

The Drupal Development Pipeline



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Drupal Developer

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I'm a Pipeline Development Specialist - the film and game industries call them Pipeline TD's. Essentially, I like to research, build, and delineate best practices and rules for the development pipeline - and then immediately break all of them. I'm currently working as a Drupal Developer for Mediacurrent (a part of Code and Theory).



We help organizations build highly impactful, elegantly designed **Drupal websites** that achieve the strategic results you need.



Digital Strategy

- Content Strategy
- Content Generation
- Result Metrics
- Marketing Automation Integration



Design/Theming

- Usability Testing
- Responsive Design
- Drupal Theming
- Annotated Wireframes



Development

- Drupal Support
- Custom Module Development
- Large Scale Systems Integration
- Security & Performance Expertise

- Personas
- Starting a Drupal Project
- Setting up Drupal Developer Tools
- Build a Drupal 7 / 8 Site Like a Professional
- The Power of Retrospectives



Target Audience



“I would like to find tools and information that would help me grow my business footprint online ”

Goals

- Improve company's lead generation program
- Find technology company he can partner with
- Test new tools

Shawn Marketer

Primary Persona

Quick Stats

Age: 32

Occupation: Marketing Director

Location: Atlanta, Georgia

Company Size: 120

Annual Gross: 6.2 M

About Shawn:

Shawn's business has been slowing lately and he could really use a set of tools that would help him understand what his rate of return is from his online marketing efforts

Actions

- Read howto articles on Market Aid
- Read testimonials on how people enjoy using Market Aid
- Schedule a demo of software

User Stories The Mediacurrent Way

As a <proper noun> I want to be able to
<action verb> because <reasons>.



Starting a Drupal Project

From the Developer Perspective



Supporting your Sales Team

- Inbound content marketing
- Blogs
- Postcards
- etc.



A Discovery Phase

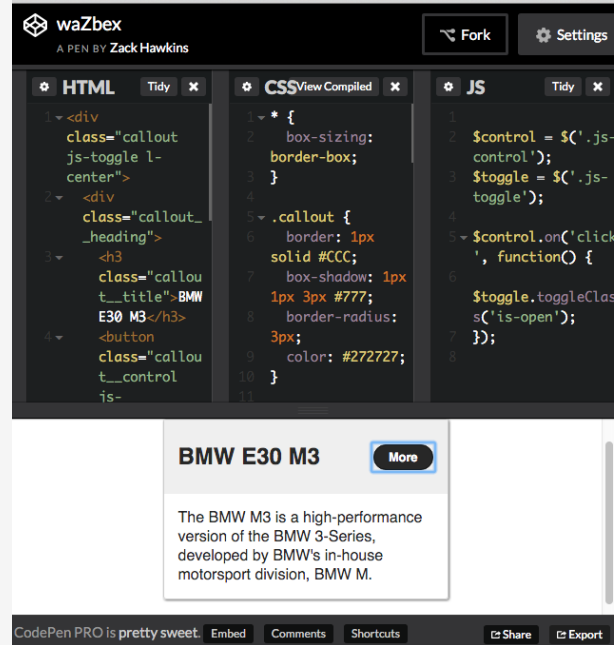
- Build a Functional Spec
- Functional Wireframes
- Greyboxing
- Designs



A Discovery Phase (con't)

Planning for Drupal Design

- Use Good Tools
- Use Component Driven Design
- SASS! SCSS! LESS! Use them.
- KSS Node (Knyle Style Sheets)
- Pick a consistent Drupal Design Style
- Don't forget to design the Editor UX!



54% +

Of Search Engine web traffic is on Mobile
“Mobilegeddon”
AMP

...but still research your target audience

Google est at ~51%, AOL at 60%, Bing est at 51%, Yahoo est at 51%



Structure Your Team



<https://pixabay.com/en/kittens-cat-cat-puppy-rush-555822/>

Front-end Driven Development

Test-driven Development

Drupal 7 vs Drupal 8



Discovery Phase (con't)

Developer Onboarding

Get a standard list of questions:

- Why did the client choose us?
- What is the client looking to gain?
- What is the client's ideal delivery
- and presentation?
- Get the client's version of your user stories
- Build an onboarding checklist / readme.md for developers



Build Accessibility into a website from the start



- HTML5 Elements + ARIA attributes
- Validate your HTML
- Semantic HTML > Div Soup
- Headings
- “skip to content link”
- Test!



Estimating Like a Boss

Internal vs External

Training

QA

Project Management



How Much Documentation is Enough?

Code /s Documentation

The Myths

- “Smart Person”
- “Job Security”

**“Less SOP’s
more EXE’s”**

Training VS Documentation

TMD Syndrome



What do I document?

Project Management
Organization
Onboarding
Code
Training



Developer Tools

- Git & Git Flow
- DrupalVM / Vagrant / Docker
- Tmux/Tmuxinator vs
 PHPStorm + Bash
- Drush
- Dev / Stage / Prod workflow
 Semantic Versioning



Build a Drupal 7 / 8 Site Like a Pro



Top Drupal 7 Modules

Navbar (backported from D8)

Features

Backup & Migrate

Drush + drush make

Stage File Proxy

Admin Views

Views Bulk Operations

Entity Reference

Field Collection + Field Group

Media

Module Filter

Panels

Panelizer

Entity View Modes

Pathauto

Rules

Search API

Smart Trim

Views

Views RSS



Top Drupal 7 Modules (con't)

Webform

Feeds

Flag

Nodequeue

Global Redirect

Metatag

Redirect

Jquery Update

Redirect 403 to User Login

Entity API

File Entity

Libraries

Strongarm

Token



Best Practices

“Premature Optimization is the root of all evil”

~Donald Knuth



Best Practices

- Drupal Coding Standard
- drupal_static
- Code Quality
- Automated Code deploys
- Use a custom environment module -
 <client>_environment



Best Practices (con't)

- Use automated compilers & builders
- Code Reviews! (again)
- Have a launch checklist!
- Use aggregation (AdvAgg module) on production sites



The Power of Retrospectives

Everyone should attend

Present a Post-Mortem

Have a moderator



Thank You!

Questions?

Special thanks to:
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