

<b>Discipline /Field</b> IT / User Experience	<b>Project number</b> PIC-XX
<b>Project title</b> Using Frogans as a medium, design a virtual cross-cultural trainer helping Western organizations get acquainted with Chinese business communication practices	
<b>Project description</b> <p>At the beginning of the 1990s, a medium for publishing content and services was introduced on the Internet: the World Wide Web. This medium suggests publishing content and services which involve text-based communication, long pages, and complex user interfaces.</p> <p>Today, a new medium for publishing content and services is being introduced on the Internet: Frogans. This medium suggests publishing content and services which involve visual communication, focused content, and natural interaction. Frogans enables a new kind of communication between end users and publishers of content and services. Frogans is not meant for publishing Web sites, but Frogans sites, a new kind of online site founded upon a different format.</p> <p>For an overview of the technology making up Frogans as a medium:  <a href="https://www.frogans.org/en/resources/overview/access.html">https://www.frogans.org/en/resources/overview/access.html</a></p> <p>The Frogans technology is developed by the OP3FT, a Standards Developing Organization (SDO) based in France, with OP3FT China, the local branch of the OP3FT located in Beijing.</p> <p>The project consists in designing a virtual cross-cultural trainer using Frogans as a medium. The virtual cross-cultural trainer will help Western organizations bridge the cultural gap between Western and Chinese business communication practices. The first trainees will be members of the OP3FT team based in France.</p> <p>Three deliverables are expected from students (in English):</p> <ol style="list-style-type: none"> <li>1. <b>A general design of the virtual cross-cultural trainer</b> including a description of the data sources used and technical considerations (hosting, API used if any...).</li> <li>2. <b>A detailed design of the virtual cross-cultural trainer</b>, formalized using the UADD (Uniform Asymmetric Dialog Description) methodology created by the OP3FT. This methodology will be presented to students by the OP3FT.</li> <li>3. <b>A prototype of the virtual cross-cultural trainer.</b></li> </ol>	
<p style="text-align: center;"><b>Project Coach</b></p> Name: DELACROIX Jérôme Title: OP3FT Head of Local Branch Development Position: Email: <a href="mailto:jerome.delacroix@op3ft.org">jerome.delacroix@op3ft.org</a> Tel: +33 1 5392 0040	<p style="text-align: center;"><b>Scientific Referent</b></p> Name: Title: Position: Email: Tel:
<p style="text-align: center;"><b>Company</b></p> Name (EN): OP3FT China Name (CN): 北京奥比睿网络技术有限公司 Address: 中国北京市朝阳区东三环中路 20 号 北京乐成中心 A 座 5 层 100022 Website: <a href="https://china.op3ft.org/">https://china.op3ft.org/</a>	<p style="text-align: center;"><b>Company LOGO</b></p> 