

# “Creativity Meets Technology” at Comcast University

**Case study of Joomla!, an open source web content management system (CMS), used as an engine behind the successful Customer Service New Hire Experience.**



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# About Zsolt



- **Engineering and Teaching Degree**
- **Programming Languages, Authoring Tools**
- **Interest: “Creative Technology”**

# Creativity



“What’s Backpropagation in Swahili?”



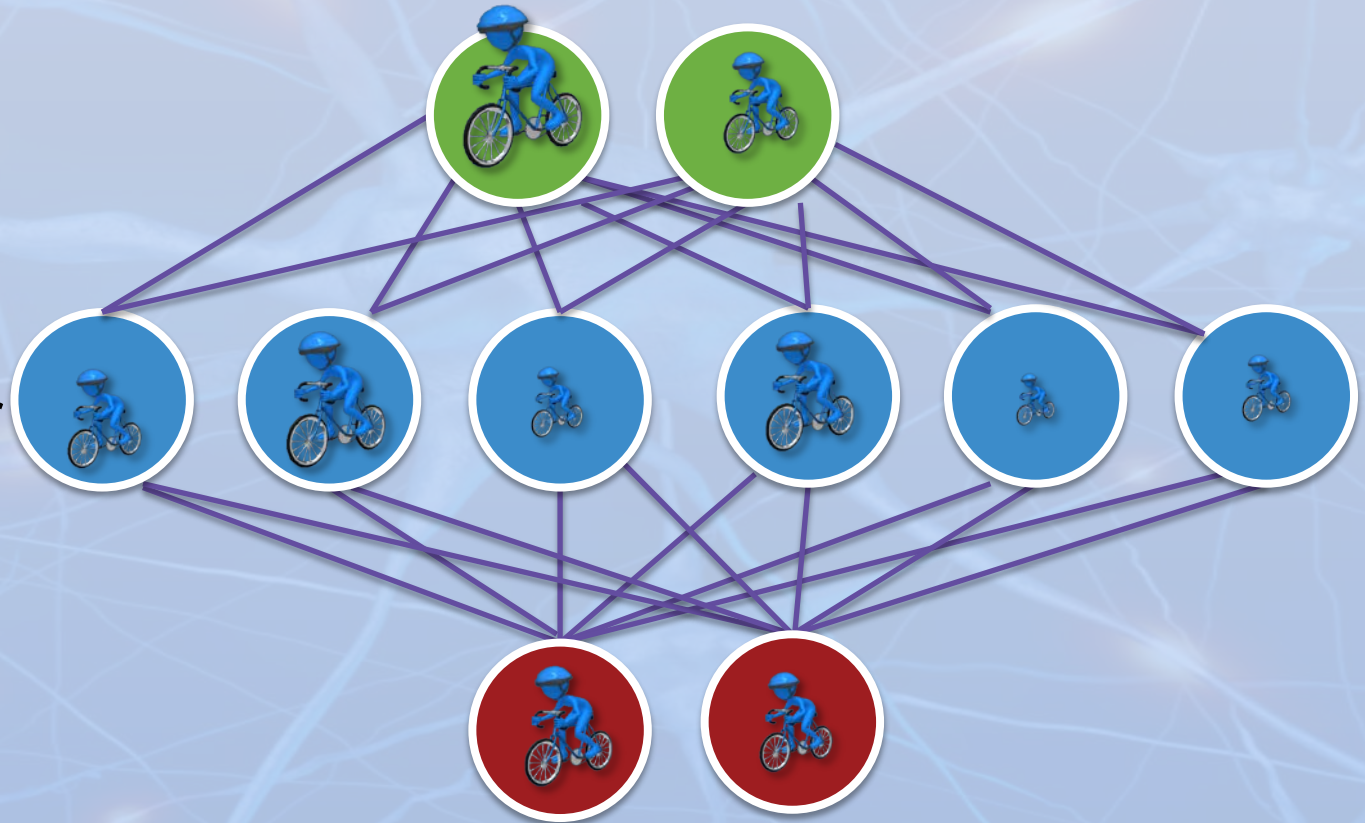
# Creative Learning: Artificial Neural Network

Backpropagation

Output layer

Hidden layer

Input layer



# Creative Application: US Postal Service



Output layer

Hidden layer

Input layer

Backpropagation

1	4	1	0	1	1	9	1	5	4	8	5	7	2	6	8	0	3	2	2	6	4	1	4	1
8	6	6	3	5	9	7	2	0	2	9	9	2	9	9	7	2	2	5	1	0	0	4	6	7
0	1	3	0	8	4	4	4	5	9	1	0	1	0	6	1	5	4	0	6	1	0	3	6	
3	1	1	0	6	4	1	1	1	0	3	0	4	7	5	2	6	2	0	0	9	9	7	9	9
6	6	8	9	1	2	0	5	6	7	0	8	5	5	7	1	3	1	4	2	7	9	5	5	4
6	0	2	0	1	8	7	5	0	1	8	7	1	1	2	9	9	5	0	8	9	9	7	0	9
8	4	0	1	0	9	7	0	7	5	9	7	3	3	1	9	7	2	0	1	5	5	1	9	0
3	5	1	0	7	5	5	1	2	5	5	1	8	2	8	1	4	3	5	8	0	9	0	9	
4	3	1	7	8	7	5	2	1	6	5	5	4	6	0	5	5	4	6	0	3	5	4	6	0
5	5	1	8	2	5	5	1	0	8	5	0	3	0	4	7	5	2	0	4	3	9	4	0	1

# Customer Service New Hire Experience

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## Requirements



Visually appealing

Engaging

Hands-on

“Teaching fishing”

Online

Maintainable

Practical

Relevant

Learner-centric

Cost-effective

Learning styles

Effective

Consistent

Customizable

Speed to market

# Customer Service New Hire Experience

Backpropagation

The screenshot displays the Comcast University interface for the 'Comcast Country' training experience. At the top, there is a navigation bar with 'Menu', 'Resources', and 'Help' options. The main area features a stylized map of the United States with several training modules represented by callouts and 3D icons:

- Foundations Frontier**: Represented by a 3D industrial building icon.
- Video Valley**: Represented by a 3D city skyline icon.
- High Speed Hills**: Represented by a 3D city skyline icon.
- Wild Wild Wireless**: Represented by a 3D house with a satellite dish icon.
- Blue Ray Beach**: Represented by a 3D beach resort icon.
- High Def Heights**: Represented by a 3D mountain peak icon. A callout box for this module contains the text: "Take your customer to new heights by helping them better understand all the great features of their Comcast services!" and a "Click to Enter" button.
- Scenario Summit**: Represented by a 3D mountain peak icon with a flag.

In the bottom left corner, a 'GPS Locator Recommended Route' widget displays a numbered list of modules:

- 1 Foundations Frontier
- 2 High Speed Hills
- 3 Blue Ray Beach
- 4 Video Valley
- 5 High Def Heights

The interface also includes a reflection of the map and callouts at the bottom.

Learner Readiness



# Technology

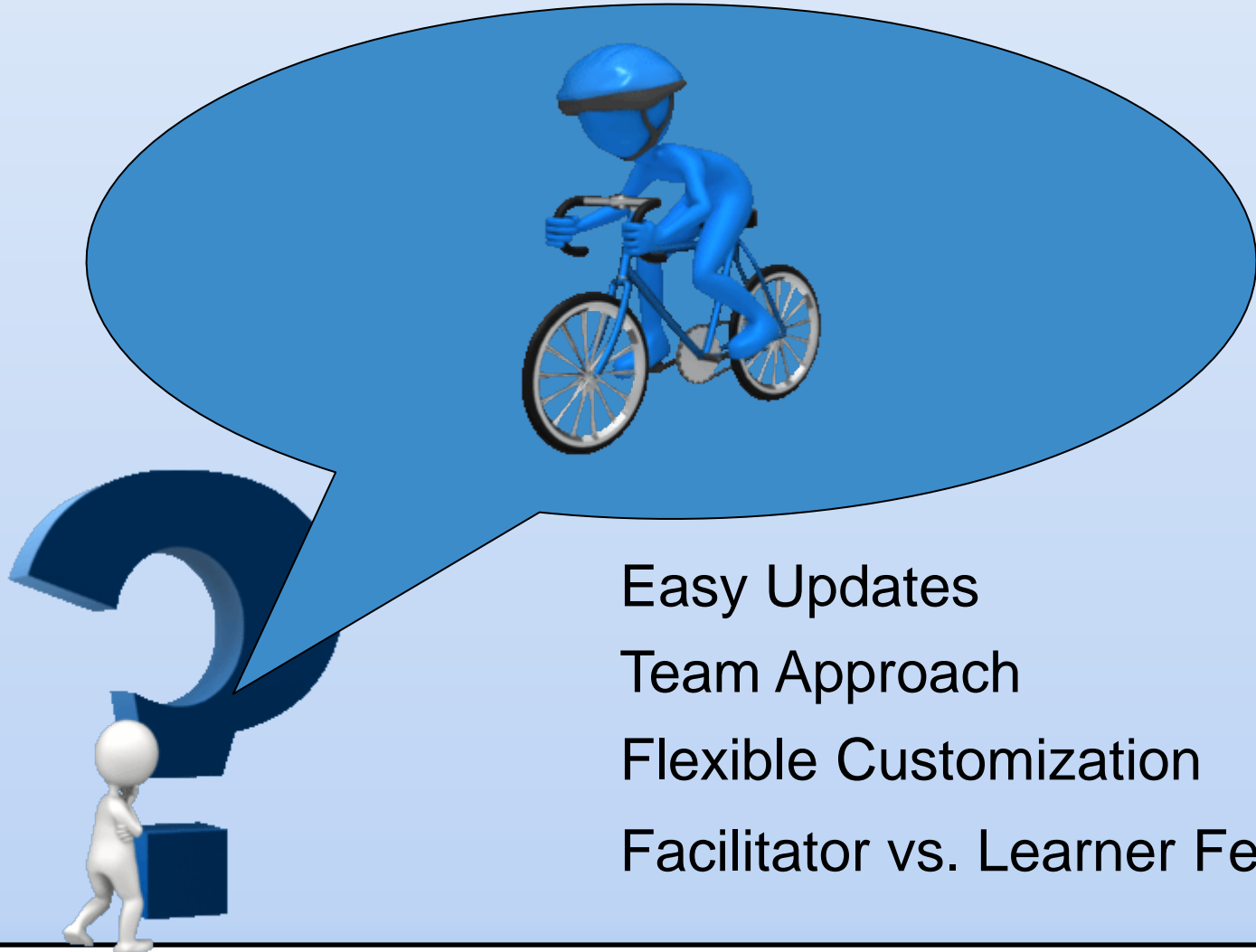


“Why learn Swahili?”



# Technology Wanted for Creative Support

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Easy Updates

Team Approach

Flexible Customization

Facilitator vs. Learner Features

# Creativity



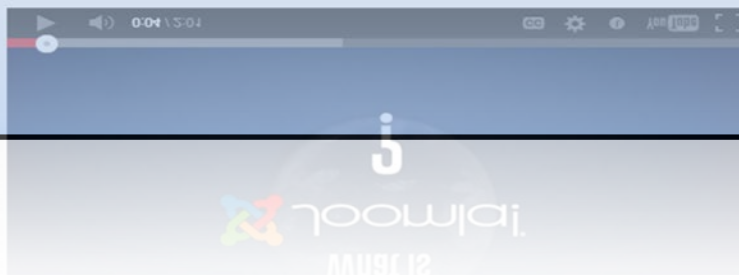
# Technology



# What is Joomla! ?



The Joomla! website homepage features a dark blue header with navigation links: Joomla!®, About, Community & Support, Extend, Download, and a search bar. The main content area has a large heading: "The Platform Millions of Websites Are Built On". Below this, three bullet points with checkmarks list: "Over 35 million downloads and counting", "Thousands of extensions and designs", and "User-friendly and mobile-ready". At the bottom of this section are three buttons: "Download" (orange), "Demo" (green), and "Joomla! 3" (blue). To the right, a desktop monitor, a tablet, and a smartphone all display the Joomla! website interface, demonstrating its mobile responsiveness.



## JOOMLA ANNOUNCEMENTS

### Joomla Community Magazine | May 2013

The May issue of the Joomla Community Magazine is here! Our stories this month: Editors Introduction Introducing the JCM/ES, by Alice Grevet Feature Stories Interview with Victor Drover, Expert Behind Multilingual Joomla Magazine, by John Rampton Interview with Mark Dexter...

### Joomla! 3.1.1 Stable Released

The Joomla Project is pleased to announce the immediate availability of Joomla 3.1.1. This is not a security release. This release fixes some problems introduced in the 3.1.0 release. The Production Leadership...

### Joomla! 2.5.11 Released

The Joomla Project is pleased to announce the immediate availability of Joomla 2.5.11. This is not a security release. This release fixes some problems introduced in the 2.5.10 release. The Production Leadership...





# Live Examples

**Comcast UNIVERSITY** Comcast Country

Menu Resources Help X

**Foundations Frontier**

**Video Valley**

**High Def Heights**  
Take your customer to new heights by helping them better understand all the great features of their Comcast services!  
Click to Enter

**Scenario Summit**

**High Speed Hills**

**Wild Wild Wireless**

**Blue Ray Beach**

**GPSLocator**  
**Recommended Route**

- 1 Foundations Frontier
- 2 High Speed Hills
- 3 Blue Ray Beach
- 4 Video Valley
- 5 High Def Heights



**GPSLocator**  
**Recommended Route**

- 1 Foundations Frontier
- 2 High Speed Hills
- 3 Blue Ray Beach
- 4 Video Valley
- 5 High Def Heights

Wild Wild Wireless

Blue Ray Beach

# How to test fly?

1. Install Server (Apache2, MySQL, PHP)

<http://www.wampserver.com/en/>

2. Download Joomla!

<http://www.joomla.org>

3. Install Joomla!

<http://www.joomla.org>

4. Install Extensions

<http://extensions.joomla.org/>



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Thank You!  
*Any Questions?*



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