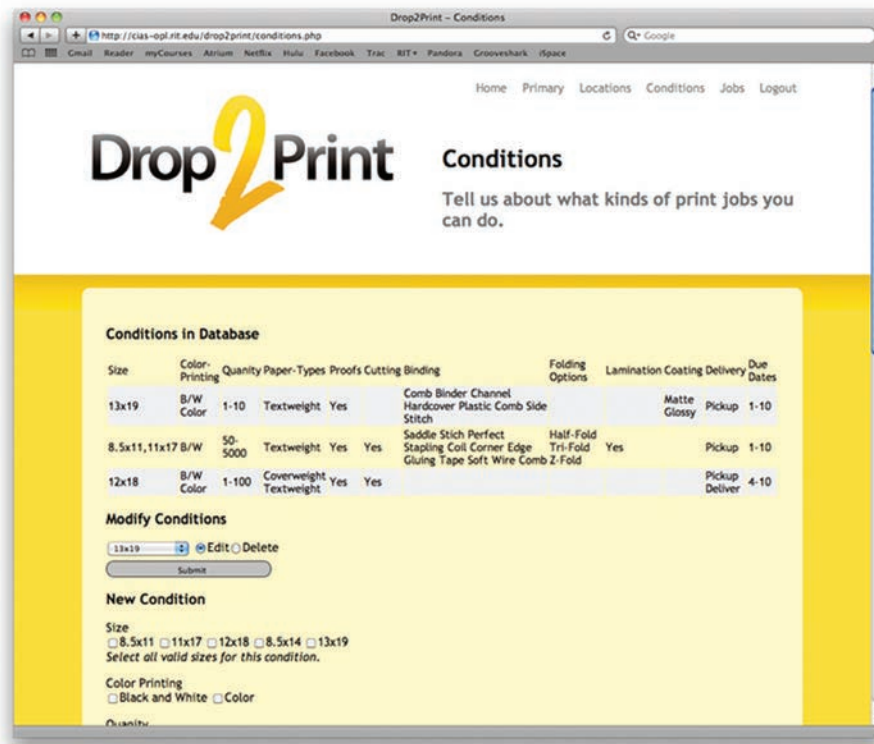


Figure 9. Menu for adding conditions for different job types to the print service provider profile

- Use the check boxes to set all possible job options. These conditions are currently segmented by paper size.

## Desktop Application

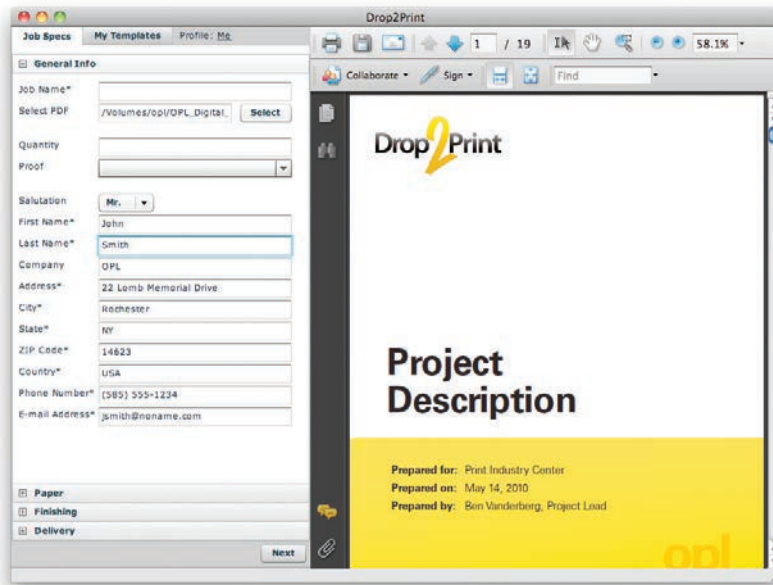


Figure 10. Drop2Print application in the customer view

### Feedback

As identified in the project plan, the first version of the software was developed in the Fall 2009/Spring 2010 time frame and released to the Printing Industry Center partners for testing and feedback in May 2010. The partners were invited to participate in the initial testing and feedback (see Appendix A for a copy of the invitation). Several responded to the call to test and review the software.

The agenda for the conference call was set to provide a forum for discussion of the software functionality and design between the partners and the software development team (see Appendix B for a copy of the meeting agenda). A video presentation of the software, installation instructions, and links to download the software were included in the preparation for the discussion (see Appendix C for a copy of the instructions).

As the testing partners reviewed the software release, it became apparent that the initial decision to use Adobe AIR 2.0—which was in a beta release at the time—was problematic for users already using the fully released version 1.5.

### Phone Conference

Two primary issues arose from the discussion:

- The participants requested a more extensive overview of the systems design and functional specs of the project. This would set the context and illustrate the workflow of the conceptual design.
- Use of the beta release of Adobe Air (v. 2.0) as a basis of the software development did not give testers the ability to install the software on their machines. The current fully released version of Adobe Air (v. 1.5) introduced conflicts that prevented the Drop2Print application from being downloaded and used.

As a result of the phone conference, the Drop2Print team decided to reconfigure the software to use the most recent fully released version of Adobe Air 1.5 and then redistribute the software, system schematics, and a feedback form to the PIC testers.

### Software Redistributed

In response to the feedback and discussion generated by the conference call, the Drop2Print team reconfigured the software to run using Adobe Air 1.5 and provided the requested overview documentation. This was distributed to the test group in early summer of 2010. Testers were asked to download and use the software and provide the team with feedback on their experience (see Appendices D and E).

## Proposed Research for Coming Year

### Categories

#### Security

- Develop security features for data exchange.
- Develop API Key for client applications.
- Develop user authentication.

#### Smarter Logic in Conditions

- Develop better interface that makes the complexities of printing more intuitive for novice users.
- Create a model for granular conditions to accept or decline specific jobs.

#### Improved Searching

- Improve model for searching by device capability, location, materials, production time, etc.

#### Refining Server Infrastructure

- Port the server over to Drupal to allow for a strong sustainability model for the server and allow for better user management.
- Develop a more refined API allowing client applications for multiple different platforms to be able to interact with server and allow servers of print service providers to receive information from the Drop2Print server.
- Research more integration with operating systems, such as contextual menus.
- Develop better JDF support. Research additional testing to better integrate JDF into the application in a way that suits the needs of print service providers.
- Provide e-mail notification to communicate updates within the system and new job submissions to customers and print service providers.
- Provide support for upload and job-ticket submission through an online interface as well as a desktop application.
- Provide better support for multiple print service provider locations.
- Provide better tooltip integration with icons and images to help illustrate specific printing concepts to users.



- Provide support for custom pages and cropping and differentiate between page size and paper size. This will allow possible future support for custom sizing and wide-format printing.
- Provide better pre-defined templates and support for user-created templates.
- Refine interface for users of the website.

### Desktop Application

- Research more integration with operating systems such as contextual menus.
- Add support for reading of PDF metadata to reduce the amount of job-ticket specifications that need to be filled by a customer. Some of these fields may include page size, color, and orientation.
- Add support for preferences to customize the application specific to users' needs. Examples include more simplified job tickets or advanced job tickets for print professionals.
- Add AMFphp for better and more secure interaction and support between the client application and the Drop2Print server.

### Research

- Research possibilities of integration with pre-flighting systems.
- Research support for color-management restrictions by print service providers or color-management standardization of files.
- Research difficulties and limitations of supporting file conversion of common file formats such as DOC and DOCX for file submission.
- Research security further, specifically information security, file transfer security, and information regarding customers and their jobs.


### Mobile Development

- Investigate development on the iPhone, Android, and Blackberry.
- Develop a mobile application that allows customers to search for nearby print service providers based on their location and send a PDF to the provider of their choice.
- Create pre-defined templates to allow users to quickly send their document from their phone to a print service provider.

### Populating the Database

- Partner with industry trade associations and organizations to begin populating the database with a large sample population of print service providers.
- Support XMP metadata for the saving and transfer of job-ticket information embedded into the file.
- Research transaction information management and investigate how to include support for transactions within the system.

## Appendix A: Invitation



Dear <<First Name>>,

**If you plan to participate in the Drop2Print conference call on May 4, 2010 starting at 12:00 noon EST please follow these instructions:**

1. Download the .zip file located here: <http://print.rit.edu/events/d2p.zip>. This contains three files: d2p.air, d2pagenda.txt, and Drop2PrintDemoDirections.docx.
2. Install the Adobe AIR application d2p.air using the instructions provided in the Word document.
3. Review the movie available here: <http://cias-opl.rit.edu/drop2print/pic/Drop2Print.mov>
4. Try out the application and note any feedback for the team.

On May 4, call in at the following number:  
**1-800-391-1709 (US) | 001-310-539-2229 (Intl)**  
**Bridge: 320241**

If you have any questions, please let me know.

Sincerely,

**Ashley Walker**  
Marketing Communications Manager, Printing Industry Center at RIT

**Printing Industry Center at RIT**  
Rochester Institute of Technology  
College of Imaging Arts and Sciences  
55 Lomb Memorial Drive  
Rochester, NY 14623

Phone: (585) 475-2733  
Fax: (585) 475-7279  
Email: [printing@rit.edu](mailto:printing@rit.edu)  
Twitter: [RITprintcenter](https://twitter.com/RITprintcenter)  
<http://print.rit.edu>

---

**[Unsubscribe](#)** <<Email Address>> from this list | **[Update your profile](#)**  
Copyright (C) 2009 Printing Industry Center at RIT All rights reserved.

## Appendix B: Agenda from First Phone Conference

Agenda from first phone conference:

1. Introduction to Drop2Print and team members
2. Walk through presentation video
3. Walk through installation (requires AIR 2.0)
  - Download
  - Double click icon
  - Complete form
4. Technical discussion
  - Client
  - Server
5. Open question and answer

# Appendix C: Installation Demo and Directions

The installation demo and directions file contained the following information:

### Installation Instructions\*:

\*Note: If you have not already installed Adobe Air 1.5.3, you must do so before using Drop2Print, if you already have it installed, you can skip step 1.

1. Go to <http://www.adobe.com> and get Adobe Air 1.5.3. Follow the installation instructions.
2. Save the attached file (Drop2Print1.5-2.air) to your computer. Double click it to install. When finished, the Drop2Print icon will appear in the location specified.
3. Drop2Print should auto-load the first time, but if not, drag a PDF onto the icon to launch the program.
4. You will ultimately receive an error message when trying to submit a print job to a provider. This is a result of the conversion to Air 1.5.3 and remains an outstanding bug for the fall. The Air 2.0 version of Drop2Print correctly moves a print job to a dummy provider account.

### Feedback Questions:

1. What kind of computer/operating system are you using? (Be as specific as you can.)
2. Did Drop2Print install and work? If not, how far did you get?
3. If Drop2Print did work, is it doing what you thought it would?
4. What else would you like to see? Improvements? Deletions?

We appreciate you taking the time to assist us with this project and look forward to your comments.

The Drop2Print Team

## Appendix D: Release of Beta Version 2 and Request for Feedback

Dear <<First Name>> ,

Per the discussion from the previous conference call, we are happy to provide you with the following documentation and a revised version of the Drop2Print application. Please download the files from the links given below, install the application, and then provide any feedback you may have to the Drop2Print team. Some feedback questions that the team would like answered are also provided below.

- **[Drop2Print Overview](#)** - contains a description and brief discussion of the goals and workflow of the project.
- **[Drop2Print Adobe Air application](#)** - follow the installation instructions below.

### **Installation Instructions\***

*\*Note: If you have not already installed Adobe Air 1.5.3, you must do so before using Drop2Print. If you already have it installed, you can skip step 1.*

1. Go to [www.adobe.com](http://www.adobe.com) and get Adobe Air 1.5.3. Follow the installation instructions.
2. Save the Drop2Print1.5-2.air file to your computer. Double click it to install. When finished, the Drop2Print icon will appear in the location specified.
3. Drop2Print should auto-load the first time. If it does not, drag a PDF onto the icon to launch the program.
4. You will ultimately receive an error message when trying to submit a print job to a provider. This is a result of the conversion to Air 1.5.3 and remains an outstanding bug for the fall. The Air 2.0 version of Drop2Print correctly moves a print job to a dummy provider account.

### **Feedback Questions:**

1. What kind of computer/operating system are you using (be as specific as you can)?
2. Did Drop2Print install and work? If not, how far did you get?
3. If Drop2Print did work, is it doing what you thought it would?
4. What else would you like to see? Improvements? Deletions?

**Please send all feedback to the main Open Publishing Lab website at:**

**<http://opl.rit.edu/contact/>**

We would appreciate receiving your comments no later than August 1st.

We appreciate you taking the time to assist us with this project and look forward to your comments.

### **The Drop2Print Team**

---

#### **Printing Industry Center at RIT**

Rochester Institute of Technology  
College of Imaging Arts and Sciences

# Appendix E: Feedback from Testing

1. What kind of computer/operating system are you using? (Be as specific as you can)?

Win XP SP3, Dell Latitude D630, 2.6 GHz, 4 GB RAM

2. Did Drop2Print install and work? If not, how far did you get?

Yes, it worked.

3. If Drop2Print did work, is it doing what you thought it would?

4. What else would you like to see? Improvements? Deletions?

- Labels: after having chosen a PDF, when I eg. to 'paper', the extra labels that pop up when a drop down menu is activated, are not visible. It seems they are behind the PDF.
- Color (paper): shouldn't there be a selection of the available colors?
- Paper sizes: only US sizes... No A4 or other ISO sizes.
- Finishing: is it possible to have some clever algorithm that will prevent ordering something impossible? I can imagine that not all possible combinations in the interface are possible in real life.
- Finishing/cutting: to marks looks obvious to me, but to image? What is the reason behind that (people making bad PDFs without trim marks or bleed maybe)?
- Delivery: I was able to choose a pick up date in the past. :-)
- Delivery method: I choose pickup and then after hitting next, the upper part of the right screen (where the PDF preview used to be) now shows a Google maps location, but that's my location, not the one of the printer (although I said I would pick it up).
- When submitting, I got an error message: File upload error! BAD FTP\_AUTH But that might be normal in this version.
- It might be nice if there would be a preflight when uploading the file... Plus an error report AND guidance how to fix that error.







Rochester Institute of Technology  
College of Imaging Arts and Sciences  
55 Lomb Memorial Drive  
Rochester, NY 14623  
Phone: (585) 475-2733  
<http://print.rit.edu>