



## project plan

version 1 – March 14th 2011



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# introduction

**Hi there!**

In this document we will reiterate the essentials of the Roomies project and incorporate the input from our first meeting.

We will also let you know a little bit more about the way cleverCode works as a team, how we will interact with you during these coming weeks, what to expect from us and what we expect from you.

We don't like paperwork because we like to create real things. We really can't wait to show you something tangible and start having a conversation about how to turn it into a great product. In that mindset, we will keep this short and sweet.

# the project

Do you ever find a note on the fridge from a roommate upset about something you apparently forgot to? Do you ever get those passive-aggressive text messages reminding you to do something you already know about? Do you ever forget a roommate is throwing a party and come home to Cirque du Soleil? Do you ever find yourself in the awkward situation of having to remind someone you did them a favor?

No more. Say hi to Roomies.

Roomies is a task & expense management application – with a few extra goodies – that makes living together feel a bit more fun and lot less out of control.

Roomies uses game elements to make house tasks less tedious and gives incentives to the roommates who get things done around the house. It makes living together easier.

# cleverCode

We founded cleverCode on an urge for better, simpler, more efficient solutions to web development.

We care about the small details because that's what great products are made of.

We met each other because we all have the same urge to find clever solutions for the stuff that frustrates us and the ones we care about.

We believe in the web because we were toddlers when it was born and it now impacts every aspect of our lives.

The internet was built on the power of the network. We believe people are inherently good and that together they can create beautiful things so long as they can be guided by a strong vision.

We swear by open-source software not because it's free but because it can evolve and improve fast enough to stay in touch with the soaring pace of the web.

We wake up in the morning with a smile on our faces because we believe in what we create and strive to make it as beautiful and elegant as we possibly can.

# our process

- 1** When we start off on a project, our team gets together to make sure we're all on the same page. Then we craft a response.
- 2** Even before we start communicating with our clients we use paper, whiteboards, or even liquid chalk to start fleshing out the ideas already popping into our heads.
- 3** After presenting our interpretation of our client's vision to them and, adjusting for any discrepancies, we design the technical structure of the project shortly before we move on to more aesthetic considerations.
- 4** We stay constantly in contact so there is few opportunities for the product to diverge from our client's vision. As soon as rough paper wireframes are signed off we start designing a protosite in the browser in order to paint for the right medium.
- 5** Seeing their project come to life in the browser allows our client to get excited and have a realistic overview of what we have in store for them.
- 6** We only start to add layers of aesthetic improvements after content is created so that the form follows the function we are in the process of developing.
- 7** Working in short sprints allows us to develop each core feature of the site and provide our client with fully operational successive iterations of the project.
- 8** We iterate.

# our team

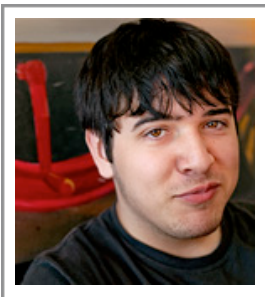


## **Zach is the Head Honcho.**

It's hard to tell on this photo, but Zach is actually an amphibian. While it's a bit uncanny at first, that allows him to be very focused on the task at hand and solve problems all of us have already given up on, especially when he's immersed in Fiji Water.

## **Olivier is the UX Team.**

When he's not using his Frenchness as an excuse to do all sorts of odd things around the office, Olivier splits his time between learning how to build a house on his own and trying to help websites make sense, with pixels and words.



## **Andrew is the Señor Developer.**

He likes to play with shiny things like Rails and Ruby to make our smidgy little web app ideas come to life. He pretends to be immune to the lovely shores of his native Florida. Yeah, right.

## **Tyler is the Jedi Type Master.**

Some people like to tell you fonts on billboards are all wrong, they get the giggles when James Cameron tries to make a serious movie using Papyrus. Tyler is one of those. Combined with his design sense and craftsmanship, he's the source of our visual identities.



# our work

## Ruby Hero Awards (visit)

before

The screenshot shows a basic, text-heavy nomination page. At the top is a small logo with a superhero figure. Below it, the text 'Nominate a Ruby Hero!' is followed by a form field for the nominee's name. To the right, there are two columns of text: 'Reasons to nominate someone' with a bulleted list of criteria, and 'What is this about?' which explains the purpose of the awards. The layout is simple and lacks visual appeal.

after

The screenshot shows a redesigned, more visually appealing nomination page. It features a large, stylized 'RUBY HERO AWARDS' logo at the top. Below the logo is a form field for the nominee's name, followed by a 'Nominate' button. To the right, there is a small profile picture of the nominee. The page is divided into sections: 'What is this about?' explaining the awards, 'Reasons to nominate someone' with a list of criteria, and 'Spread the word' encouraging users to share the nomination. The design is clean and modern.

## Full Sail Firehouse (visit)

before

The screenshot shows a basic, text-heavy online ordering page. At the top is a logo for 'FIREHOUSE SUBS' with the tagline 'FOUNDED BY FIREMEN'. Below the logo is a navigation bar with links to 'Home', 'About', 'Press Room', 'Foundation', 'Franchising', 'Careers', and 'Contact Us'. The main content area contains a login form with fields for 'E-mail Address' and 'Password', and buttons for 'SUBMIT' and 'RESET'. There are also links for 'click here' to get started and 'click here' to reset the password.

after

The screenshot shows a redesigned, more visually appealing online ordering page. It features a large, stylized 'FIREHOUSE SUBS' logo at the top. Below the logo is a 'Quick Order Form' section. The form includes a text box for the user's name, followed by a list of options for 'Bread' (White, Wheat) and 'Size' (Medium, Large). Each option has a radio button next to it. The design is clean and modern, with a focus on the food items.



# our tools

## Ruby on Rails

Just like we believe in the semantic web, at cleverCode we believe in code that makes sense. As a server-side language, Ruby helps us achieve that. Rails is the most popular web application framework built on Ruby because it includes many of the best Ruby coding practices. It's lean, optimized for fast development and lets us concentrate on our core functionality rather than digress while building the connecting tissue.

## jQuery

In many ways jQuery is an incarnation of the Rails philosophy geared toward client-side concerns. It allows us to develop rich user interfaces on a wide variety of browsers and platform without halting development because a specific browser doesn't allow users to use certain features.

## Backbone, CoffeeScript, Haml, Sass

Backbone provides us with a way to structure our client-side code in an extensible way.

CoffeeScript, Haml & Sass are meta-languages that strip the syntax of JavaScript, HTML, and CSS to their core essentials and provide us with useful ways to optimize reusability and cohesion. Another way to keep our workflow lean and nimble.

# budget & timeline

The graph below reflects our timeline within the current project scope in estimated weeks of work.



Below is a baseline estimate based on the above timeline.

PHASES	ESTIMATED FEES
Discovery	\$1,440.00
Project Management	\$1,600.00
Design & Structure	\$7,920.00
Server-side Business Logic	\$8,800.00
Client-side Business Logic	\$8,800.00
Testing	\$4,400.00
Launch & Marketing Campaign	\$3,520.00
	<b>\$36,480.00</b>

# copyright

This document is a formal project plan. It is a way to organize what we plan to do during this project. All information in this document may be modified until the client and cleverCode agree on its content and proceed to sign and date it. Any further modification of the project will require a change order and rescheduling before it is implemented.

We trust that you will keep this production document private, if you wish to make it public, please ask us beforehand. Thank you.

**Copyright 2011 – cleverCode LLC. All rights reserved.**

# terms of agreement

This document is an outline of the project as we understand it. The timeline and budget listed are estimates and are based on the information in this document. We will not begin working on this project until this Statement of Work has been signed.

We invoice clients at the completion of each milestone. Payment for each invoice is due two weeks after the client receives it. Anything not completed within the included timeline can be estimated and contracted at a later date.

Also, Edward Almeida shall post his famous music video on a public video hosting service upon completion of this project for an indeterminate length of time or until a managing member of cleverCode LLC has retained a permanent copy of said video.

Project Scope Agreed To:

/

Printed Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_