



**Let our clients fix their website.
All by themselves!**

The problem

- First sprint is deployed, the tests are passing and everything seems to be working;
- Developers are happy and ready for starting the second sprint;
- And then something fun happens...

A message on basecamp...

Yeah, everything looks great and is working just fine but, I talked to my wife and she thinks that the "Sign Up" button should say "Say up NOW". Can you guys FIX that?





Really?
Sure...

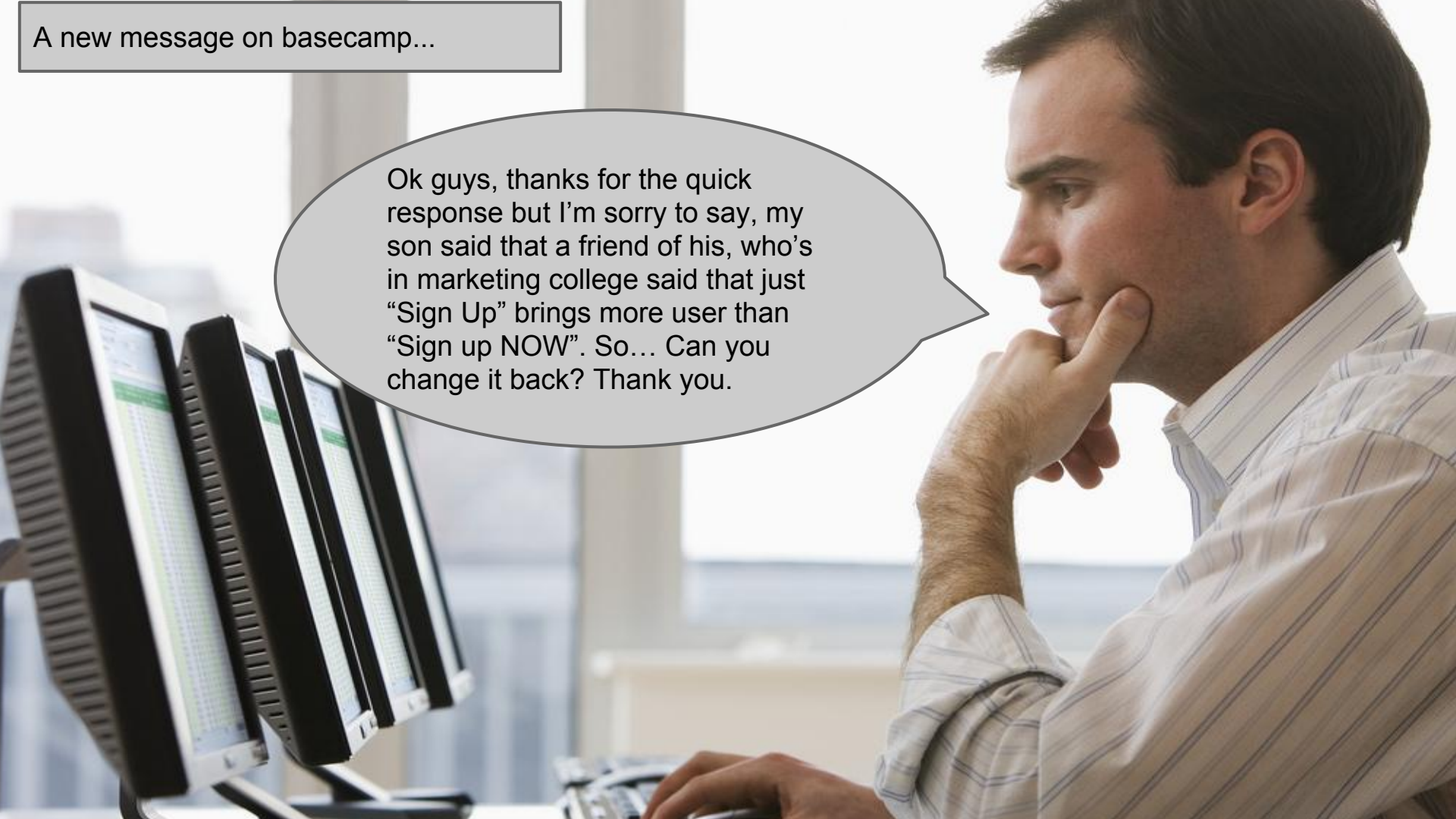
The developer FIX THE BUG right away...



And then, something even funnier happens...

A new message on basecamp...

Ok guys, thanks for the quick response but I'm sorry to say, my son said that a friend of his, who's in marketing college said that just "Sign Up" brings more user than "Sign up NOW". So... Can you change it back? Thank you.





You're kidding me,
right? No? Okay...

The developer once again change it right away...



I did it. It's all done
now, right?

And then, my favourite part happens...

Another new message on basecamp...

So... My son's friend was actually totally stoned when he said that "Sign Up" is better than "Sign up NOW". So I googled which one is best and the answer is actually "Please, sign up!". Could you guys use that? Thanks!





The result

- We lost valuable time changing small things;
- We broke the focus of a developer to do such small task;
- And the git tree is like:

```
* b95c10b (HEAD, master) Changes sign up to sign up please
* eac743a Commit that actually matters
* 815e69c Changes sign up now back to sign up
* bbd1922 Changes sign up to sign up now
* bab4dc7 (branch) Branch commit
* 397cff1 Commit properly done
* f35b801 Commit to fill space
```

The solution



What does it do?

Copycopter allows you to write default copy in the application that can later be edited by clients without changing the application code or issuing a new deploy. Setting up an application with Copycopter is simple.

But how does it work?

Copycopter has two parts:

- The first one is the server, which is a rails application that provides the interface to create and edit locales.
- The second part is a ruby gem that you install on the app you intend to make editable through copycopter.

What are the benefits?

It allows the developers and the client to edit texts, buttons and links that were previously “static” without dealing with git or deploys.

And that's about it.

Let's give it a try, shall we?

