**TRU-MEDICAL** (as of 3/25/2012)

**Things to do to 'release candidate'**

1. Push revised alpha version to heroku so Bill can review new 'centering on large screens' layout. [DONE 3/26 ]

2. Build test spreadsheet of clinicians and clinics, and test clinic-specific ordering

3. Little UI goodies

3-1 on product pages: put text BELOW image rather than right/left layout, consistent with product-types and product-sets. [ DONE 3/26 ]

3-2 color pallet: check yellow vs orange backgrounds with Bill using tm3ror\_yellow

3-3 change Google search bar to say "Loading Google site-specific search"

3-4 get ship-by-truck icons in, latex ...

3-5 go through category tree and fix title alignment within boxes

3-6 go through category tree and fix squished images

3-7 build little test HTML program to get .............. $ 9.99 to work in a table rather than a set of divs. Insert it into the four page templates that print prices for products, base-products, product-sets, product-types, once/if drop product names to single line.

3-8 Replace black and white menu with one with colored dots matching those in print catalog. [ and colored background for different top level product categories ] per catalog. Change it if Bill likes it better.

3-9 Replace image used for company on home page to one that matches print catelog ( ie, with a couple of products as well as people ). Confirm that Bill likes it better before changing heroku

4. Get Tru-Medical logo onto pages: fixed, or better, floating so you notice it

5. Modify embedded URLs for category and product images so that just images (rather than all static assets) come off of Amazon S3.

**Release 1.1 — updated product database with additional ~1,600 items**

1. Get Ruby scripts that reload database from dump of Netsuite tables working; use this to load larger Tru-Medical product set; explore making these invokable as Rake tasks; retest the site with the larger database of products.

**Post-release-1 code base cleanup**

1. Move to Ruby 1.9.2 compiler and Rails 3.1. Change from Bamboo to Cedar stack on heroku.

2. Have two types of product\_set: those with one base\_product and those with more than one

3. Clean up accessories:

3-1 Get rid of external accessories table, (i) adding Accessory as a known subtype in the STI implementation of products, and (ii) adding accessory-of relationship, ( and maybe a field that says what type of thing this id points to: a product-line, product-type, product-set, or simple-product. Insert optional accessories block into product-sets, base-products, and simple-products.

3-2 Enable returning reference to accessories through Sammons part search; working now for accessories of simple-products. Add product-types, ...

4. Work on performance:

— see if we can remove the flash-of-unstyled-content that is happening when the user goes to a category page: all of the category overlays are appearing for a split second and then getting hidden.

— built profile of page load, and work down through issues contributing most significantly to page load time

— indices, etc on database if performance analysis picks up any queries running over a 100 milliseconds

**Release-2**

1. Admin subsystem for product/category expansion

1-1 Add active-admin

1-2. Extend it to push product/category changes back into Netsuite when explicitly instructed to do so

1-3 Extend it to upload, resize new images and push them to Amazon S3 or Cloudfront

2. Smoother administrative handling of clinic sign-up; clinician sign-up/registration

3. Sales support: tracking people who access the web site

3-1 graphing/printout of Google analytics results within Admin subsystem

3-2 lead-generation for the direct sales staff: capture data on what clinics ( sign-up and not ) people are logging in from

3-3 getting more business out of existing client base:

3.3.1 reporting on sales results from clinics signed up: comparative; graphs of trajectory over time: by months from sign-up, normalized by size of the clinic.

3-3.2 if can get information on the size of clinics, highlight anomalies: clinics for which the order rate is outside of standard deviation on average results.

4. Affiliate/dealer support

5. Driving non-clinician traffic to the site