

# Website Roadmap

## Phase I: Paperwork

Our lawyers say we have to. After an initial consultation, Sailboat will provide you with an estimate and a statement of work. Okay everything and send it over.

## Phase II: Planning

Plan our work, and we'll work your plan. Sailboat will help you nail down just exactly what you're looking for.

## Phase III: Graphic Design

Beautify. You and an experienced Sailboat graphic designer will collaborate to create the look and feel of your website.

## Phase IV: Development

Stand back and let the magic happen. Sailboat programmers will assemble the nuts and bolts of your website.

## Phase V: Training and Testing

A website is only valuable to you if you're comfortable with it. Sailboat will provide you with everything you need to know to get started, and then walk you through a comprehensive testing process to identify and address any issues.

## Phase VI: Content Entry

Content is king. You or a member of your staff will enter and format content with guidance from Sailboat.

## Phase VII: Launch

So long dock, this ship is going out to sea! Sailboat programmers will take your website from our private development area and make it live on your domain.

## Phase VIII: Continuing Development

Just kidding, you're not finished. Sailboat will help ensure your website's success with security and feature updates as they become available.

# Phase I: Paperwork

*After an initial consultation, Sailboat will provide you with an estimate and a statement of work.*

## The Estimate

Sailboat will break your website needs into a task list, with estimated highs and lows for each task. The more uncertainty we have about a task, the greater the difference between the highs and lows. After all, the task may turn out substantially more or less complex than we suspect. Conversely, the more certainty we have about a task—for example, setting up a development environment—the smaller the range of highs and lows.

## The Statement of Work

Our statement of work is the legal framework which, once endorsed by you, allows us to get started. The document explains itself, but one important point is that you will be purchasing Sailboat Media's *time*, not an ambiguously defined product. After years of experience in the industry, Sailboat understands that requirements often change midway through a project, or get dropped entirely. Why should you have to pay for something you don't want anymore, or why should Sailboat have to do extra work for free? The most sensible solution is to pay for the time that Sailboat spends on your project, whether over or under the estimate.

After signing the statement of work, we will send you an invoice for the initial investment. Once Sailboat receives that payment, we begin work on your project.

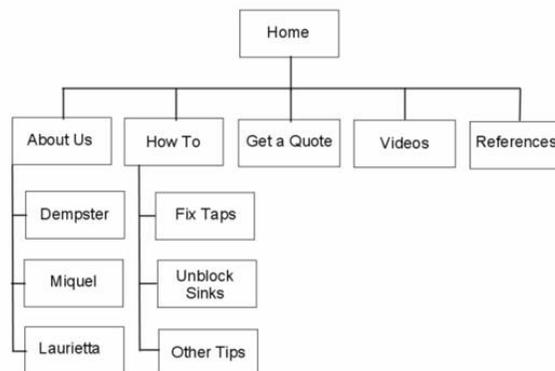
# Phase II: Planning

*Sailboat will help you nail down just exactly what you're looking for.*

Although you have both general and specific ideas for your website, you probably don't have each page or type of page planned out in detail. Sailboat will help you through this process with two tools: the site map, and the wireframe.

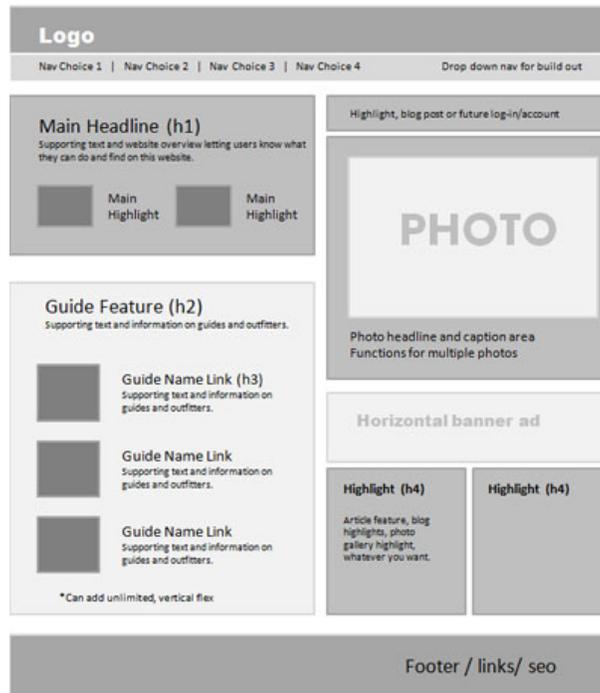
## The Site Map

This tool helps you clarify what pages will be on your site, and how they relate to each other hierarchically. Here's an example:



## The Wireframe

After the sitemap is complete, we can start talking about what elements you'd like to put on each page, and just how those elements will be arranged. Eventually our conversation will result in mutually agreed upon wireframes, which look like this:

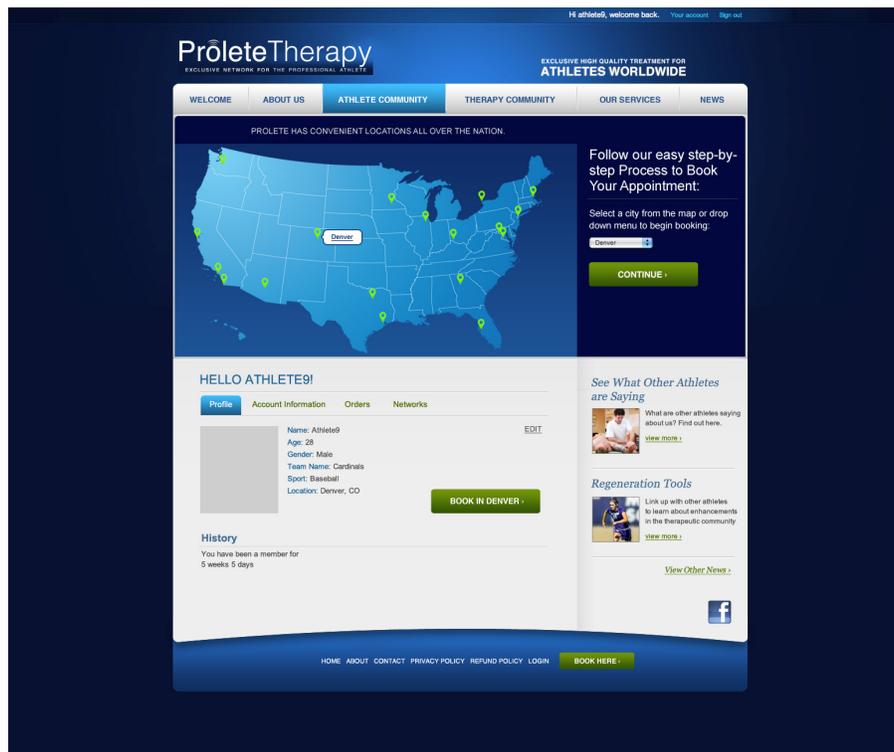


It's important to remember that wireframes are *not* meant to establish the look and feel of your website. Rather, they're intended to establish where and how the elements on your site will be positioned. The next phase, Graphic Design, is for choosing the colors, fonts, pictures, and so on that make your site beautiful.

## Phase III: Graphic Design

*You and an experienced Sailboat graphic designer will collaborate to create the look and feel of your website.*

Once we've decided on our wireframes, a graphic designer will use them to intelligently design the look and feel of your site. A Sailboat designer will meet with you to determine your creative direction, and will then produce *comps*, or pictures that define almost exactly how your site will look. Most likely, they won't get it just right on the first try, so we usually go through a process of revisions. Eventually, you will have a comp that might look something like this:



It's helpful to realize this is *just* a picture, like an architect's rendering of a building to be built in the future. The actual construction of this completed design starts in the next phase.

# Phase IV: Development

*Sailboat programmers will assemble the nuts and bolts of your website.*

Now that we know what elements will be present on your website and what they will look like, Sailboat can begin the actual construction of your website in code. This process usually involves the following.

## Private Development Setup

You don't want the world to see your website before it's ready, so Sailboat will set up a private development environment on a subdomain of our website.

## Content Management System Setup

Sailboat works with Drupal, a website framework which saves you time and money because we don't have to reinvent the wheel every time we do something. Out of the box, Drupal supports user registrations, basic content entry and display, and much more. During this step, a programmer will install Drupal for you so we can get started on the development.

## Theming

Once we have the basic structure of your website code set up, we can make the look and feel of your site come to life. To do this, a programmer will write php, css, and html code. It can look something like this:

```
<?php // $Id: page.tpl.php,v 1.25 2008/01/24 09:42:53 Leo Exp $?>
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
<html xmlns="http://www.w3.org/1999/xhtml" lang="<?php print $language->language ?>" xml:lang="<?php
print $language->language ?>" dir="<?php print $language->dir ?>">

<head>
  <title><?php print $head_title ?></title>
  <meta http-equiv="Content-Style-Type" content="text/css" />

  <?php print $styles ?>
  <?php print $scripts ?>
  <?php print $head ?>
</head>

<body id="body" class="<?php print $body_classes; ?>">
```

. . .

## Custom Programming

Now that your website looks roughly like it is supposed to, we can extend it in any number of ways to make your specific requirements come to life. Custom code looks like this:

```
function theme429_preprocess_page(&$vars, $hook) {
  if (!$vars['is_front']) {
    // Add unique class for each website section.
    list($section, ) = explode('/', $path, 2);
    if (arg(0) == 'node') {
      if (arg(1) == 'add') {
        $section = 'node-add';
      }
      elseif (is_numeric(arg(1)) && (arg(2) == 'edit' || arg(2) == 'delete')) {
        $section = 'node-' . arg(2);
      }
    }
    $vars['body_classes'] .= ' ' . drupal_html_class('section-' . $section);
  }

  if (arg(0) == 'cart' && arg(1) == 'checkout') {
    drupal_add_js('$(document).ready(function(){$("#edit-panes-payment-payment-method-cim").attr("checked","checked"); $("#edit-panes-payment-payment-method-other-wrapper").hide(); get_payment_details(Drupal.settings.ucURL.checkoutPaymentDetails + "cim"); });', 'inline');
  }
}
```

# Phase V: Training and Testing

*Sailboat will provide you with everything you need to know to get started, and then walk you through a comprehensive testing process to identify and address any issues.*

## Training

Your website is now ready for you to play with in its private development area. During the first half of this phase, Sailboat will train you to use your site. Depending on its complexity, training can come in the form of a manual or sometimes just a few phone calls.

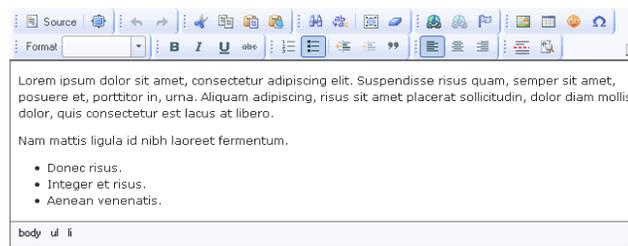
## Testing

Although we do our best to get everything right the first time, there will always be shakedown issues. To identify and address these issues, we will walk you through how to test the website, and then have you report on your progress as you go along. If you find anything you don't like, we'll fix it.

# Phase VI: Content Entry

*You or a member of your staff will enter and format content with guidance from Sailboat.*

Now that your website is bug-free, just one thing is left before launch: content entry. Sailboat will likely already have put some basic content into the site such as page titles and menu items, but during this phase you will enter all the content, including copy, photos, videos, and so on. Since you'll be trained on this, it should be a snap. Content entry will look a lot like this:



If you have any trouble entering content or need special help, Sailboat will assist you.

# Phase VII: Launch

*Sailboat programmers will take your website from our private development area and make it live on your domain.*

You're finally ready to make the site live! Don't be fooled though, it's never as simple as flipping a switch. Sailboat will walk you through hosting options, set up your host, procure the necessary privileges to put the website on your domain name, and transfer the code and files.

## Hosting Setup

There is never a one-size-fits-all hosting solution. Sailboat will recommend a host based on your needs, including your site's projected size, traffic, and bandwidth usage. Costs will vary and are not included in your agreement with Sailboat, so plan ahead.

## Hosting Configuration

Sailboat will connect your domain name to your new host. Depending on your website's needs, Sailboat may have to spend additional time specially configuring your hosting setup to support, for example, email or secure ecommerce.

## Site Transfer

After the hosting platform is setup and configured, Sailboat will transfer the files and code to the new host and turn the site online. Go ahead and pop the cork.

# Phase VIII: Continuing Development

*Sailboat will help ensure your website's success with security and feature updates as they become available.*

Congratulations! Your site is live. Eat, drink, and be merry.

Once you get back from your project launch party, it's important to understand that while launch was the finish line in some sense, it is also a starting line. Now that your website is up and running, you'll need to keep it up to date with new security and feature releases that come out for Drupal. Further, you may decide you want brand new features on your site that Sailboat can create for you.

## Security Updates

Drupal regularly comes out with updates, improving the security of your site. These updates are not automatic, however, and must be accompanied by testing to make sure no functionality is adversely affected by the new update. On a typical maintenance contract, Sailboat will perform these updates monthly.

## Feature Updates

Drupal also regularly comes out with updates that improve or add features. You will want to take advantage of these to optimize content management, improve search engine optimization, and so on, so a typical maintenance contract also includes these updates.

## Additional Features

You may decide in the course of our initial planning to forego some features to save on costs or time, or else you may simply have a brand new idea after your site launches. Sailboat will be there to assist you.