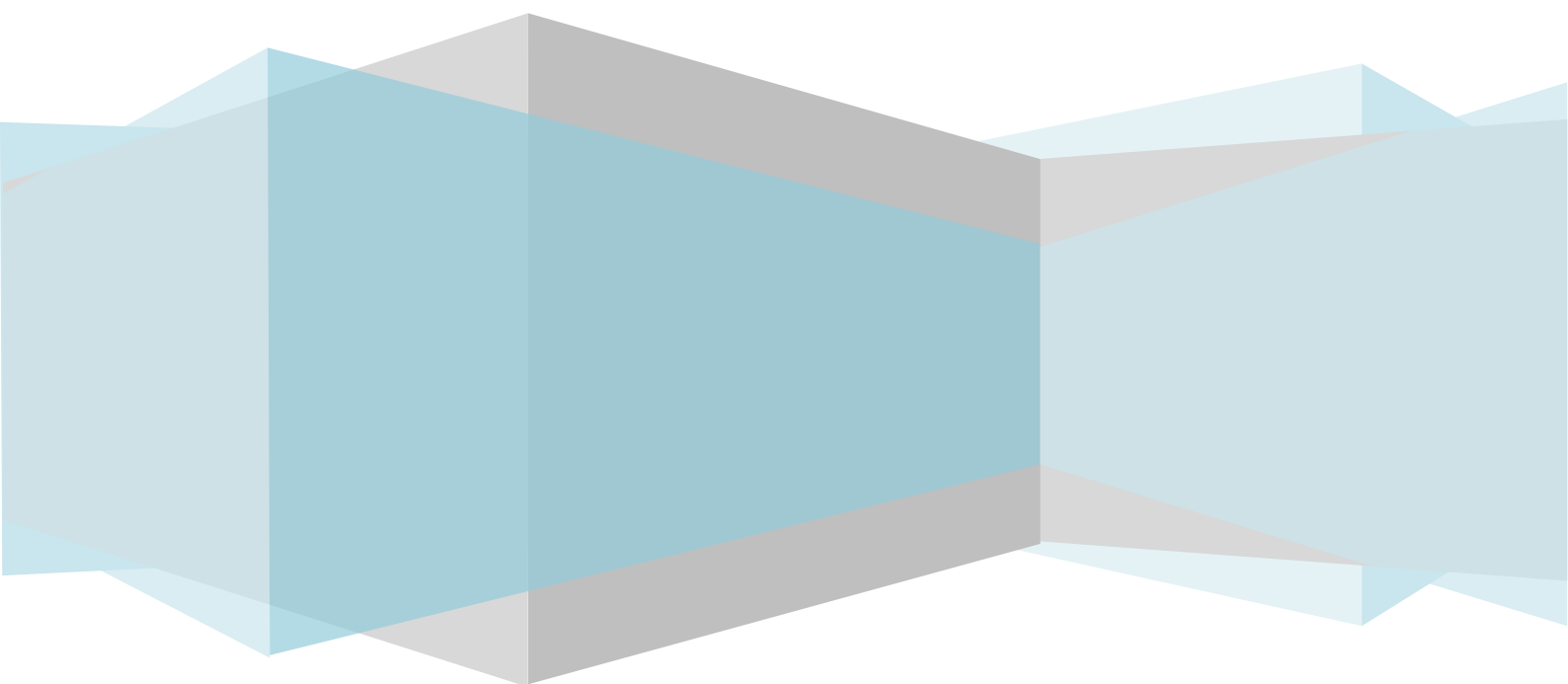




LUCIS MEDIA  
WEB SOLUTIONS

# Web project proposal

European e-Skills Association



# LUCISMEDIA – WEB DESIGN PROPOSAL

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## LUCISMEDIA

### CONTENT MANAGEMENT AND SOCIAL MEDIA SOLUTIONS

Lucismedia is a young and dynamic web agency that specializes in content management and social media solutions. We have over 8 years of in-house experience in implementing CMS solutions for organisations in the public and private sector. We are proficient in standard compliant, accessible website design and obtained several certifications. Furthermore, we have active partnerships with highly valued usability, design and branding experts.

## BUILDING ENTERPRISE SOCIAL COMMUNITIES

### OUR POINT OF VIEW

We believe that the current innovations in social web services create both opportunities and risks for organizations. People are increasingly gathering in online communities of like-minded individuals, and there is an urgent, growing need to nurture these communities.

The organizations that succeed and leverage this social momentum will increase loyalty, brand value and visibility. Those who fail to do so, will be stuck merely watching as their communities self-organize wherever the community wants to - probably out of sight, out of mind and out of the influence of the organization.

To succeed, organizations need a way to converge content management and social community features. This is what we call '*social publishing*'.

### WHY IS SOCIAL PUBLISHING SO IMPORTANT?

Interaction and information flow happens faster on social-style platforms. We know more, learn more, and get together to do more than we did before the social web. It's only natural that people want to bring these benefits to work.

## PROJECT OBJECTIVE

### A GLOBAL OVERVIEW

#### EESA'S OBJECTIVE:

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*"The website should serve as a political and communication tool as well as marketing / PR / brand tool for the European e-Skills Association, the reports / statements it produces and for the work of its members, and for projects operating under its umbrella."*

#### LUCISMEDIA'S OBJECTIVE:

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*"It is our goal to create a unique, accessible and user friendly web presence for EeSA. Our solution will be flexible, modular and extensible, assuring a solid structure in a fast changing ICT environment. Our main focus will be on the integration of content management and social media capabilities."*

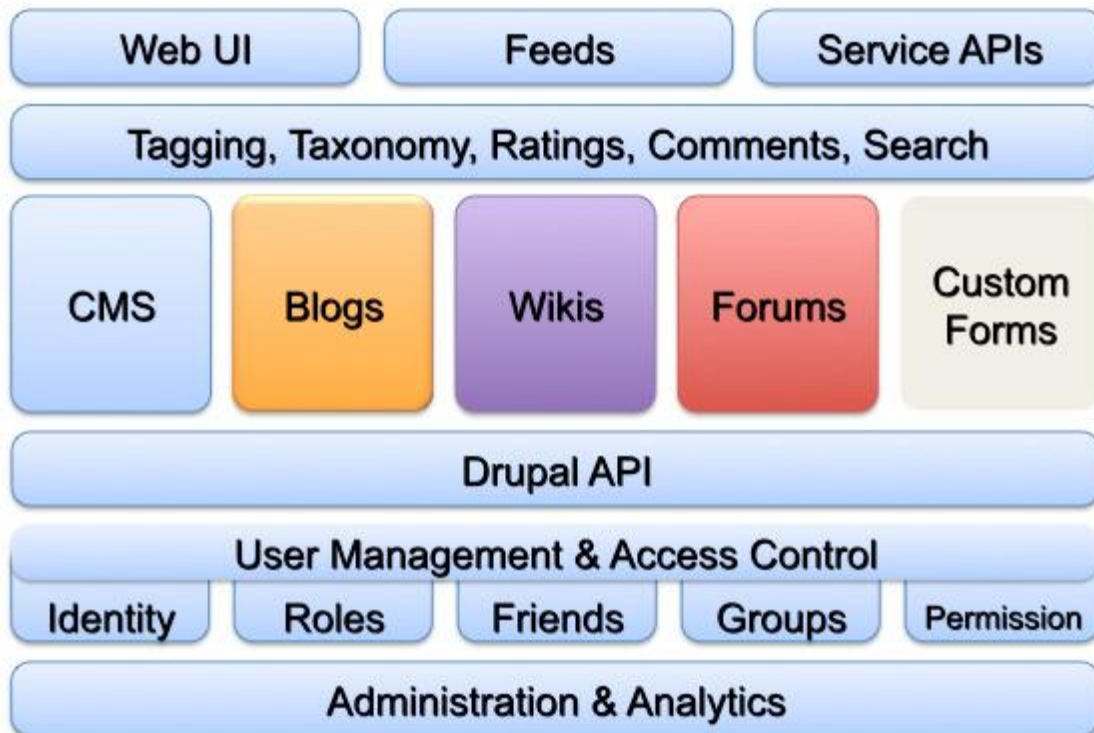
**Considering both objectives, we have chosen to base our project proposition on the open source CMS solution Drupal.**

#### WHY DO WE RECOMMEND DRUPAL?

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Drupal is a leading enterprise-level platform for social publishing sites, providing advanced CMS and social capabilities. Plus, Drupal itself demonstrates the value of social community software, being written by a large, global community of developers who are constantly improving and extending it. Building on Drupal's open source core, we will be able to customize and extend its capabilities to fulfill the specific business needs of EeSA.

The Drupal core combines the capabilities of a content management system with blog, wiki, forums, and custom forms, as shown in Illustration 1. It provides a consistent set of interfaces to support user management and access controls, as well as unified services for managing tagging, taxonomy, ratings, comments and search services.



*Illustration 1. Drupal provides an integrated platform for social publishing.*

Thanks to this robust architecture, Drupal has been adopted by many enterprise-level public and privately owned organizations to project their presence on the web, deliver content to their customers, and manage the interactive applications that foster community connections. Organizations running Drupal value its flexibility and its ability to seamlessly integrate with an underlying enterprise infrastructure.

Some 'famous' Drupal installations include:

- <http://www.whitehouse.gov/>
- <http://www.amnesty.org/>
- <http://www.economist.com/>
- <http://www.cnngo.com/>

Especially Whitehouse.gov is a unique example that shows how Drupal can bring transparency, participation and collaboration into the web presence of a government or public organization. In fact, Whitehouse.gov is sharing several demonstrations of its results of working with Drupal, including:

1. Demonstrating transparency through the IT Dashboard:  
<http://www.whitehouse.gov/open/innovations/it-dashboard>
2. Inviting participation through the Open for Questions:  
<http://www.whitehouse.gov/open/innovations/OpenforQuestions>
3. Fostering the power of collaboration through the Development 2.0 Challenge:  
<http://www.whitehouse.gov/open/innovations/Development-2-point-0-Challenge/>

## PROJECT SCOPE

### A DETAILED BREAKDOWN

In this section, we will show in more detail how Lucismedia can give an answer to all the functional requirements outlined in EeSA's request for proposal, including design, template creation, CMS deployment, social media integration, import of existing content and hosting.

## INTERFACE DESIGN & USER EXPERIENCE

Our team is committed to user-centered design, allowing our clients and stakeholders to interact with a prototype (or mock-up) before the start of actual development. This allows us to give form to the functional requirements, affordances and features from a user's point of view. We experience that our existing clients really value this design methodology, giving them confidence about the project from start and preventing any unexpected outcomes after their investment.

During the design process we pay special attention to web accessibility and usability standards, making our web designs easy to read and comprehend by all visitors (humans and search engines) and all devices (PC's, laptops, tablet PC's, PDA's and mobile phones). We make this possible by separating content, presentation and interaction elements, creating valid and clean XHTML code according to the W3C's Web Content Accessibility guidelines (WCAG).

Using our automated testing tools, we track any cross browser issues and fix them before the presentation of our final prototype. This means that our website design will be compatible with the most popular browsers in use: Firefox, Internet Explorer, Safari, Opera and Chrome. In fact, we will present cross-browser and resolution dependant screenshots of our design together with our final prototype.

## CONTENT MANAGEMENT & PUBLISHING

Drupal, our CMS of choice, is designed from the ground up to manage content for interactive distribution and delivery over the Internet. It manages any type of content running on the web – including web pages, multimedia clips, engineering drawings, maps and other digital formats.

## NODES AND THEMES

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Drupal defines content as sets of nodes, or self-contained chunks of information.

- Each node includes a title, a body, and links to that body's type, authors, and publication metadata.
- Nodes are organized into collections that can be sorted, updated and published as site navigation menus available to all or specific user groups.
- Since content nodes are cached and XML based, it is possible to launch fast and advanced search queries through the entire content tree, making it possible for visitors to easily find the content that they are looking for.
- To render content, Drupal includes a series of themes. A theme defines the presentation of a node or a collection of nodes displayed within a device. This means that Drupal can render optimized content

to browsers, PDAs, smart phones, tablets, and other digital devices gaining popularity for connecting to the web and thus playing a big role in the web presence of an organization.

## SHARED REPOSITORY WITH ROLE-BASED SECURITY

Drupal stores content within a shared repository. Content creators, editors, and other end users can check content items into and out of the repository. Drupal detects the interactions and can be configured to ensure that one individual, modifying content stored within the repository, cannot overwrite another person's contributions. End users can publish content on a web site, without requiring any assistance from web masters or other IT staff members.

## USER MANAGEMENT


Drupal features extensible, flexible, role-based security.

- All content items stored within the repository are secured with access rights. Drupal supports granular security down to the node level.
- Drupal assigns access rights to both the individual nodes and the containers that collect the nodes (such as folders in a file hierarchy).
- Drupal defines roles and, when enforcing a login process, authenticates users to roles.


The website administrator can configure the website with the roles and permissions that correspond to the way the organization works. For example a group of writers in a marketing department can have editing privileges for all the text-oriented content they produce and can only access and view the standard product descriptions developed by writers in the engineering department.

Website modules can include their own roles and permissions, providing additional flexibility for the underlying security. The roles and permissions for blogging can be defined entirely differently than updating the home page for the corporate web site.

Illustration 2 provides an example of the range of permissions and roles available within Drupal.



Permissions	anonymous user	authenticated user	administrator	blogger
<b>blog module</b>				
create blog entries	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
delete any blog entry	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
delete own blog entries	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
edit any blog entry	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
edit own blog entries	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>comment module</b>				
access comments	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
administer comments	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
post comments	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
post comments without approval	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



**Illustration 2. Drupal features a flexible and extensible set of permissions and roles. A drupal administrator can define all the permission sets and roles that meet the business situation.**

## INTEGRATED WORKFLOW

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We will integrate workflow capabilities, based on Drupal's user roles and permissions. This will make it possible to describe how a particular type of content needs to move through different workflow states and how individuals in different roles work with the content in these particular states. It is possible to automatically send notifications when workflow states are changed or perform other predefined actions, specified by a business rules engine.

Thus for example, it's possible to implement a press-release review workflow for publishing press releases on the front page:

- A writer can draft the press release and send it to the communications manager for review and approval.
- Once the communications manager approves the press release, it can be forwarded to the legal department, where any one of a group of in-house attorneys can approve it for publication.
- The press release is finally forwarded to the publisher for posting on the appropriate section of the website.

## SOCIAL MEDIA TOOLS

Drupal supports a wide range of modules that support the full panoply of social media tools – including blogs, wikis, threaded discussions, multimedia sharing, social tagging, voting, rating and much more. It can manage not only content but also people and resources to build directories of people and skills. All content managed by Drupal can be syndicated via RSS feeds.

Given the social publishing capabilities of Drupal, we can integrate the most popular social networking tools, customized according to EeSA's functional and design requirements.

Some examples:

- It will be possible to have a two-way integration with Twitter: When a new twitter message is published, we can dynamically show it on the EeSA front page. Or the other way around, when a new article is published on the EeSA website, a publication notification can be pushed to Twitter;
- It will be possible to integrate photo galleries hosted by Flickr;
- People will be able to register to the member section using their open-id, google account, msn account, yahoo account, facebook account, et cetera;
- Social bookmarking can be added to every content page, giving visitors the possibility to bookmark individual articles, blog posts and other content using services like StumbleUpon, Twitter, Delicious, Digg, Facebook Share, Google Buzz and more;
- Members will be able to use their profile pictures or 'avatars' from other social networking sites;
- EeSA's news events, job vacancies, and more can be pushed to a LinkedIn or Facebook company profile;



## CONTENT IMPORT & MIGRATION

Depending on the currently used technology, content migration can be fully or semi automated. All data that is stored in a relational database can be automatically migrated to the underlying database used by our proposed CMS. Other content, like documents stored in shared or public folders can be easily migrated to the content management system used by Drupal.

## DEPLOYMENT & HOSTING

We offer a flexible, cloud-based hosting platform tuned for Drupal CMS performance and scalability. Cloud hosting assures that website traffic is spread across an entire cluster of data centres around the world, optimizing performance and load time for website visitors. This means that scaling is fully automated: a sudden traffic spike to the website just means that more web servers are working to handle all the requests. An unexpected break down of one of the servers doesn't cause any down-time for the website. Another server will be seamlessly taking over the work load.

Since our hosting is cloud based, it is possible to upgrade / downgrade the allocated resources on-demand. This makes our hosting very flexible and prevents costly future upgrades and hosting migrations. Our clients only pay for the resources that their website is consuming.

We assure nightly backups, security monitoring and support for SSL certificates. Your data is safeguarded and protected by automated disaster recovery processes.

Our hosting solution includes a staging and production environment. This will give EeSA project owners the opportunity to extensively test any changes and modifications to the website in a real, online but private environment.

## PROJECT SCHEDULE

### TIMEFRAME AND MILESTONES

Our team is experienced and certified in the SCRUM methodology, which is an agile project management technique. In SCRUM we emphasize communication and collaboration with project owners and other stakeholders. Therefore, we divide the development life cycle into small and easy to manage 'cycles of work', typically two weeks in duration. At the end of every cycle we meet with the project owner to review the past work cycle and assign new tasks to the next work cycle. This helps our clients to save time and money, since they are involved in every step of the project.

In the case of the EeSA website, we can break down the project in the following milestones:

1. Analysis of the functional and design requirements together with EeSA's project owners;
2. Breakdown of the functional requirements into modular elements;
3. Translation of the navigational structure and modules into a website wireframe;
4. Creation of a visual design concept based on EeSA's design requirements and branding needs;
5. Presentation of a prototype, consisting of visual design elements, navigational structure, flow diagrams and a detailed description for every module;
6. Configuration and deployment of Drupal in a test environment;
7. Customization and template creation to give Drupal the look and feel of our design;
8. Configuration of security, user management, content management and workflow elements according to the project owner's requirements;
9. Integration of social media tools as outlined in the project scope;
10. Content import and migration;
11. Technical and functional testing;
12. Deployment of the final website to our production server;
13. Performance and load testing;
14. Website launch;

Considering that work starts on the 1<sup>st</sup> of May 2010, we estimate to deliver the final, tested and deployed product on the 1<sup>st</sup> of August 2010. This means a project life cycle of 3 months, including sufficient time for testing and revisions.

## PROJECT COSTS

### FIXED AND VARIABLE COST ESTIMATES

#### SOFTWARE LICENSING COSTS

Taking into account that Drupal is an open source content management solution, there is no software license cost for this product. This is a huge advantage, making more of your budget available for customizing and configuring the CMS to your specific business needs.

#### DESIGN AND DEVELOPMENT COSTS

All work provided by Lucismedia, as well as our partners, will be budgeted at 55 euro per working hour. Based on an estimate timeframe of 3 months and a workload of one person being fulltime committed to the project for two months and halftime for one month, our total estimate cost for the design, development, content migration, testing and deployment of the project is 22.000 euro.

#### HOSTING COSTS

We budget the hosting costs for the EeSA website at 300 euro a month. However, this is an estimate and includes all necessary maintenance tasks and support. Furthermore, considering our flexible hosting solution, it is possible to up- or downscale system resources based on the traffic load or disk space required by the website.

## FURTHER INFORMATION

Being a young and dynamic web agency, it is our highest value to work closely together with our clients and give them personal assistance during every step in the project cycle. So please feel free to contact us for any further information you may need about our proposal. Your contact person for this project is:

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