



A **unique** perspective.

Proposal for the redesign of the iSGTW Web site with a custom Drupal implementation

September 1, 2009

Presented to:

iSGTW Board

Prepared by:

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September 1, 2009

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I. Introduction

Thank you for the opportunity to submit this proposal for the redesign of the iSGTW website with a custom Drupal implementation. In 2006, Xeno Media helped launch the iSGTW Web site using a Xeno CMS that has since become outdated.

A Web site redesign will help iSGTW continue to promote grid computing and grow its subscriber audience by:

- Implementing Drupal, a modern, CMS based web architecture that will allow for iSGTW staff to more efficiently maintain and distribute Web site content.
- Creating a more professional web presence for iSGTW through use of elegant design and a highly useable interface.
- Providing easy channels for interested parties to connect with iSGTW staff and other readers.
- Utilizing a scalable, modular web platform that will allow future functionality to be seamlessly integrated as iSGTW continues to grow and expand.
- Leveraging social networking features to reach a broader audience and engage readers more deeply.

Xeno Media is uniquely qualified to help redesign iSGTW, due to our:

- Experience with iSGTW and grid computing communication.
- Expert consulting, creative and development staffs.
- Vast experience working with CMS systems, such as Drupal, to help clients achieve strategic goals online.
- Proven record of executing strategic, high-level projects for large, diverse and dispersed audiences.

About Xeno Media

Since 1997, Xeno Media has worked with dozens of clients to develop inspired brands and innovative technical solutions to improve their organizations via the Web. Xeno Media offers a full set of project management and execution competencies from initial research and strategy to design, production, development and promotion.

Established by Karen and Mike Acklin, Xeno Media grew out of the design, marketing and programming experiences of its founders. Joined by their longtime friend, Kevin Munday, Xeno Media has grown to a full-service Web consultancy—forging strong relationships with our record of successful, high-impact engagements.

Xeno Media is not a software reseller. We do not accept money from hosting vendors. We have no conflicting interests. Our business model involves only providing the best strategic, technical, creative and promotion services possible to our clients and charging reasonable rates for our time.

Xeno Media is particularly qualified to plan and execute this project. With our extensive experience developing sites using content management systems, this project would be a natural fit. Coupled with our design and technical expertise, our desire to make this project a great success are unique in the field.

Thank you for your consideration.

II. Scope of work

A. Exploration and Discovery

- Review strategic documents and plans
- Survey current Web site
- Survey competitive Web sites
- Conduct planning meetings to discuss and finalize project scope/details

B. Analysis and Planning

- Full planning phase including:
 - Outline overall goals and strategies
 - Draft design brief
 - Develop information architecture
 - Create wireframes
 - Outline functional requirements
 - Develop workflow structure
 - Develop style guides

C. Design

- Present two unique homepage design concepts
- Refine chosen design concept based on feedback
- Design interior page layouts
- Stylize interior pages for consistency

D. Development and Production

- Set up development environment
- Configure production server
- Convert approved design to Drupal custom theme
- Deploy/transfer to production server
- Produce all necessary XHTML/CMS templates
- Prepare graphics/images
- Back-filling of all existing content (including archives)
- Drupal content management system with modules and views for:
 - Tags
 - Custom Google search
 - Reader comments (tiered moderation capability)
 - Reader ratings on specific scales
 - Blog capability
 - Custom media gallery that interfaces with Flickr at the backend
 - Social network capability
 - Granular user types (some could be more trusted than others, requiring less moderation)
 - Custom moderated user-generated user/group profiles
 - Profile searches
 - Internal networking features (ability to friend, message, etc. other users)
 - Media and link sharing capability, including pictures
 - User blog capability
 - Ability to promote user content from internal social network site

- to main public site
- Most popular, most emailed, most discussed feature
- Twitter integration with the site
- Email a friend or refer to a social network (such as Digg)
- Synergy with existing popular networks and services

E. Testing and training

- Test for full functionality on all major and active browsers
- Test for valid code
- Post in beta for your review
- Edit based on your feedback
- Conduct one-time on-site training for site editing/updates/administration

F. Launch

- Publish the Web site to production server upon completion and approval
- Provide post-launch retesting

IV. Key Personnel

Kevin Munday: Principal

Kevin Munday joined Xeno Media as a partner in June of 1998. He was educated at the University of Illinois at Chicago-receiving his Bachelor of Arts degree. Kevin's time is dedicated to managing projects through the planning, design and development cycles. Kevin is a frequent speaker on the subject of Web strategy. In recent years, he has presented at conferences and meetings in Switzerland, Germany, Japan and the United States.

Michael Acklin: Principal

Xeno Media co-founder, Michael Acklin, received his Bachelor of Fine Arts degree from the University of Illinois at Chicago. His university experience also included a period of overseas industrial design study at the University of Genoa-Italy. Michael co-developed the XenoCMS content management systems and has led custom application projects at Xeno Media, including the IFT Annual Meeting and Food Expo Website, the Onlinefloorstore.com and Hinsdale Cellars e-commerce systems and many others.

Tim Hanft: Web Consultant

Tim Hanft is an accomplished web development consultant with 6+ years of experience in e-commerce, website design and web content optimization. Tim's diverse background includes developing a multi-million dollar online store, launching an award winning blog and performing high-level consulting on a range of B2B/B2C web projects. With strong cross-functional leadership and communication skills, Tim ensures that client requirements are delivered to exact specifications and brand standards on every web project.

Justin Dauer: Creative Lead

Justin Dauer received his BFA in Visual Communications from the School of the Art Institute of Chicago. Prior to joining the Xeno Media team, he served as a designer and illustrator for Interface Monthly magazine, a Senior Designer for i2 Technologies, and the Lead Interface Designer at the Hostway Corporation. Justin's unique interface and graphic design work has been published around the world--including several Japanese Macintosh magazines, and most recently the books "1 x 1: Pixel-Based Illustration & Design" and next year's "DNA Identity". Three of Justin's designs received Web Marketing Association awards for 2008.

Dave Ross: Lead Developer

Dave Ross brings significant expertise in designing, building, integrating and supporting high-availability, mission-critical online systems. Recent experience includes high-level work for FTD.com (the US's leading floral retailer), DriveItAway.com and GoMembers.com. Dave holds a bachelor's degree from Roosevelt University and is a Sun certified Java developer.

V. Selected engagements

Accelerators For America's Future

www.acceleratorsamerica.org



The screenshot shows the homepage of the "Accelerators For America's Future" website. The header features the site's logo and navigation links: HOME, SYMPOSIUM, REGISTRATION, PRESS ROOM, and WORKING GROUPS. A U.S. Department of Energy logo is also present. The main content area includes a large image of a medical scan with technical data, a text block about superconducting wire, and a paragraph about the symposium's goals. A sidebar on the right provides details about the "Symposium on Accelerators for America's Future" held on October 26, 2009, at the Washington Marriott. Below the main text, there are sections for "Features" and "News", each with links to various reports and abstracts. A "Draft Agenda" link is also visible.

Xeno Media services:

- Web strategy
- Web design
- Drupal content management system (CMS)
- Web production
- Ongoing support

The Civic Federation
<http://civiced.org/>

The Civic Federation
 RESEARCH ★ INFORMATION ★ ACTION ★ EST. 1894

Links | Help | Search... Go

HOME ISSUES LIBRARY EVENTS PRESS ROOM MEMBERSHIP ABOUT US OLYMPICS ANALYSIS

THE CIVIC FEDERATION
 The Civic Federation is a non-partisan government research organization working to maximize the quality and cost-effectiveness of government services in the Chicago region and State of Illinois.
 The Federation's membership includes business and professional leaders from a wide range of Chicago-area companies and institutions.
 The Civic Federation publishes reports and commentary about local government tax policies, government services, and public expenditures. The Federation's new research institute, the Institute for Illinois' Fiscal Sustainability, examines a wide range of fiscal issues relating to the State of Illinois.

IN THE NEWS
 08.17.09: WTTW Chicago Tonight **City's Budget Woes Continue**
 08.12.09: Chicago Tribune **City schools put tax hike on the board**
 08.12.09: Chicago Sun-Times **Schools seeking property tax hike**
 08.12.09: Chicago Public Radio **What the New CPS Budget Means for Teachers and Students**
 08.11.09: ABC 7 News **Chicago homeowners may get hit with another property tax increase**

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RSS FEEDS
 Civic Federation
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RECENT RESEARCH
 08.25.09 **Chicago Public Schools FY2010 Recommended Budget: Analysis and Recommendations**
 The Civic Federation supports the \$6.9 billion Chicago Public Schools FY2010 proposed budget. The District employed reasonable measures to balance its budget in light of a \$473 million deficit,...

UPCOMING EVENTS
 08.31.09 **Call for Nominations: The 18th Annual Excellence in Public Service Award, Sponsored by the Motorola Foundation**
 The Motorola Foundation and the Civic Federation are pleased to announce a call for nominations for the 18th Annual Motorola Excellence in Public Service Awards, Sponsored by the Motorola Foundation.

ABOUT US » **PRESS ROOM »** **EVENTS »**

Chicago MAG.COM

Xeno Media services:

- Drupal content management system (CMS)
- Web development
- Ongoing support

Picturing America for Public Libraries

<http://www.programminglibrarian.org/picturingamerica/>



The screenshot shows the homepage of the Picturing America for Public Libraries website. The header features the site's name in a stylized font and a navigation menu with links to Home, About, Forum, Programming, Publicity, Resources, Participating Libraries, and RSS Feed. A central content area includes a welcome message, a featured image of a statue, and sections for News, Online Learning Opportunities, Customizable PR Tools, and an RSS Feed. A sidebar on the right highlights the latest discussion topic: 'Using Picturing America as a tie-in to The September Project'.

Picturing America

Picturing America for Public Libraries

Great art speaks powerfully, inspires fresh thinking, and connects us to our past.

Welcome to Picturing America for Public Libraries! [Picturing America](#) is an initiative of the [National Endowment for the Humanities](#) (NEH), conducted in cooperation with the [American Library Association](#) (ALA), that brings notable American art into thousands of communities across the country.

With funding from NEH and the [Institute of Museum and Library Services](#) (IMLS), the ALA has developed this Web site to support public libraries in their efforts to use the Picturing America collection to present humanities programs for public audiences. **New resources and online training opportunities will be offered regularly, so we invite you to check back often.** If you would like to submit feedback on the content provided, or share your own programming experiences, please contact picturingamerica@ala.org.

News

Online Learning Opportunities

Picturing American for Public Libraries will offer several [online learning opportunities](#) this fall, starting with "Picturing America Programs for Children."

Customizable PR Tools

This suite of [customizable promotional materials](#) allows you to create your own professionally designed bookmarks, posters, and flyers to promote local programs at your library.

RSS Feed

To learn when new resources, forum posts, and online training opportunities have been added to the site, please sign up for the Picturing America for Public Libraries [RSS Feed](#).

Latest Discussion

08.25.09

Using Picturing America as a tie-in to The September Project

"Although our main program for Picturing America was an exhibit in January and February, we plan on displaying several of the posters again to tie into The September Project (theseptemberproject...."

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Xeno Media services:

- Web design
- Drupal content management system (CMS)
- Web production
- Ongoing support

IPMU

www.ipmu.jp

IPMU INSTITUTE FOR THE PHYSICS AND MATHEMATICS OF THE UNIVERSE
数物連携宇宙研究機構

THE UNIVERSITY OF TOKYO wpi World Premier International Research Center Initiative

LANGUAGES ENGLISH 日本語

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RESEARCH ACTIVITIES
NEWS AND INFORMATION
COMMUNICATIONS
FOR VISITORS
FOR EMPLOYEES
FOR EMPLOYEES-INTERNAL
LIVING IN KASHIWA
JOB OPPORTUNITIES

Our universe is full of mystery.

IPMU will address the most basic and profound mysteries of the universe. *What is the universe made of? How did it begin? What is its fate? What fundamental laws govern it? And Why do we exist at all?* The aim of IPMU is to address these fundamental questions using the power of forefront science.

COMMUNICATIONS

- Aug 11, 2009
Ask a Scientist
[vol.06 Mark Vagins](#)
- Jul 21, 2009
IPMU News
[Vol.06 \(Jun 2009\)](#)
- Jul 13, 2009
Public Events
[Introducing the University of Tokyo](#)
- Jul 01, 2009
Public Events
[Program to inspire female students to study science](#)
- Jun 26, 2009
Ask a Scientist
[vol.05 Naoki Yoshida](#)
- Jun 12, 2009
Public Events
[Physics is for Kids BBQ at Aspen Center for Physics aired by Grass Roots TV, 2007](#)

NEWS & ANNOUNCEMENTS

- Aug 11, 2009
[Focus week on the Epoch of Reionization, November 30 - December 2, 2009](#)
- Jul 29, 2009
[Focus week "Statistical Frontier of Astrophysics", Sep 28 - Oct 02, 2009](#)
- Jul 22, 2009
[IPMU Annual Report 2008 released](#)
- Jun 24, 2009
[IPMU international conference Dark Energy, Jun 22-26, 2009](#)
- May 13, 2009
[Focus Week on New Invariants and Wall Crossing, May 18 - 22, 2009](#)
- May 11, 2009
[Letter to the coming visitors regarding of Influenza A](#)

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SEMINARS

- Aug 31, 2009
[Global Torelli theorem for hyperkaehler manifolds](#)

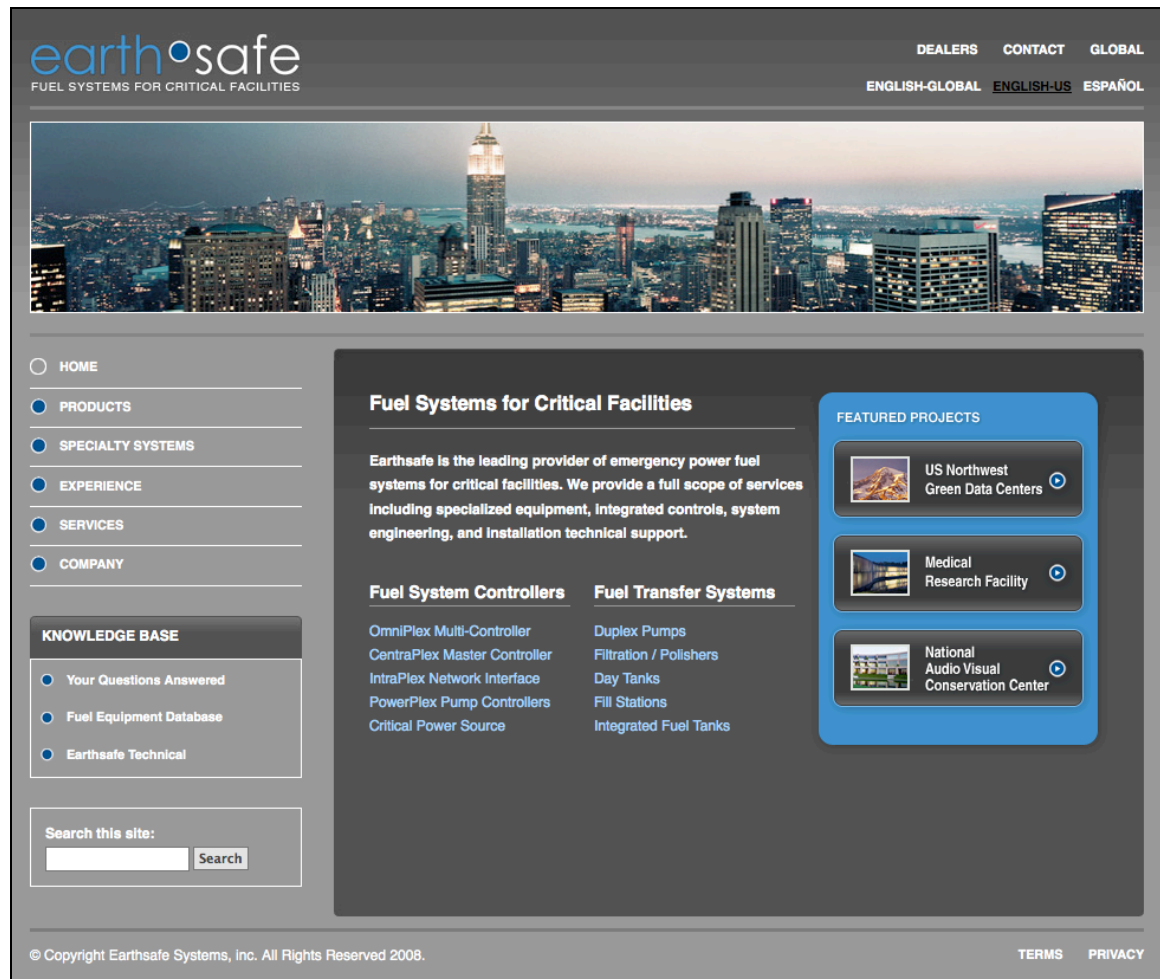
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Xeno Media services:

- Web strategy and design
- Drupal content management system (CMS)
- Web production
- Ongoing support

Earth Safe

www.earthsafe.com



Xeno Media services:

- Identity design
- Web design
- Drupal content management system (CMS)
- Web production
- Ongoing support

Fermilab www.fnal.gov



Xeno Media services:

- Web strategy
- Web design
- Custom development
- Open-source CRM implementation and customization
- Email newsletter
- Ongoing support and strategy

Symmetry magazine

www.symmetrymagazine.org

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symmetry

dimensions
of
particle
physics

A joint Fermilab/SLAC publication

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ISSUE CONTENTS


Not a Moment to Lose at the LHC

Physicists from the Large Hadron Collider's experiments turn an unexpected shutdown to their advantage.

[Read more](#)

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symmetrybreaking

Physics movies: A top-25 list and a film festival August 25, 2009

A call for entries to CERN's CineGlobe short-film festival, with prizes for general fiction, science or science fiction and science documentary, plus a blogger's picks for the top 25 movies for physics geeks.

A twenty-seven kilometer film August 24, 2009

For the past two weeks, Bram Conjaerts, a Belgian filmmaker, has been touring the CERN sites and surrounding countryside conducting research for his new documentary. The film will follow the entire 27 km length of the LHC ring, but unlike most documentaries about the LHC, it will take place mostly above ground!


Groove to the physics mix tape August 21, 2009

Are science references on the rise in popular music? There are certainly enough science-inspired songs to fill out a double-album playlist, with disc one all about astrophysics and disc two dedicated to physics in general.

Editorial:
From Technology to Dance

This issue shows how broadly particle physics pervades other aspects of life—from accelerator technology and its many practical applications to interpretations of the science through Manga and choreography.


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Commentary:
Youhei Morita

"One of these days, I may have to shout at my kids, *Manga demo yonde benkyo shinasai!*—study hard by reading Manga!"


[Read more](#)



Department:
Signal to Background

Learn physics from evil slugs; South Pole researchers with the right stuff; the butterfly hunter; no dirty SNO in Canada; if you can't make it, send your avatar; letters; correction.


[Read more](#)



Department:
symmetry breaking

A summary of recent stories, published weekdays, in *symmetry breaking*, www.symmetrymagazine.org/breaking/


[Read more](#)



Feature:
Superconducting Technology, Chicago Style

Fermilab is cooking up a hot technology—and the serving is ultracold. The laboratory is stepping up efforts to develop and test superconducting radio-frequency cavities, a key technology for the next generation of particle accelerators and the future of particle physics.


[Read more](#)



Feature:
Dancing With Physicists

For her latest work, choreographer Liz Lerman took members of her dance troupe to CERN, where they reveled in the fog, danced in the aisles and found inspiration in wide-ranging conversations with scientists.

[Read more](#)



SEARCH

ON THE COVER

Manga artist Takuya Uruno, whose work is featured in the [gallery](#), designed this issue's cover based on an edutainment Web series he created for KEK. It incorporates, from top, a [superconducting radio-frequency cavity](#); string theory; and a Van de Graaff generator, whose static electricity fluffs up the hair of the girl in the middle.

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Xeno Media services:

- Web strategy
- Web design
- Custom content management system (CMS)
- Custom editorial workflow system
- Production
- Ongoing support

Interactions.org
www.interactions.org



Xeno Media services:

- Web strategy
- Web design
- Custom content management system (CMS)
- Custom news management system
- Ongoing strategy and support

IFT Annual Meeting and Food Expo

www.am-fe.ift.org



Xeno Media services:

- Web strategy
- Web design
- Custom content management system (CMS)
- Custom list management/download/purchase functionality
- Ongoing strategy and support

VI. About Drupal

We will use Drupal CMS as a framework to redesign iSGTW. Drupal runs a variety of high profile, community-rooted websites including The World Food Programme (www.wfp.org), Human Rights Watch (www.hrw.org), Scientific American Magazine (www.scientificamerican.com), Stand Up Take Action (www.standagainstopoverty.org), and Recovery.gov (www.recovery.gov). For more on the Drupal projects we've worked on, please see our Selected Engagements.

From its beginnings as a bulletin board system, Drupal has grown into one of the largest and most widely used content management systems since its code base went open source in 2001. Providing an extensible framework upon which a site can be built, Drupal has become a popular choice for interactive community websites.

Drupal is an excellent fit for this project because it allows an individual or a community of users to easily publish, manage and organize a wide variety of content on a website. Furthermore, it is highly scalable, has a vibrant developer community and has several useful features available as core functionality or through add-on modules including:

- Browser-based editing
- Content versioning
- Newsletters
- Collaborative authoring environments
- Syndication (RSS)
- Forums
- Search
- Reporting
- Blogs
- Translation capability
- Picture galleries
- File uploads and downloads

User Experience

Based on Drupal's flexibility with customization, creating and editing site content is easy. Content versioning, commenting, and authoring are all controllable from the node editor, which may have a customizable WYSIWYG editor, installed.

User/Group/Administration management

User permissions are based on predefined "roles" that are associated with site permissions. A user may be assigned to one or more roles and must authenticate using a local username and password. Drupal also supports distributed authentication and intranet LDAP authentication.

Workflow

Workflows and workflow states can be added to Drupal via a Workflow module.

See this link for more: <http://drupal.org/project/workflow>

There is an active development group in the Drupal community that supports and enhances the Workflow module. See this link for more: <http://groups.drupal.org/workflow>

Information Architecture

Content is stored in "nodes" which are the basic building block of the site. Each rendered page is essentially a database query of all data related to a specific node identification number. Node

types include blog entry, comment, and page. Navigational elements are displayed in "blocks" which appear on the left or right hand side of pages.

Web service/API

Drupal provides an API to develop custom integration with outside services.

<http://api.drupal.org/>

Module base

The Drupal development community has contributed in excess of 3000 modules. Examples include images galleries, mailing list management, CVS integration, database backup, and file management. See this link for more: <http://drupal.org/handbook/config/contribmodules>