**Golden Legs Running Group Memo**

**Introduction: Client Specifications**
As stated in our project charter, our project objectives were:
1.  Redesign of the current website that is powered by Drupal
2.  A functioning e-commerce system that allows for sales of merchandise on the site (Note: the client later decided this was a lower priority.)
3.  User profiles with customizable content and the ability to submit community accessible user-generated content
4.  An integrated communication system that allows updates to be posted on the site and single-sourced to social networking sites

These project objectives emanated from the specifications given to our group by our client, which included the following:
●  Individual user training logs with calendars
●  A way for runners to communicate with coaches
●  A way for Golden Legs staff to communicate with customers, clients, and members of the Golden Legs community
●  A message board, photo galleries, and basic store information (hours, locations)
●  A functioning e-commerce site

At the beginning of the project our client, Mark Scott, specified he wanted to overhaul his company's website, www.goldenlegsracing.com. As described on the website:

> [Golden Legs Racing] was created in 2006 with the goal of providing great running/ cycling races in Lake County, Illinois. Our founder, Tom Ouimet, is an avid runner/cyclist who has competed in hundreds of races including triathlons, duathlons, and twelve marathons (two Boston Marathons). We will be working with local businesses and Lake County Municipalities to bring exciting new races to Lake County.

This summer the company opened its first store, located in Mundelein, Illinois. The store sells athletic goods and apparel geared towards runners. And this fall Golden Legs Racing opened two additional stores in Libertyville and Gurnee. Golden Legs also works with a former Olympic marathoner, Jenny Spangler, to create training routines for clients.

The company's old site did not meet the requirements of its expanded business model. Content was fairly static and the only outlet for user-generated content was posting to the message board. Golden Legs Racing began moving away from using the website to communicate with clients; instead, the company started using Constant Contact to send e-newsletters to their clients and coordinating with clients through their Facebook page.

Mark's goal coming into this project was to redevelop the website so that community members would go to the site for information and interaction. This would hopefully streamline Golden Legs's communications with their community members: with all the information in one place Golden Legs could focus on the website instead of relying on a hodgepodge of different

methods, as is currently the case.

The client's top priority for the new site was to create a community site where users could communicate with Golden Legs staff and each other. He also wanted to setup an e-commerce component to the site where customers could purchase items for sale at the Golden Legs stores.

**Redesign**

Customizing the theme
The Analytic theme along with Deco and LiteJazz were presented as options for the Golden Legs website. The Analytic theme, chosen by Mark, features a 1 to 3 column layout, a large amount of regions and a clean, modern aesthetic ideal for blogging and online communities. The header region was customized with the Golden Legs Running logo to the left and an image of runner's feet to the right. The favicon (the small icon displayed on the browser URL) was the original logo resized at 16X16 pixels and saved with both .png and .ico extensions. All images were resized and optimized for web in Photoshop, then uploaded to the theme's folder. The favicon.png and the header-image.jpg were uploaded to the theme's image folder.

Creating the "community"
One aspect of a community site is a group calendar that lists upcoming events. The calendar aggregates all upcoming events in one place and helps bring dynamic content to the website. The calendar created for Golden Legs Running can be viewed at http://goldenlegsrunning.com/calendar. Creating the calendar was a simple process of installing the Date, Calendar, and Views modules and then following the instructions located here: http://vimeo.com/6544779 (a screencast). Additional functionality was added to the calendar by adding a block in the left hand sidebar that displays the upcoming events on the home page. This allows users of goldenlegsrunning.com to view the upcoming events without having to go to the "Upcoming Events" link. This block was created by following directions located here: http://vimeo.com/6547042).

Maintaining the calendar is simple: all an administrator has to do is go to create content > group event. The administrator then fills in the "from date" and "to date" fields, provides an event title and description, and saves the content. The new event automatically shows up in the left hand sidebar and in the calendar as an upcoming event.

Another aspect of a community site is photo galleries of community members. The galleries for goldenlegsrunning.com can be viewed at http://goldenlegsrunning.com/content/photos. Creating the galleries was somewhat more complicated than creating the calendar due to the number of available modules that can be used for creating photo galleries in Drupal. Also, available documentation was often obtuse and incomplete. Nevertheless, galleries were setup using the Gallery Assist module.
The Gallery Assist module was chosen because it seemed like it would be the most user friendly and require the least amount of work on the part of the administrator. The module has

helpful screencasts at [http://simple.puntolatinoclub.de/content/gallery-assist-roadmap](http://simple.puntolatinoclub.de/content/gallery-assist-roadmap) to assist administrators in creating galleries. Each screencast is only a couple of minutes and they're soundless, relying only on screen capture software to show the administrator what to do. (The simplicity of the screencasts was refreshing, especially given the nature of the documentation-- the articles were not written by a native speaker of English, making them difficult to understand at times.)

And indeed, creating galleries is relatively simple: to create a gallery an administrator goes to create content > gallery assist gallery, gives the gallery a title, and then uploads photos directly from their computer.

The module automatically creates the appropriate files on the server to store the images. It also provides different options for adding captions, titles, and setting permissions, but the basic setup is fairly straightforward.

Creating a page to display links to each of the galleries is somewhat more difficult, however. Each created gallery is a separate node, for example, [http://goldenlegsrunning.com/content/golden-legs-mundelein-store-opening](http://goldenlegsrunning.com/content/golden-legs-mundelein-store-opening).... One could simply create a basic page and link to those nodes, but that is pretty unattractive. Instead, our group used thumbnail images to link to each gallery node.

The path to the thumbnail images is created when the administrator creates the gallery. (The administrator should note the path when he creates the gallery so he knows where to find the thumbnail images.) The path should begin /sites/all/files/gallery_assist/1, and then the particular gallery. The thumbnail images are in the gallery's "thm" folder; the Gallery Assist module automatically sizes images appropriately for thumbnails.

The administrator should also make sure the page displaying the links to the gallery nodes is set to full HTML input. This allows thumbnail images to serve as links to the gallery nodes. Finally, the thumbnail image links are structured in paragraphs so the administrator should make sure to structure new thumbnail links the same way.

**E-Commerce**
For the e-commerce portion of the website, the group decided upon Ubercart (Drupal 6), an open source e-commerce shopping cart that seamlessly integrates with Drupal. Ubercart has a core collection of e-commerce modules along with extra modules (also available in the core download) that support a wide range of capabilities for transacting online. Additional benefits include the customization of products using the "node" system along with the huge SEO benefits already associated with the Drupal CMS. Before downloading and installing the Ubercart module, the following requirements were needed for full functionality.

System Requirements (Verified with the hosting company, Media Temple)
● Linux server
● Apache/PHP 5/MySQL 4.1 or 5.0.

- Web Server that can run PHP 4.3.5 or higher
- A PHP supported database server (Drupal is written in PHP)
- And though Drupal is designed to be database independent, MySQL 4.1/5.0 is still recommended for Drupal.

Module Dependencies
Required:
- Token (6.x-1.12)

Recommended (required for image support):
- CCK (6.x-2.5)
- Content
- FileField (6.x-3.2)
- ImageAPI (6.x-1.6)
- ImageAPI, ImageAPI GD2
- ImageCache (6.x-2.0-beta10)
- ImageField (6.x-3.2)
- Lightbox2 (6.x-1.9) or Thickbox (6.x-1.5)
- Google Analytics (6.x-2.2)

All dependent modules, both required and recommended, were installed, downloaded and enabled prior to installing Ubercart.

Configuring Ubercart

Once Ubercart was installed and the permissions rebuilt, the store settings were configured so that both users and admin account holders are able to successfully operate the shopping cart. The client requested a simple store that would showcase the company's products for purchasing online. At the moment, the sample products included are men's and women's running shoes with the intent of offering a variety of athletic apparel and accessories at a later date. With this in mind the following settings had to be configured in order for buyers to begin purchasing and receiving goods and for the merchant to collect funds for goods sold: Attribute, Cart, Catalog, Checkout, Country, Order, Payment, Price Handling, Product, Reporting, Shipping, Stock and Store settings.

Through configuring these settings, on the consumer side orders can be placed from the catalog or product page simply by adding an item to the shopping cart. When proceeding to checkout the buyer has to input personal data (home address, email, etc.) then select a method of payment and means of delivery (client will need to arrange). Once the transaction has completed the buyer is then notified via email the status of the order and invoice. As the merchant, Golden Legs Running is able to collect member data and funds from the sale, locate, track, and create orders, as well as generate reporting on purchases from registered members, anonymous checkouts, product, sales and stock.

Creating products/catalog

The products are what is being sold, of course, while the catalog features categories of those products. Within Ubercart these two work hand in hand in how the store will be displayed to

consumers. Each product is its own basic page node that includes an image, description, available sizes, cost, and quantity attribute for buying multiples of the same product. Products are then grouped into categories which are displayed through the catalog and created through taxonomy > catalog. The catalog content is displayed as a block (which works well with lists of product titles linked to nodes) within the "Athletic Apparel" page (currently accessible only to administrators). Placing the items in a catalog allows the merchant flexibility and control of grouping products according to gender, size, brand or type.

**Users and User Profiles**

The community nature of goldenlegsrunning.com means that there will be a variety of different users, including Golden Legs employees, runners and coaches involved in the Winter Training Program, customers seeking to purchase from the online store, and other supporters of the business. By default, Drupal has three user roles, each with different levels of permissions: administrators, authenticated users, and anonymous users. Our group assumes that there will be only a few (or maybe only one) administrator who will be responsible for maintaining the site and adding content. There will most likely be many authenticated users who will include the runners and coaches of the Winter Training Program as well as any other supporters of the business. (As Golden Legs's Facebook page shows, there are many current fans of the business.) Finally, anonymous users refers to anyone not registered at the site. Our group is treating these users as potential community members and customers. They can view much of the site content, but if they would like to add their own (e.g. photos, comments), they must register. If they only want to purchase from the online store without registering, they are allowed to do that.

Users create their profiles using the site registration form (http://goldenlegsrunning.com/user/register). The form is patterned after the existing sign-up form on the client's old website, with some new fields. As noted on the form, some fields (e.g. personal information such as address, phone, etc.) are kept private, while others, like the running information, are displayed on the users' profile pages, which are accessible only to authenticated users. The registration form uses two modules: Reg with Picture (enabling profile photos) and Profile Checkboxes (to allow multiple checkboxes to be selected).

The community-accessible user-generated content includes the forum, the training log form, the calendar, and the photo galleries. The client requested a way for participants in Golden Legs Running's Winter Training Program to record their training information. This accomplished through the "Training Log" content type, which relies on numerous modules. The most significant ones are:
- Autocomplete Widget: Used for fields like "Shoes" and "Route" that would often take the same value for the same individual, but different for different individuals, making a drop-down list somewhat impractical. With autocomplete, the system would be able to remember and suggest previous entries.
- Measured Value Field Module (and its companion modules): Used for fields like "Distance" and "Time" that need units. The Currency module populated the site-wide list of units, but there are still some units that are unavailable (such as seconds).

- Automatic Nodetitles Module: Allows the title of a training log entry to be automatically created so users don't have to come up with what to call that particular workout. The module automatically generates unique URLs.

After users record their training activity, they can see it displayed on one of two calendar views -- one that displays only their training activity and one that displays everyone's activity. The group calendar was created by cloning the event calendar and setting up a calendar view that was filtered to nodes of the content type "Training Log." Then, to personalize the calendar so users could just see their own activity, the training log calendar view was cloned with an additional filter: "User: Current."
As requested by the client, the training log is available only to registered users and is accessible through a menu link called "Winter Training Program." That link goes to a basic page node visible only to registered users (which is enabled by the Node Access module) which has a link to the training log form and both calendars. Training log entries allow comments, so that, as requested by the client, program participants can comment on each other's workouts.

**Communication Systems**
Mark currently uses Constant Contact to send mass emails to his customers with news about store information and group events. During our client meeting, he had expressed a desire to start transitioning his clients from receiving updates via email to visiting the company website for more information. He still wanted to have the option to email clients, but primarily as a way to entice them to visit the website. As discussed in the critique memo, Mass Contact was determined to be the appropriate module to meet the client's expectations. To access both the email functionality and configuration settings, click on the Mass Contact link in the left-hand navigation.
Once the Mass Contact module was installed and enabled, our group configured the module (configuration links are at the bottom of the email composition page) and created two groups of email recipients, or "categories." After some testing using the email test category (referred to in the critique memo), automatic node creation was disabled. The user has the option to override this setting by checking a box when sending an email.

The Mass Contact module utilizes the token module, so token prepended and appended content was added to the email template in the configuration page to include basic contact information and the site's logo. The use of tokens will reduce maintenance in the event of a change in information and facilitates automatic reuse of critical business information.

A second communication goal for the client was to link his Facebook presence with his website. To integrate Facebook functions with the Drupal site, our group installed and configured the Facebook for Drupal module (details can be found in the installation and maintenance notes). As a group, we decided the two particular social plugins would be useful: the like box (found on the site's home page) and the like button, which can be applied to publicly accessible pages. We determined that this feature works best on pages with static content since it is best to make sure that content linked to on Facebook does not disappear (if someone were to try to link to content that had been moved or deleted, it would appear that the site were broken). Like buttons

should also be used on top level pages as opposed to individual products, since the goal of using social plugins is to increase traffic to the whole site, not just one page.

Facebook social plugins use a specialized markup language (FBML) which can be easily generated through the Facebook Developers site. Once the markup is added to a page in a full HTML text box, the social plugin will appear on that page. In addition to potentially increasing site traffic, the presence of dynamic content in the form of the like box on the home page will give users the sense that the site is frequently updated, addressing Mark's concerns about the static nature of his previous site. Facebook content is single-sourced from the client's Facebook page and displayed automatically on goldenlegsrunning.com.