



Putting technology know-how in the hands of Non-Profits

Worldwide Plone Conference  
Seattle, WA  
October 2006

Putting technology know-how in the hands of Non-Profits



Workshop Title:

# 100 Hours or Less: Creating a Scope of Work for a Simple Phone Website



Putting technology know-how in the hands of Non-Profits



## Agenda

- Introductions and Expectations
- Elements of a Scope of Work
- Scoping a Phone Website
- Website Building Roles
- Converting an Existing Website to Phone
- Getting the Customer Ready (if we have time!)





# Introductions and Expectations

What this workshop is NOT:

A how to for coding a Plone website!

What this workshop IS:

A hands on 90 minutes that will teach you how to create an effective scope of work

Tips and tricks for if and when to “convert” to Plone

Notes about the different roles needed for an effective Plone implementation.





## Introduction

NPower Seattle's mission is to help Puget Sound nonprofits use technology to better serve their communities. ([www.npowerseattle.org](http://www.npowerseattle.org))

We adopted Plone about 18 months ago

We have approximately 25 sites under our belt

My role is to get customers ready, make sure we have a strong scope of work, and manage projects as needed!





## Scoping

What is a scope of work?

A scope is a formal document, usually signed by both parties that indicates what will happen, when it will happen, how much it will cost, and what will be delivered.





## Key Elements of a Scope

- **Background** about the customer
- A description of the **engagement**
- Expected **Outcomes**
- **Deliverables**
- Consulting hours and **cost**
- **Risks** and **Considerations**
- **Schedule**, Work Plan and Deadlines
- Hold **Harmless** Clause
- **Signature** Block





## Background

Why is this important?

You need to be able to tell the customer, in your own words, who they are and what they do. This is both a selling tool and a practical one – if you don't know this – it will be hard to implement an effective website!







## Background Example

The **Seattle Biotech Legacy Foundation** (SBLT) was founded in 2001 when Amgen acquired Immunex. Immunex employees had a strong culture of giving to the local community and wanted to create a nonprofit that would continue that work. Over time, SBLF has evolved and matured and re-wrote their mission statement last year: “The Seattle Biotech Legacy Foundation works toward a healthy, sustainable future by promoting science-based understanding, solutions and actions that are grounded in recognition of the interconnected nature of our world.”





## Background Example

St. Joe's Baby Corner (SJBC) was founded 20 years ago, and provides clothing, diapers, car seats, food and other services for infants and toddlers. SJBC does this by soliciting, purchasing or otherwise acquiring these items and then making them available to nurses and other public health care workers who then distribute them to those in need. Although they are able to respond to only a fraction of the need, SJBC is meeting a critical need, especially to low income families. SJBC provides services to approximately 2,500 babies a year.

SJBC is growing, and now has a staff that includes their Executive Director (and founder of SJBC) and a part time administrative staff. They recognize the need to provide a compelling and easy to update web presence, and an SJBC volunteer met with Leandra Darcy and Patrick Shaw to discuss how NPower Seattle may assist SJBC with their website needs.





## Description of the Engagement

This describes **what** you are going to do and **why**. Not how you are going to do it, mind you (although some of the how might creep in) but what and why. It may contain legacy information such as “customer x was unable to update their own website and phoned NPower Seattle to ask for help.”





## Expected Outcomes

This should describe what is DIFFERENT:

Customer will have a new Plone website

Customer will be able to easily update content

Customer will know how to manage users

Website will integrate with Active Directory,  
SalesForce, and Great Plains for a single sign  
on solution.





# Engagement Examples

- NPower is recommending that SJBC use Plone for their web platform, and ?? as their hosting server.
- NPower will provide training to Barbara and up to three other SJBC core staff members/volunteers on using the Plone platform to update and maintain their website.
- SJBC has created a site map and a visual design that NPower will implement.
- The site will have two levels of navigation with approximately 11 areas.
  - Main site home page
    - Main site branch
- There will be two levels of users for the website: the public, and SJBC staff. Staff will be able to edit all aspects of the site. The public will be able to view and download, but not edit, any portions of the site.





# Engagement Examples

- NPower is recommending that SBLF use Plone for their web platform.
- NPower will provide training to key SBLF staff on using the Plone platform to update and maintain their website.
- NPower will use all of the existing design elements from the current SBLF site (<http://www.sblfoundation.org/>)





## Deliverables

What you will give the customer:

Planning

Visual Design

Information Architecture

Coding and implementation

Publishing

Training and Documentation

Content???





## Hours and Cost

This can be a simple fixed fee or a more detailed time and materials section.

Reconsider padding your scope!

Consider an overage clause!

Consider revealing your profit as a line item!

Mention your change of scope process!







## Sample Hours and Costs

Planning	6 hours
Visual Design	15 hours
Information Architecture	5 hours
Coding and implementation	40 hours
Content Build out	
Publishing and Testing	7 hours
Training and Documentation	6 hours
TOTAL Hours and Costs	79 hours / \$6,715.





## Schedule, Work Plan, Deadlines

Make sure to include:

How long the scope is valid

When you will start after receiving a fully executed copy

Any constraints or slippage that may happen for you or for the customer

Consider padding your schedule if you can!





# Sample Work Plan

8-4 to 8-18

8-21 to 8-24

8-25



**Planning & Production**

- Approx. 2 week duration
- Customer tasks include approving design and approximately 4 hours

**Publish and Test**

- Approx. 1 week duration
- Customer work effort estimate includes 4 hours of testing and providing test notes

**Training**

- Approx. 1 week duration
- Customer work effort includes 4 hours of training

**Launch Site / Training**

- Approx. 1 day
- Customer will provide login information for modifying DNS records prior to launch. Training will be held the week of August 28<sup>th</sup> for up to 4 users



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## Risks

Include a risk statement about the project – try to reveal what might go wrong:

“There is a risk that the costs associated will be greater than the budgeted amount.”





## Sample Risk Statement

If the existing graphics are not available, NPower will have to create them, increasing the scope of work.

Customer has a graphics folder on their existing site called “Source Graphics” that NPower will use for re-implementing design elements.

Some website text on the existing site consists of graphical content. Graphics tend to look better than text.

Implementing graphics instead of text may better match the existing site, but would also increase the scope of work, and would reduce the flexibility of the tool.





## Considerations

What can you include here that will make your life easier later?

Access to DNS

Access to existing graphics

A web-hosting agreement!

Standard Plone Features





## What Should You Ask The Customer Early?

Plone has a LOT of built in features – and each customer may want some, none, or all. Here's a quick list of some items that you may exclude or include using a strong scope of work.





# Sample Customer Choices

At several junctions during the design and implementation phase, SJBC will be required to make choices about Plone standard and extended features, and roles and permissions for SJBC staff who will be using the site. The list that follows highlights some of these areas:

## Approve design implementation

- Include or exclude Plone features such as:
  - Live Search
  - Print This Page
  - Email This Page
  - Automatic additions to navigation

Create a list of initial website editors and users, to include:

- First and Last Name
- Email address

Provide access to Dynamic Name Server (DNS) so NPower can launch the website by pointing the SJBC DNS to the new site.

Select pictures for website and provide them to NPower Seattle in digital (JPG) format.







## Hold Harmless and Signature Block

Check with your legal team about this – but it is common to have a hold harmless agreement.

And you'll want to have the right person on your team and on theirs to sign!





## Samples – Hold Harmless

The agency/customer agrees to indemnify, defend, and hold NPower Seattle and its subsidiaries and affiliates, and their successors, officers, directors and employees, harmless from any and all actions, causes of action, claims, demands, costs, liabilities, expenses, and damages asserted against any of them arising out of or in connection with any work performed while under this agreement.





# Samples - Signature Block

for Seattle Plone Users Group

for NPower Seattle

Name: Andrew B and Brian G.	Name
Signature	Signature
Title: Director of Consulting	Title
Date	Date



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## Try It Yourself – Background and Engagement!

Imagine an existing customer or a potential one.

Take 5 minutes and craft a brief description that you would include in a scope of work.

If you're here with a team or a partner – work together! If you're not – now's your chance to network!





## Let's Scope a Brand New Site

Use the Background and Engagement Description you just wrote –I'll provide a site map, and some design elements. Your job? How many hours would it take to code, publish, test, document and train for this website?





# Site Map

- About Us
  - Mission
  - Directors
  - Advisory Board
- Offerings
  - Conferences
  - Events
- MEC Library
- News
- Events Calendar

(Home, search, contact, Login,  
other footer and header  
information)

Tip – this is really a TWO  
template design – a  
Home Page  
(sometimes we call  
this a splash page)  
which reveals the 2<sup>nd</sup>  
level nav, and a 2<sup>nd</sup>  
level nav. Any other  
content will be pages  
not represented in the  
nav.





# Visual Design - Home Page



## Mathematics Education Collaborative

Engaging Communities in Support of Quality Mathematics in Schools

- HOME
- SEARCH
- CONTACT US
- LOG-IN

[ABOUT MEC](#)

[PROFESSIONAL DEVELOPMENT](#)

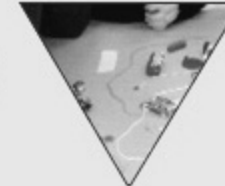
[MEC LIBRARIES](#)

[CALENDAR OF EVENTS](#)



### Our Vision & Mission

MEC provides educational communities with support to accomplish the goal of improved math instruction for all.



Have any feedback or suggestions for this site? We'd love to hear from you. Development of this website was supported, in part, by the National Science Foundation. Opinions expressed are those of the authors and not necessarily those of NSF. Copyright © 2006 Mathematics Education Collaborative



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# Visual Design - Level One



**Mathematics Education Collaborative**

Engaging Communities in Support of Quality Mathematics in Schools

- HOME
- SEARCH
- CONTACT US
- LOG-IN

MEC

ABOUT MEC

PROFESSIONAL DEVELOPMENT

MEC LIBRARIES

CALENDAR OF EVENTS



HOME > PROFESSIONAL DEVELOPMENT > COURSES > COURSE 1



▼ COURSES

COURSE I: PATTERNS, FUNCTIONS, & ALGEBRAIC THINKING

COURSE II: GEOMETRY & PROPORTIONAL REASONING  
COURSE III: PROBABILITY & DATA ANALYSIS

COURSE IV: NUMERICAL REASONING

▶ CONFERENCES

## Course I: Patterns, Functions, & Algebraic Thinking



This course is a pre-requisite for all other MEC courses. It is designed to model a learning environment that meets the needs of all students, helping them become successful problem solvers who are able to use mathematics as a powerful tool for

making sense of situations and information in the real world. Participants will work collaboratively and independently on tasks that embed mathematical ideas in a variety of contexts. The course models both the kinds of assessment practices that result in improved student performance and a learning environment consistent with what is known about the human brain and human learning.

In addition to a focus on algebraic reasoning and the inter-relatedness of algebra and geometry, course time is spent developing participants' numerical reasoning skills. The specific mathematics

### Course Testimonials

Grade 5 Teacher  
Portland, OR

This was the best math class I have ever taken. It was difficult and challenging, yet I was able to see why an algebraic function worked. I have never learned so much in 9 days. I am exhausted from thinking math for 6 hours a day, then homework, and also dreaming math. I am so excited about my learning as a student which will help me teach my fifth graders better. I wish parents, spouses, colleagues, and college students had to take this course. It is so powerful!

[Read more testimonials >>](#)



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# Visual Design - Level Two



## Mathematics Education Collaborative

Engaging Communities in Support of Quality Mathematics in Schools

- HOME
- SEARCH
- CONTACT US
- LOG-IN

MEC

ABOUT MEC

PROFESSIONAL DEVELOPMENT

MEC LIBRARIES

CALENDAR OF EVENTS



HOME > ABOUT MEC > OUR MISSION

- ▶ OUR MISSION
- ▶ BOARD OF DIRECTORS
- ▶ NSF ADVISORY BOARD
- ▶ STAFF

### Our Mission

The Mathematics Education Collaborative provides educational communities with support to accomplish the goal of improved mathematics instruction for all. For more information, view our Mission Statement. You also can meet our Board of Directors, NSF Advisory Board, and Staff.

### Meet Our New Advisory Board Member

Placeholder text information, view Placeholder text our Mission place Statement. You also can meet our Board of Directors, NSF Advisory Board, and Staff.

[Read Patty's full bio >>](#)



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## Ready, Set Go!

Since the design and site architecture are done already – you just need to provide:

1. Hours for implementing
2. Hours for publishing
3. Hours for training and documentation

Take 10-15 minutes to guesstimate how many hours this would take.





## Functional Roles for Websites

Let's brainstorm a list of different roles or functions needed for creating a Plone website from scratch!





## Roles NPower Has Identified

- Information Architecture
- Website Strategy
- Visual Design
- Coding
- Testing
- Training and Documentation





## How It Actually Works at NPower Seattle

### Our Designer:

- Information architecture
- Visual Design
- Website strategy (sometimes!)





## How It Actually Works at NPower Seattle

### Our Coder:

- Prep site on dev server
- Code site (CSS) and other functions
- Test
- Publish





## How It Actually Works at NPower Seattle

### Training and Documentation

Someone (sometimes the coder, sometimes the designer, sometimes me!)

- Hands on training
- Documentation





## Anything Missing?

Content, content, content . . .

If you aren't ready to help customers start thinking about branding, content, telling their story, segmenting their audience – then you should consider strategic alliances with people who have these skills!







# What should the Designer Deliver?

- Site Map
- Visual Design
- Notes





# Sample Design

**Mathematics Education Collaborative**  
Engaging Communities in Support of Quality Mathematics in Schools

HOME SEARCH CONTACT US LOG-IN

MEC ABOUT MEC PROFESSIONAL DEVELOPMENT MEC LIBRARIES CALENDAR OF EVENTS

CONFERENCES  
MEC CONTENT COURSES

HOME > PROFESSIONAL DEVELOPMENT > COURSES > COURSE 1

**COURSES**  
 COURSE I: PATTERNS, FUNCTIONS, & ALGEBRAIC THINKING  
 COURSE II: GEOMETRY & PROPORTIONAL REASONING  
 COURSE III: PROBABILITY & DATA ANALYSIS  
 COURSE IV: NUMERICAL REASONING  
**CONFERENCES**

**Course I: Patterns, Functions, & Algebraic Thinking**

This course is a pre-requisite for all other MEC courses. It is designed to model a learning environment that meets the needs of all students, helping them become successful problem solvers who are able to use mathematics as a powerful tool for making sense of situations and information in the real world. Participants will work collaboratively and independently on tasks that embed mathematical ideas in a variety of contexts. The course models both the kinds of assessment practices that result in improved student performance and a learning environment consistent with what is known about the human brain and human learning.

In addition to a focus on algebraic reasoning and the inter-relatedness of algebra and geometry, course time is spent developing participants' numerical reasoning skills. The specific mathematics

**Course Testimonials**  
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Read more testimonials >>

Have any feedback or suggestions for this site? We'd love to hear from you. Development of this website was supported, in part, by the National Science Foundation. Opinions expressed are those of the authors and not necessarily those of NSF. Copyright © 2006 Mathematics Education Collaborative

TOP  
Backgrd color = FFEDA4

TOP RT NAV  
Backgrd color = FFA038

POP UP MENU  
Hover = 99090D (red backgrd)

RT COL  
Border = C55928  
Top rule = FFEDA4



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# What should the Designer Know?

- Not to use anti-aliasing!
- Fixed vs. fluid design
- Justified or centered?
- What Plone creates on the fly (sub-menus)
- About Events and News Items
- Tension between design and access to content
- SIFR! Rich Accessible Typography for the Masses  
(<http://www.mikeindustries.com/sifr/>)





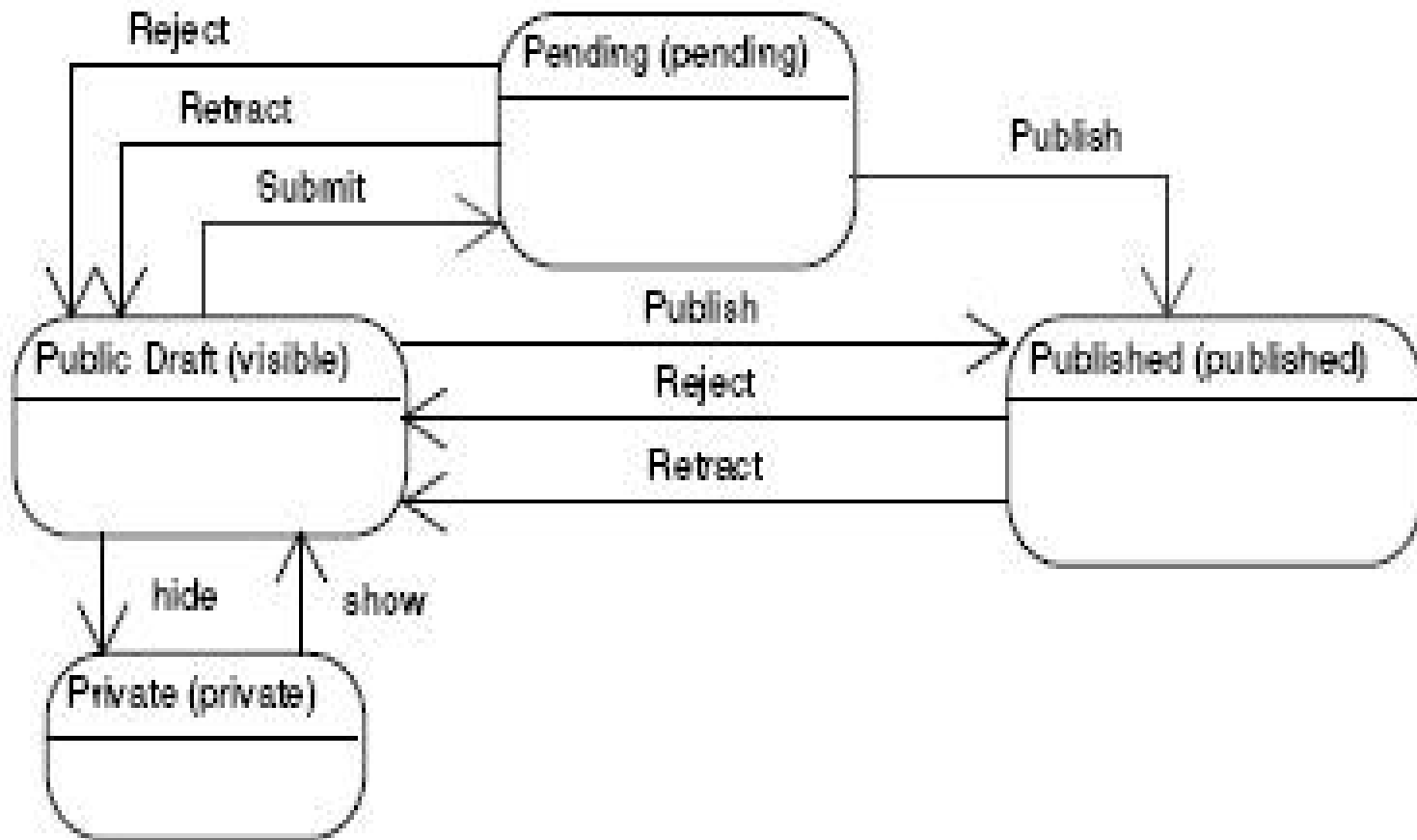
## What Features are Customers Using?

- Not using much workflow!
  - Clients are initially excited about it, but then it proves too complex and cumbersome





# Standard Plone Workflow (too complex?)



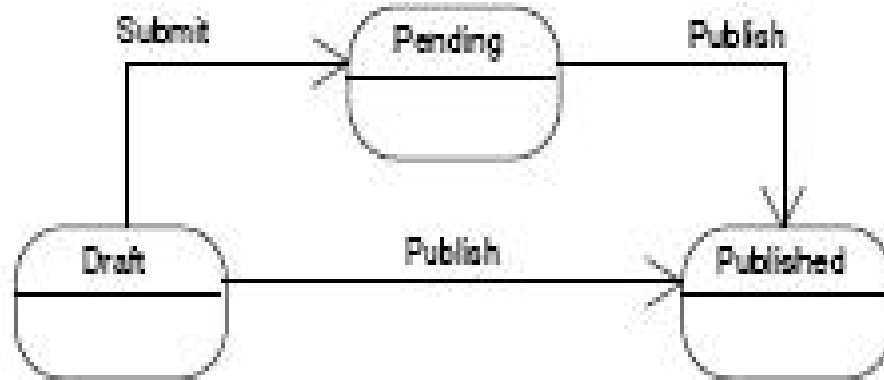
- Owners retract, reviewers reject





# Simple Workflow

- Simple and trusting



- Review portal content given out freely





## Converting a website to Plone

NPower started with some conversion sites – we figured that would be easier than figuring out Plone and creating a design and so on.

There are challenges associated with each. Let's brainstorm a list of possible challenges with converting an old site.





First words to a customer wanting a strict conversion . . .

Do you know about the Dreamweaver / Contribute combination?

Do you know about Nvu?

(<http://www.nvu.com/index.php>)

Have you heard of Microsoft Front Page?

We teach a really great class at NPower Seattle called “HTML Basics”



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# Conversion Problems!

- Scope Creep
- Can you just fix that?
- Graphics masquerading as text
- Frames!
- No access to original graphics
- I liked the old calendar better
- I didn't want that print thingie on every page





## Let's Try It Anyway!

The KGF Foundation had a compelling reason to convert – an old Cold Fusion site that also served as their annual report – if they could get their Access Database to populate the data every quarter. They could pay for hand coding for 2 years – or they could pay us to convert, so we did. Let's scope!





# Home Page with Rotating Image

KONGSGAARD | GOLDMAN  
*foundation*

A black and white photograph of two dancers in traditional costumes. The dancer on the left is wearing a dark, patterned outfit and a headpiece with two large, curved horns. The dancer on the right is wearing a dark, sleeveless outfit and a headpiece with a large, bushy, hair-like structure. Both dancers are in a dynamic, crouching pose with their arms raised.

Who We Are   Program Areas   Application Process   Portfolio of Grants   Resources



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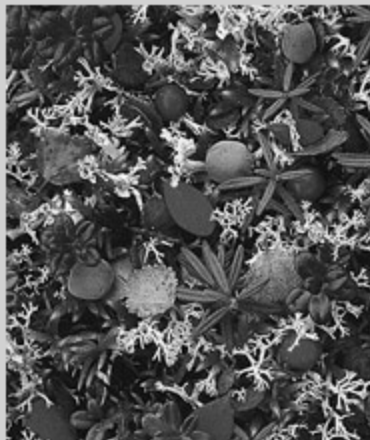
# Level One

## Who We Are



About the Foundation

A Message from our Founders



The Kongsgaard-Goldman Foundation is a small, private foundation formed in 1988. The Foundation provides support to a wide range of nonprofit organizations in the Pacific Northwest (Washington, Oregon, Idaho, Alaska, Montana and British Columbia, Canada).

Within the program areas of human rights, civic development, environmental protection and restoration, and the arts and humanities, the Foundation favors projects reflecting a deep and broad level of citizen participation and leadership. Our priority is to help fund the building of grassroots organizations with the power to change their communities and improve their lives.

In celebrating our 15th year of grantmaking, the Kongsgaard-Goldman Foundation is pleased to announce our updated website and latest [grants list](#) for year 2003. This year brought a new focus for the foundation, a paper-less reporting of our latest grants. We have shifted from a thirty-page printed Annual Report to our newly designed grants list, featured here on the website. We are also

Who We Are   Program Areas   Application Process   Portfolio of Grants   Resources



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# Grants Section

## Portfolio of Grants

*foundation*

2003 Grants

2002 Grants

2001 Grants

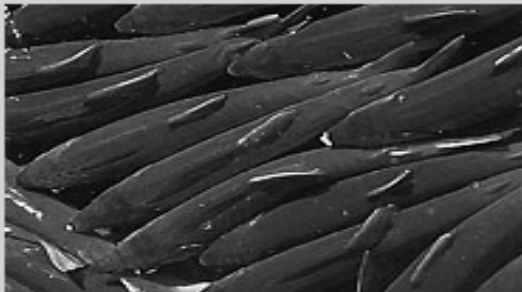
2000 Grants

1999 Grants

1998 Grants

1997 Grants

1996 Grants



In lieu of a printed Annual Grant report, the Kongsgaard-Goldman Foundation publishes grant information here on our website. To view grant information, select a year (at left), then select a Funding Area from the submenu that appears. To view information on a particular grantee, click on their name in the list.



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# Oooh! Frames!

KONGSGAARD | GOLDMAN  
*foundation*

f Grants

development

**2003 Grants  
Arts & Humanities**

[A Contemporary Theatre](#)  
\$10,000.00

[Arts Corps](#)  
\$5,000.00

[ArtsWest](#)  
\$10,000.00

[Cascadia Methow Music Association](#)  
\$3,000.00

[Chamber Music In Napa Valley](#)

**A Contemporary Theatre**  
Kreielsheimer Place, 700  
Union Street  
Seattle WA  
**Phone:** (206) 292-7660  
**Fax:** (206) 292-7670  
**Zip:** 98101-4027  
**Web:** [www.acttheatre.org](http://www.acttheatre.org)

**Mission Statement**  
Presenting a broad spectrum  
of the very best of  
contemporary theatre that  
speaks to audiences of all  
backgrounds through a  
combination of great story-  
telling, exciting artists and  
intimate settings.

**Grant History:**



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## Ready, Set, Convert!

Create a scope of work for converting <http://kongsgaard-goldman.org> to Plone.

Include 4-8 high level tasks, how many hours you need, and a list of questions you might have for the customer.

Assume that you will NOT be changing the design in any way, or the architecture.





## What We Learned!

Making a perfect design match is tough!

We might not like frames, but change is hard for some folks.

If we don't control the DNS, an agency might have TWO sites available to the public – the HTTP and the WWW!







# The Plone Version!



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# The Plone Version!

Portfolio of Grants KONGSGAARD | GOLDMAN SACHS FOUNDATION

2005 Grants  
2004 Grants  
2003 Grants  
2002 Grants  
2001 Grants  
2000 Grants  
1999 Grants  
1998 Grants  
1997 Grants  
1996 Grants

**Portfolio of Grants**

In lieu of a printed Annual Grant report the Kongsgaard-Goldman Foundation publishes grant information here on website. To view grant information, select a year (at left), then select a Funding Area from the submenu that appears. To view information on a particular grantee, click on their name in the list.



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# The Plone Version!

## Portfolio of Grants



- 2005 Grants
  - Arts & Humanities
  - Environment
  - Human Rights & Civic Development

2004 Grants

2003 Grants

2002 Grants

2001 Grants

2000 Grants

1999 Grants

1998 Grants

1997 Grants

1996 Grants

### 2005 Grants Arts & Humanities

Arts Corps  
\$5,000

ArtsWest  
\$5,000

Cascadia Methow Music Association  
\$5,000

### Arts Corps

5609 Rainier Ave Ste B  
Seattle, WA 98118  
**Phone:** (206) 722-5440

### Grant History:

**Date Given:** 2005-08-31  
**Award Amount:** \$5,000  
**Description:** General Support

**Date Given:** 2003-08-28  
**Award Amount:** \$5,000  
**Description:** Winter 2004 programs



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## What Features are Customers Using?

- CalendarX
  - Northwest Danish Foundation
- qPloneDropDownMenu
  - Mathematics Education Collaborative
  - Billings Middle School
- Rotating Image Gallery
  - Billings Middle School
  - Washington Protection and Advocacy





# NPower Plone Sites

<http://www.childcarenet.org> - a redesign, with some additional functionality, and some custom coding for forms and searches for child care - approximately 80 hours

<http://www.powerfulschools.org> - approximately 60 hour project

<http://www.thewsc.org> - Approximately 55 hour project - no complex functions - but they were particular about design options.

<http://www.siblingsupport.org> - A simple site with a new design - with the customer providing both the design and the site map. A 35 hour project

<http://www.northwestdanishfoundation.org> - a conversion project with a face lift.

<http://www.broadwaybia.org>, <http://www.cidbia.org>, <http://www.wccda.org> - a template based site - these sites share a common template - the major difference is font, color and banner.

<http://clcseattle.org> - A 55 hour project - including a home page that revealed almost all of the rest of the website navigation - so it required additional time for creating the site map and then coding.

<http://web3.npowerseattle.org/bms> - a 75 hour project - they asked for additional design changes near the end of the project, which required re-coding some sections of the website.

<http://web3.npowerseattle.org/sblf> - a conversion project to allow the customer easy editing access, plus the revamping of a members only section for board members to collaborate. A 57 hour project.





## Sites Soon To Launch

<http://web3.npowerseattle.org/mec/mec> - a fairly simple site without any complex design or functionality – a 55 hour project.

<http://web3.npowerseattle.org/WPASDonor> - a site with a strong need for accessible design – but no complicated site architecture or functionality. A 58 hour project.

<http://web3.npowerseattle.org/wda> - a very complicated site with extended functionality to facilitate searching large legal briefs, streaming media, tiered access based on membership and more.





## Conversion Projects

<http://www.millionairclub.org/> - a strict conversion to allow for editing - we didn't change a thing. 25 hour project.

<http://www.northwestdanishfoundation.org> - Both a conversion and a face lift, and some additional functionality. This was a 50 hour project.

<http://www.kongsgaard-goldman.org> - a strict conversion to allow for editing and for updates of a database driven grant reporting tool. A 75 hour project.





## Getting the Customer Ready

What can you do **BEFORE** you start writing a scope of work?

Assess if the customer has a budget!

Determine if the person inquiring has the authority to sign a scope of work.

Find out if you can meet their hoped for timeline (and how flexible that is!)

Be honest about your skill set.

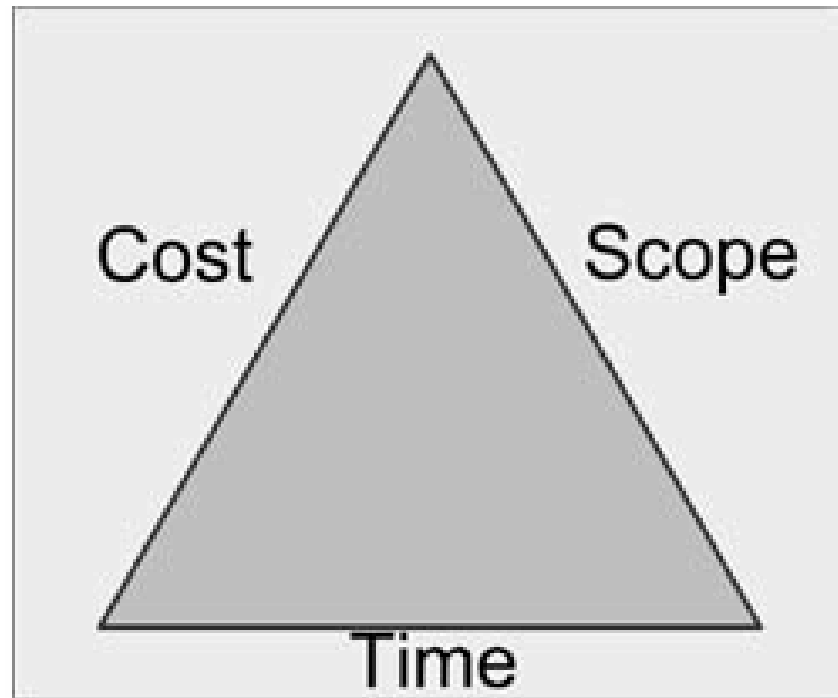






# The Iron Triangle

Most projects have three major components





# Things that Drive Price

- A need for high end design. If it is important to get a look and feel that is just perfect – that will require more time working with a designer and talking about revisions and so on.
- A website with an enormous amount of data. Websites that have lots of data generally need more time in the information architecture design – think of the Dewey Decimal system for libraries – we have to help you design your site so that all of that data is easy to get to and is where your stakeholders expect to see it.
- Interactive features. We can make your website sell widgets, talk to your donor database, or accept pet adoption referrals online. But those require making sure that you have a database that works, a merchant account, and lots of business rules about pet adoptions.





## Ways to Reduce Costs

Adopt the site map and architecture from another Plone site:

- [www.wccda.org](http://www.wccda.org)
- [www.broadwaybia.org](http://www.broadwaybia.org)
- [www.cidbia.org](http://www.cidbia.org)





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[About Us](#) | [News](#) | [Events Calendar](#) | [Our Community](#) | [Business Directory](#) | [Transit Maps](#) | [Links](#)



## Welcome



Welcome to Broadway! Broadway businesses boast some of the **most eclectic shops in Seattle**, as well as **fabulous places to eat, services from banking to books to body art, and local arts venues**. Various **community groups** also call Broadway home. We have a great calendar of **events and festivals** so be sure to stop by and visit us. There's always something happening on Broadway!

Looking for a Broadway business? **Check out our BBIA business directory**

Wondering how to get to Broadway? Take the bus. Check out **Metro's Trip Planner**. We've also got plenty of parking!

### Featured Business

**[Galerias Mexican Restaurant](#)**

611 Broadway East

### News

**[Neighborhood Farmer's Market](#)**



Putting technology know-how in the hands of Non-Profits



## White Center Community Development Association



[About Us](#)

[News](#)

[Community Calendar](#)

[About White Center](#)

[Business Directory](#)

[Links](#)



### Welcome to White Center!

The White Center Community Development Association (WCCDA) is a community-led organization that seeks to improve the quality of life for White Center residents by focusing on three inter-connected goals:

- Promoting the economic development of White Center, particularly in the downtown business district
- Preserving and creating quality affordable housing
- Building a strong community through advocacy and community engagement

Our vision is a flourishing White Center neighborhood where all residents have opportunities to thrive economically, socially, and politically.

#### Featured Business

##### **Salvadorean Bakery**

1719 SW Roxbury St.  
Seattle, WA 98106

#### Upcoming Events

**October 26, 2006**

Community Safety Meeting

**November 14, 2006**

Neighborhood Launch Party





## Discover...



### Seattle's Chinatown-International District



Welcome to the home of our Pan-Asian American communities. It's the only neighborhood in America where Chinese, Filipino, Japanese, Vietnamese and Southeast Asians live and work together, side-by-side.

Whether you're looking for unique retail gifts, hard to find specialty wares, ethnic-specific social services, Asian art and culture or the best and most affordable cuisine in town - we hope you enjoy your stay.

#### News

[PRESS RELEASE: Summer Festival 2006](#)

[PRESS RELEASE: Summer Festival 2006](#)

[PRESS RELEASE: 4th Annual Karaoke Idol Contest](#)





## Explain Plone and the Value of a CMS

- Use words like “easy to edit” websites
- Talk about “able to grow” with your needs
- Brag about “edit from any location with a modern internet browser”
- Have them complete a “website start guide” where you trap for their needs regarding audience, branding, functionality and more





## Reveal the Risks Early

- Let them know that they'll have to host somewhere that supports Plone.
- Let them know that while Plone is growing and thriving – it's still easier to find someone that says they know PHP!
- Don't forget to mention Kupu and how it works well – and where it works less well
- Show them a site you've created!

