
A Day in the (Project) Life(cycle)

Maranda Reynolds • 10.29.2015

Introductions

Mostly Serious

Head of Development

Our Work

- Custom software
- Writing & SEO
- Design & branding
- Internal products

Our Tools

- Node.js & Python
 - HTML5, CSS, JavaScript
 - Express, Django, React.js, PhoneGap
 - AWS, Compose, SendGrid, Bitbucket
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Process Is Key

1. Winning the Client
2. Doing the Work
3. Wrapping Things Up

Winning the Client

Winning the Client—Leads

Request for Proposal

- Search the web
- Submit your work to awards sites
- Networking ==>

Networking

- Springfield Creatives
 - Networking groups such as BNI & Chamber of Commerce
 - Boards
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Winning the Client—Discovery

1. Meet with key stakeholders.
 2. Enforce confidence in your abilities.
 3. Gather requirements.
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Winning the Client—Budgets

1. Break project down into logical parts.
 2. Estimate time in hours for each part.
 3. Attach an hourly rate to total hours.
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OVERALL PROJECT	UX DESIGN TOTALS	UI DESIGN TOTALS	FRONT-END TOTALS	BACK-END TOTALS	PROJECT MANAGEMENT	PROJECT TOTALS
Service Hours	31.5	34	30	53	14.85	163.35
Service Fee	\$3,465.00	\$3,740.00	\$3,300.00	\$5,830.00	\$1,633.50	\$25,283.50
For the purpose of providing a realistic budget, the total cost above includes our 10-Page SEO Package (described below) as a baseline for optimizing the site. You will, of course, be able to select the package you prefer before we finalize the project budget.						
Components & Sub-components	UX Design Hours	UI Design Hours	Front-End Hours	Back-End Hours	Estimate Notes	
Website Design & Development						
Totals for the Planning & Research	13.5	22	22	17		
Home	2	3	3	1		
About	4.5	8	8	5		
About Landing Page	1	2	2	1		
Mission and Vision	0.5	1	1	1		
Testimonials	1	2	2	2		
Case Studies	2	3	3	1		

Winning the Client—Proposal

1. Who you are + process
 2. Past work + qualifications + references
 3. Proposed work
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Doing the Work

4 Keys to Success

1. Take Care of the Legal Stuff
2. Front Load the Research
3. Define the Right Processes
4. Pick the Right Tools

Take Care of the Legal Stuff

1. Creative Services Agreement
 2. Scope of Work
 3. Change Orders
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Front Load the Research

UX Research

- Stakeholder Interviews
- User Personas
- Competitive Audit
- Value Proposition
- Key Performance Indicators
- Wireframes

SRS

- Software Requirements Specification
 - Outlines all features & requirements
 - Look for IEEE's SRS template
 - Build precise budgets based on SRS
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Define the Right Processes— Project Management Software

Client Communication

- We use **Teamwork** project management software.
- **Basecamp** is another alternative.

Internal Collaboration

- We use **Kanban** boards with sprints.
 - We calculate workload using hourly estimates and **35 productive hours** per person per week.
 - Try board-style tracking tools: **Kanboard, Trello, JIRA, Pivotal**
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Team Kanban Board

QUICK FILTERS: [Critical partners](#) [Only my partners](#) [Recently updated](#)

1 To do

+ TIS-28
↑ Research options
to travel to Pluto



4 In progress

+ TIS-25
↑ Engage Jupiter
Express for travel



+ TIS-25
↑ Add Deimos Tours
as a travel partner



+ TIS-20
↑ Engage Saturn
Lines for group tours



+ TIS-24
↑ Sign Contract for
SunSpot Tours



3 Code review Max 2

+ TIS-27
↑ Engage Saturn
Resort as PTP



+ TIS-27
↑ Engage Speedy
SpaceCraft



+ TIS-26
↑ Reach out to the
Red Titan Hotel



1 Done

[Release](#)

+ TIS-23
↑ Engage JetShuttle
SpaceWays for
travel



Define the Right Processes— Version Control



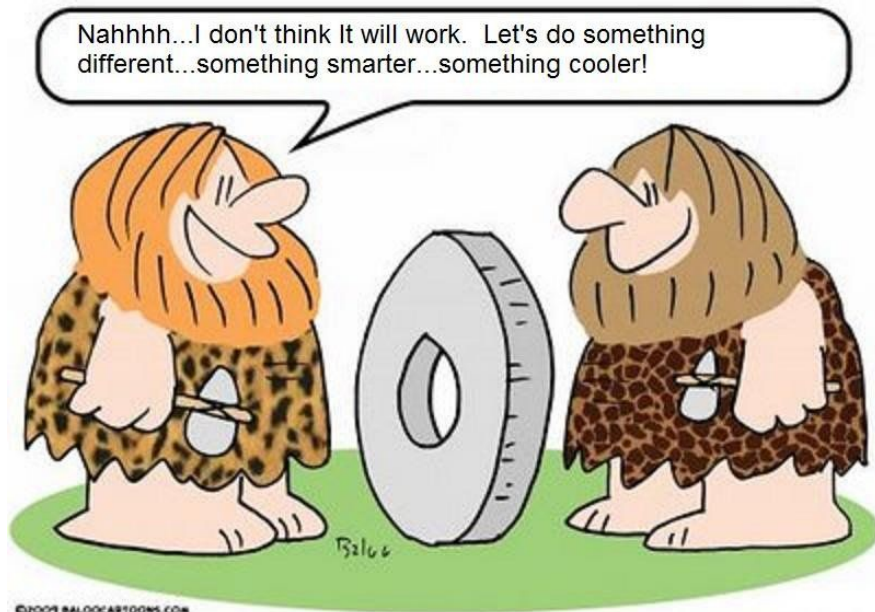
Define the Right Processes— The Holy Grail: TDD & CI

Test-Driven
Development



Continuous
Integration

Pick the Right Tools



express

django



Wrapping Things Up

(1-2 weeks) Map out & gather content early.

(1 week) Give the client time to review your work.

(1-2 days) Cross your t's, dot your i's, and send that puppy to the world.



(1-4 weeks) Perform UX/design reviews & manual testing.

(1-2 weeks) Build in time to make changes.

Wrapping Things Up— Deployment Tips

1. Don't copy files to a server, use Git.
 2. Cloud services are your friends: AWS, Compose, SendGrid
 3. Make sure your programs automatically restart on failure.
 4. Hook up monitoring services, so you know when your apps fail.
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tl;dr

1. Consistently hit deadlines by planning & researching up front.
2. Establish & follow processes with your team.
3. Update & refine your processes as you go.

Bonus: Setting Yourself Apart

1. Learn Git.
 2. Contribute to open-source projects.
 3. Get comfortable with the command line & Unix-based operating systems.
 4. Learn vim (use vimtutor).
 5. Join local meetup groups.
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Dev Meetups

- **Springfield Creatives**
<http://springfieldcreatives.com/>
- **SGF Web Devs**
<http://sgfwebdevs.com/>
- **Springfield Python Developers**
<http://www.meetup.com/Springfield-Python-Developers/>
- **Springfield .NET User Group**
<http://www.meetup.com/sgfdotnet/>