

SENSIS

Development & Profit in Project Management:

How Digital Agencies Use Drupal

Presented by James Smith

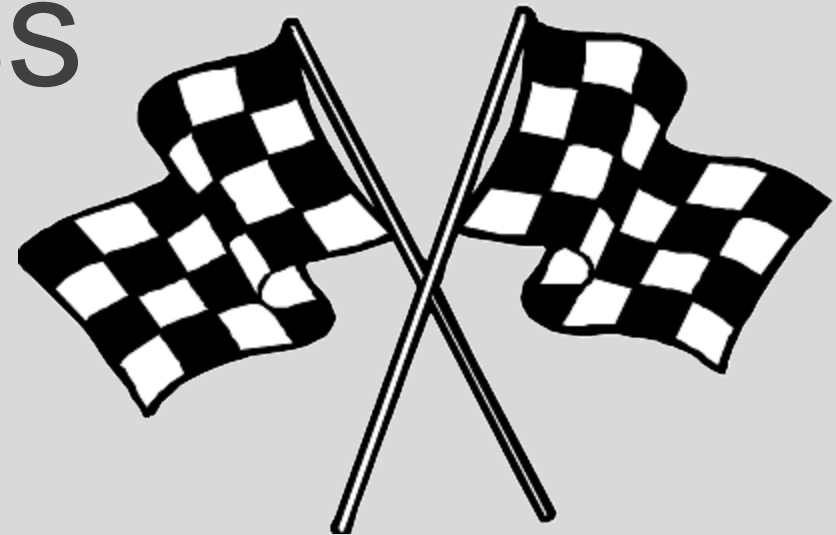
Pressentor: James Smith

- **Technical Project Manager at Sensis**
- **Academic Experience:**
 - BA in Economics – University of South Alabama
 - MA in Financial-Economics and MBA in Finance – University of New Orleans
 - Ph.D. Studies in Economics – Vanderbilt University
- **Professional Experience:**
 - Extensive background in healthcare, data management, and business information
 - PM work in Nashville, New Orleans, San Francisco, L.A.



PM Goals:

- Client Satisfaction = Quality Work
- Profit = Agile Process



SWOT Analysis

Strengths | Weaknesses

Opportunities | Threats

Drupal?

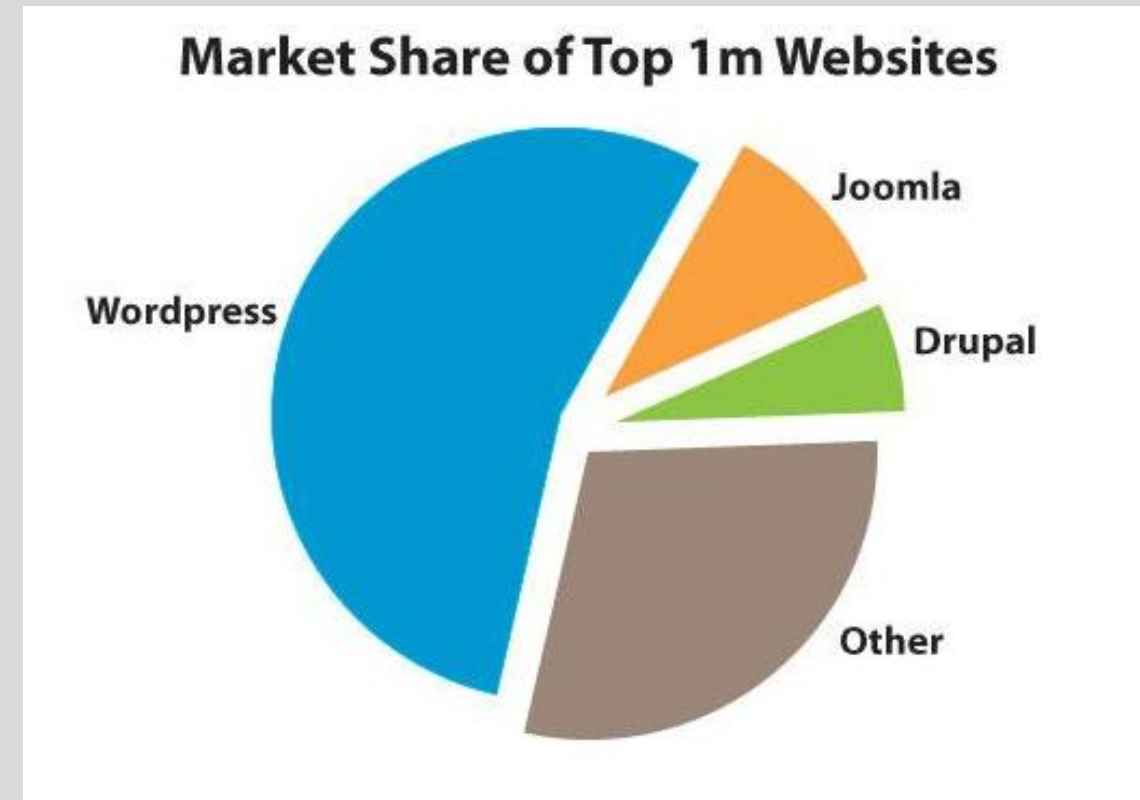


What is Drupal?

- Free, open-source web development platform for online content and user communities
- Drupal is maintained and developed by a community of 630,000+ users and developers.

Drupal Market Share

- Drupal is used by 7.2% of all the websites whose content management system we know.
 - This is 2.3% of all websites.
- Drupal is used by 24% of government and public sector websites.





Open-Source

Drupal was created and released as open-source software under the GNU Public License.



Web Development

Drupal's default installation is a database-backed web platform with file maintenance tools and a high level of security.



Social

Drupal is a multi-user system, letting site visitors log in (as “authenticated” users) or browse the site without doing so (as “anonymous” users).



Content

Drupal both hosts and promotes your content. It can reach out beyond your site to give you a presence on Twitter, Facebook, and in other venues.

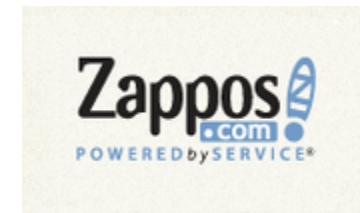


Secure

Drupal is subject to rigorous security testing both by the Drupal community and by security experts around the world.

What companies and sites use Drupal?

Companies and Sites using Drupal



Drupal: Case Studies

- Zappos

<http://blogs.zappos.com>

- Zappos.com was founded in 1999 with the goal of becoming the premiere destination for online shoes.

24/7 Customer Service (805) 927-7673 Live Help Log In / Logout My Account My Favorites Blogs Help

Zappos
POWERED BY SERVICE

Shoes, Clothing, Bags, etc. SEARCH P

365 Day Return Policy
By other words: 1 full year!

FREE Shipping Both Ways
It's shoes on the loose!

MY CART

SHOES CLOTHING BAGS & HANDBAGS HOUSEWARES BEAUTY WHAT'S NEW BRANDS WOMEN'S MEN'S KIDS ALL DEPARTMENTS

ALPHABETICAL BRAND INDEX

ZAPPOS BLOGS

Vans x KookBox Surfboards/Joel Tudor

by on Jul 6, 2011 in Rideshop Be the first to comment!



The collaboration between KookBox surfboards and Vans seemed like a natural transition, given surfer Joel Tudor's over 15-year history with Vans. KookBox is a new twist on classic design in surfboards, mixing elements of old and new into their design aesthetic.

Kookbox shapes, tints, and graphics are born of this inspiration and grounded in functionality, much like Vans shoes.

Check out the Vans SRPLS x KookBox collaboration sneakers as well as the rest of the Vans line in the Zappos Rideshop.

0 tweets

Like Send One person likes this. Be the first of your friends.

GO BEYOND THE BOX
BLOGS.ZAPPOS.COM

Zappos

Sign in with your Zappos.com account

Search the Blogs

Subscribe to our blogs!

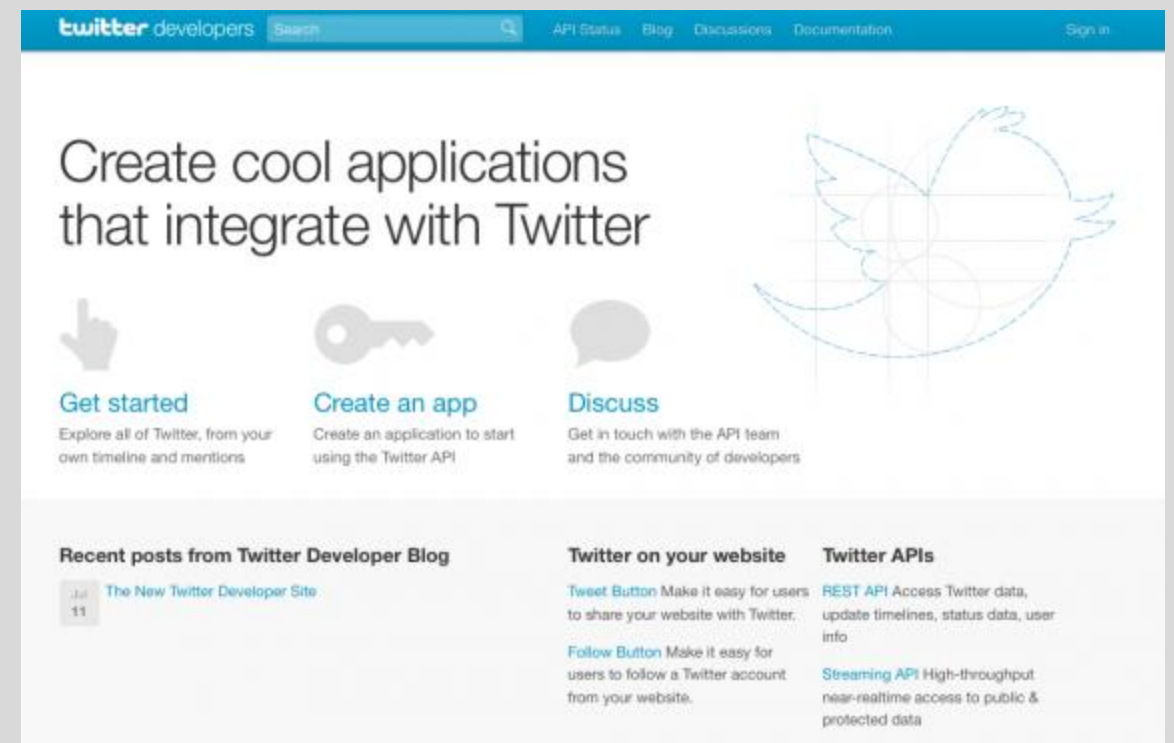
Primary links
Home
Zappos Family
Zappos.TV
CEO and COO Blog
Fashion Culture
Rideshop

Drupal: Case Studies

- **Twitter**

<http://dev.twitter.com>

- A developer community for the Twitter platform.
- With over 750,000 developers building on the platform, Twitter chose to use Drupal to create a new home to support the Twitter community better.
- **Version of Drupal:** Drupal 7



Drupal: Case Studies

- American Red Cross
<http://www.redcrossblood.org>
- American Red Cross Biomedical Services plays a critical role in our nation's health care system.
- It is the largest single supplier of blood and blood products in the U.S., collecting and processing more than 40 percent of the blood supply.

The screenshot displays the American Red Cross website with the following elements:

- Header:** "The need is constant. The gratification is instant. Give blood!™" with navigation links for Careers, About Us, Media Center, Students, Fun & Games, and ACCOUNT LOGIN.
- Navigation:** A search bar and a menu with options: Donating Blood, Learn about Blood, Hosting a Blood Drive, Volunteer, For Hospitals, and a prominent "MAKE A BLOOD DONATION APPOINTMENT" button.
- Main Content:** A featured section titled "Host a blood drive and make a difference." featuring a photo of a smiling woman and the text: "Be a hero for a day in your community, sign up to host an American Red Cross blood drive." with a link to "Organize a Red Cross Blood Drive".
- Related Links:** "Hosting FAQs | Blood Drive Coordinator's Toolkit" with a pagination control showing page 3 of 4.
- Find a blood drive near you:** A section with buttons for "Search by Zip Code" and "Enter a Sponsor Code".
- Alerts:** A "type O alert" banner with a red cross icon.
- Local Region:** A section titled "Your Local Region" with a map and links for "Regional Promotions", "Local News", and "Blood Drives & More!".
- Find CPR Classes:** A section titled "Find CPR Classes" with text: "American Red cross first aid, CPR and AED programs are designed to give you the confidence to respond in emergency situations with the skills that can help to save a life." and a "Learn more" link.

Project Management

**Project
Management
Success**

Was the project done right?

Project Success

Was the right project done?

Consistent Project Success

Were the right projects done right, time after time?

If you don't know where you're going,
you probably will end up somewhere
else.”

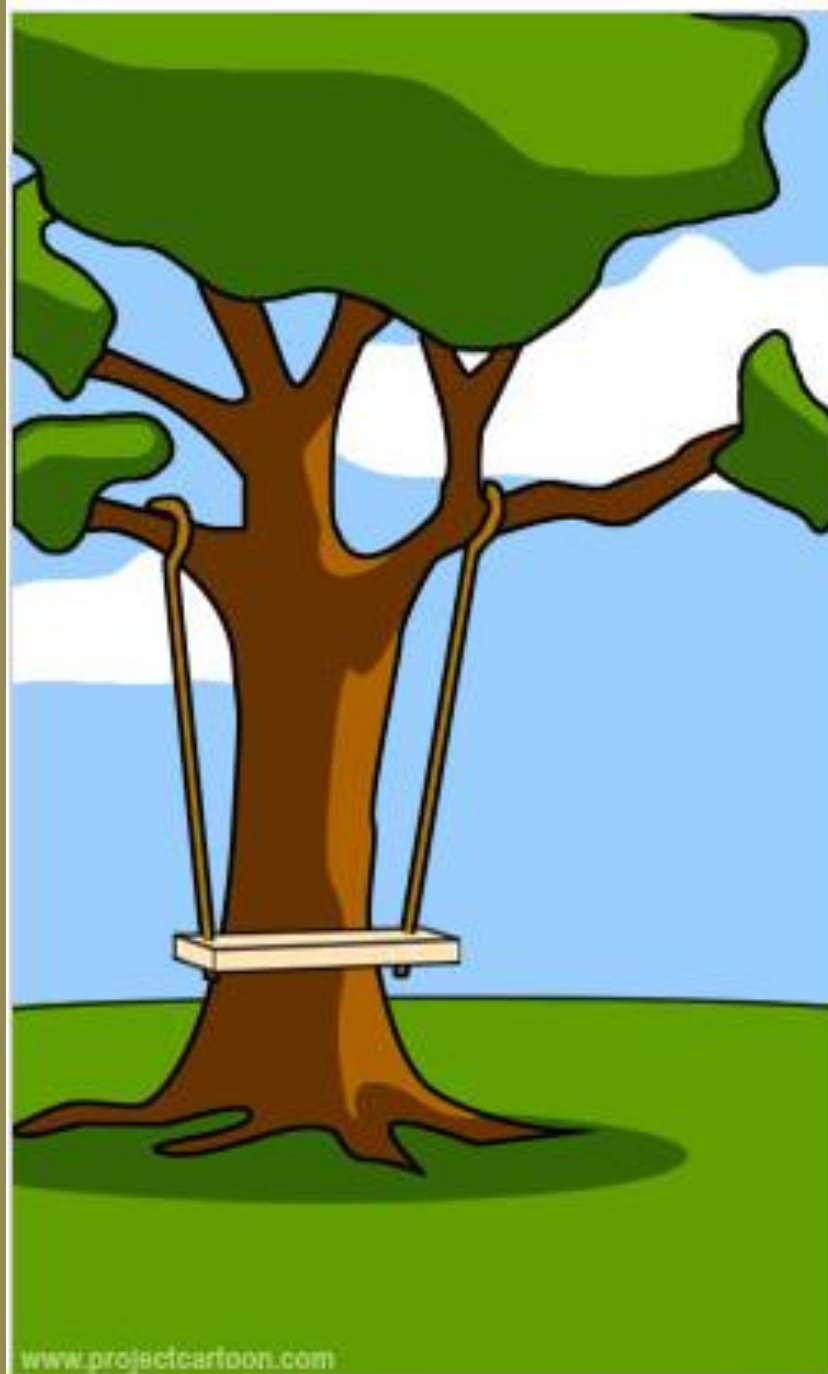
~ Laurence J. Peter.

How Projects Often Work



www.projectcartoon.com

How the customer explained
it



How the project leader
understood it



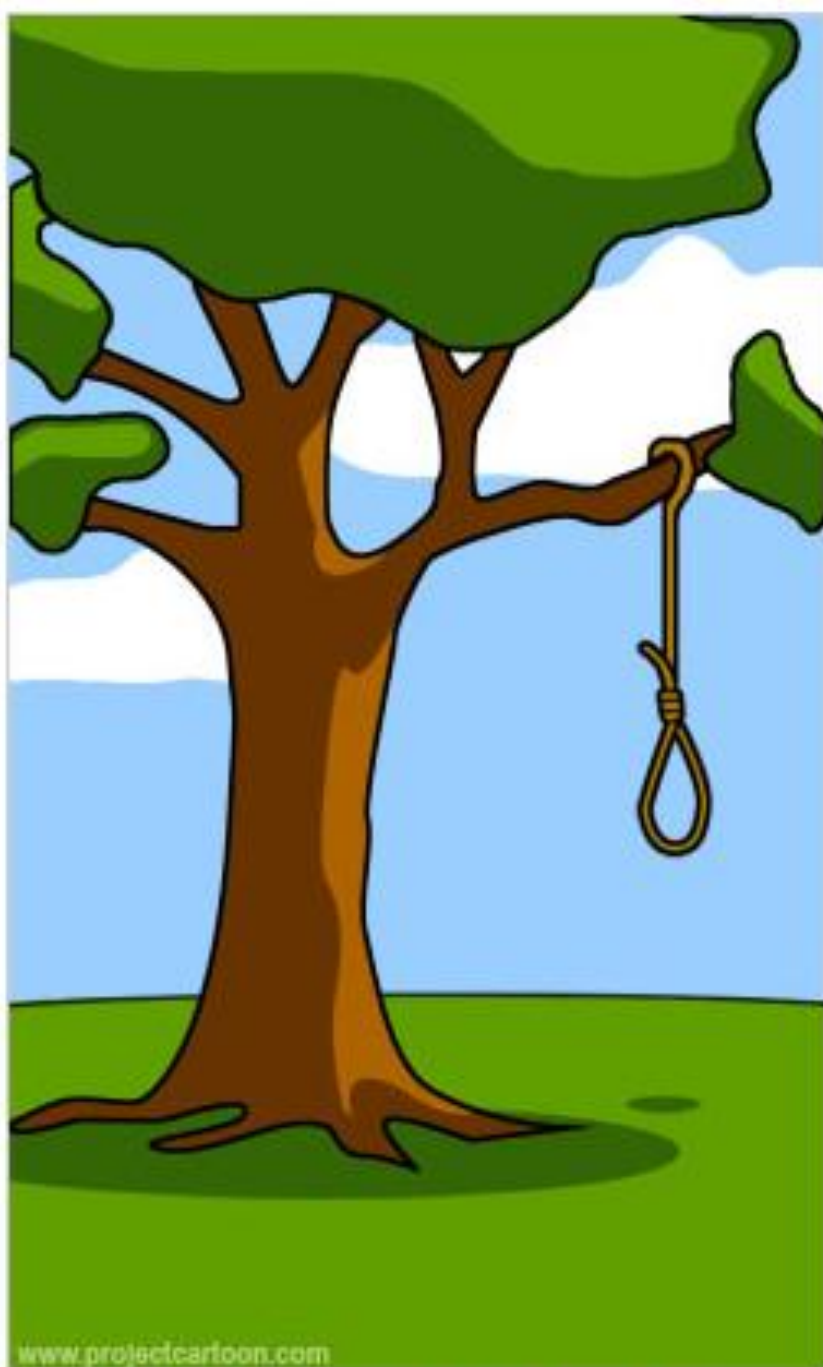
www.projectcartoon.com

How the analyst designed it



www.projectcartoon.com

How the programmer wrote
it



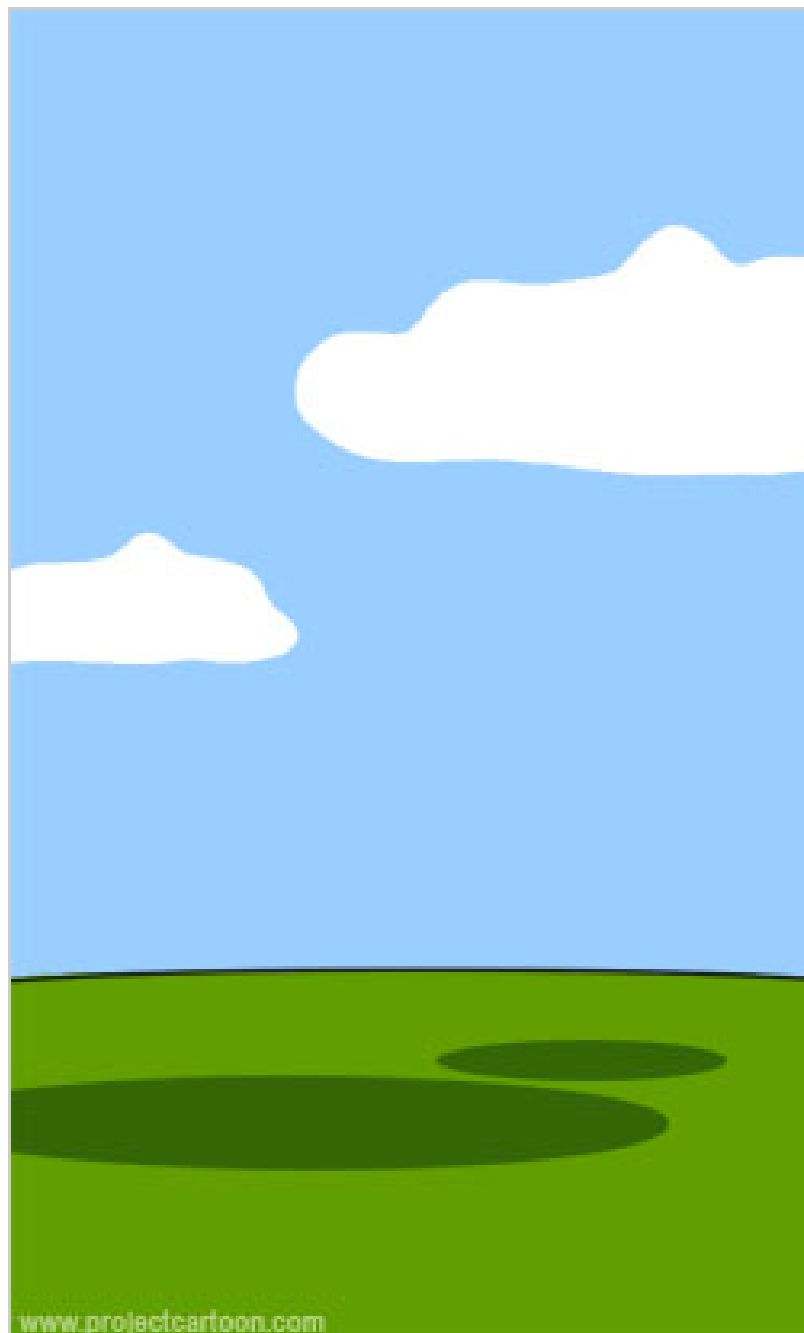
www.projectcartoon.com

What the beta testers
received



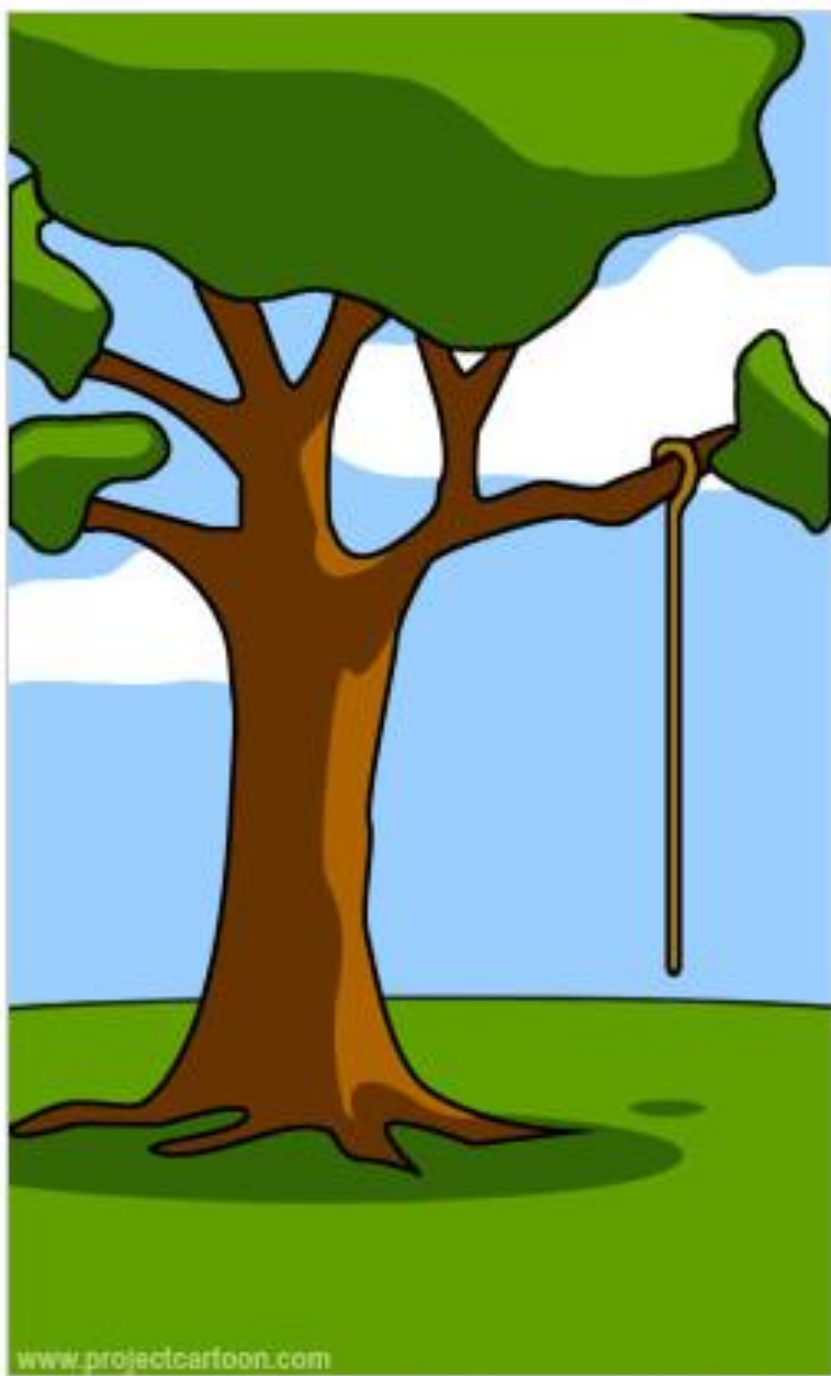
www.projectcartoon.com

How the business consultant
described it

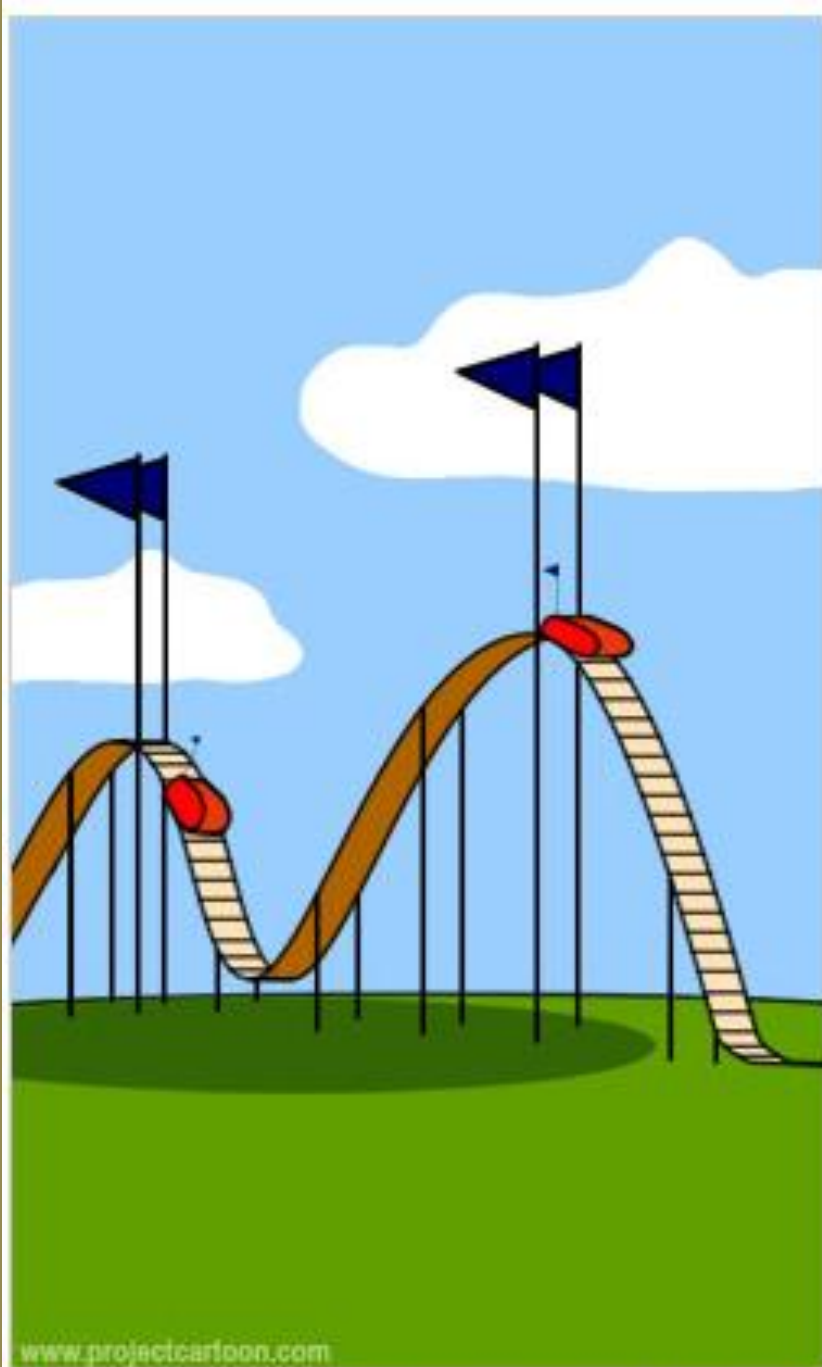


www.projectcartoon.com

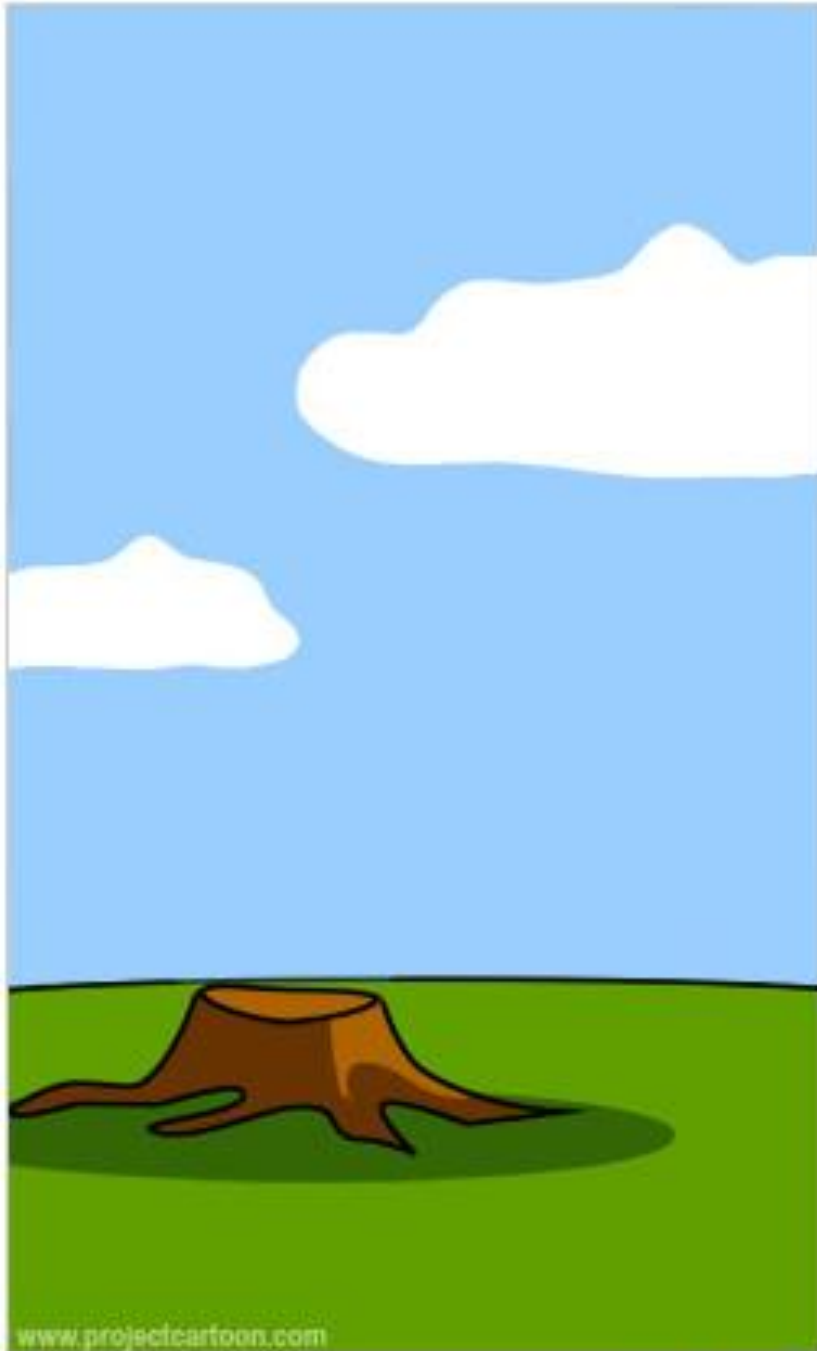
How the project was
documented



What operations installed



How the customer was billed



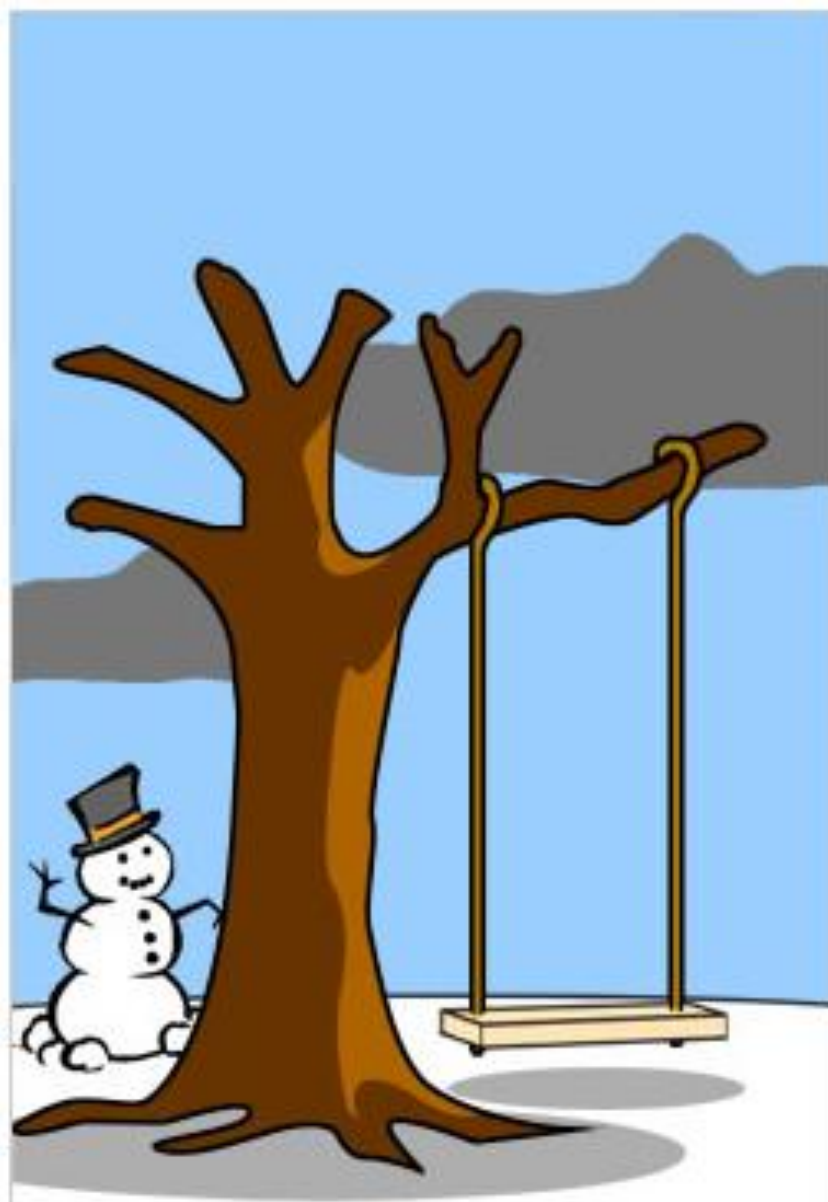
www.projectcartoon.com

How it was supported



www.projectcartoon.com

What marketing advertised



www.projectcartoon.com

When it was delivered



www.projectcartoon.com

What the customer really
needed

What is Agile?



What is Agile?

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An adaptive Project Management style

Incremental development and release cycles

Project timeline is a series of 2 to 4 week “Sprints”

Small teams (3-7 people) used to meet Sprint’s goal

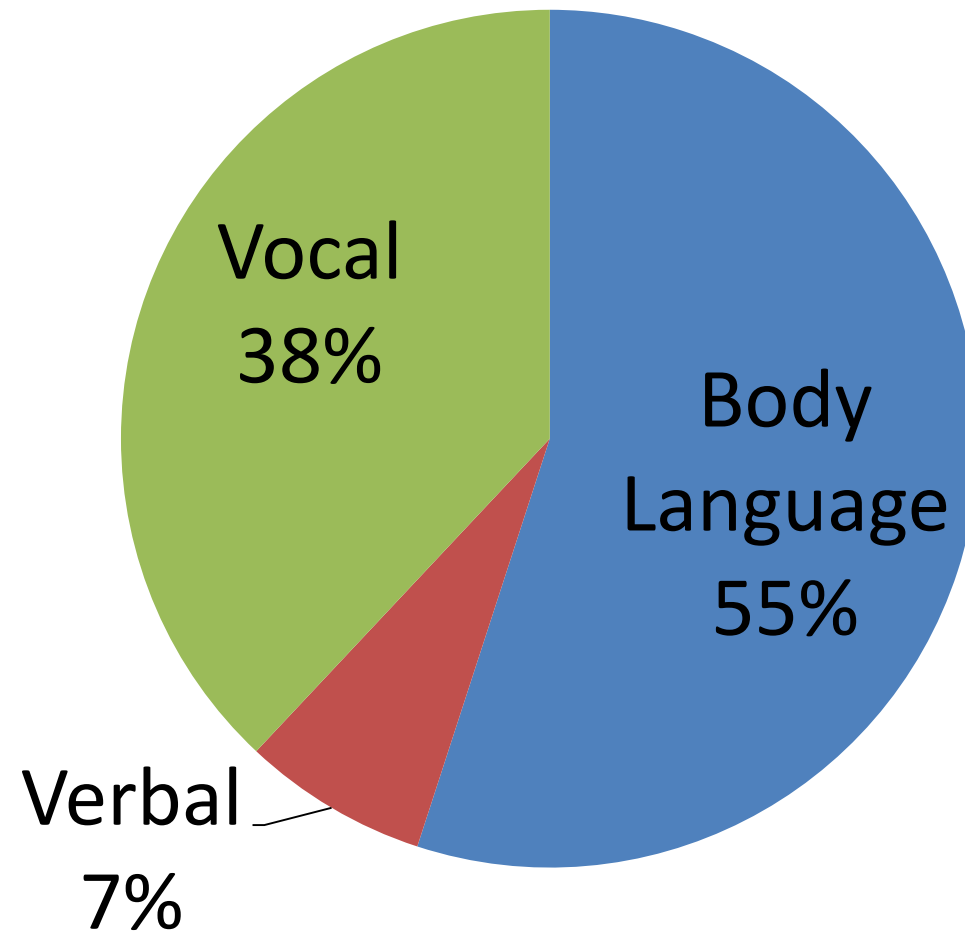
Client feedback and collaboration
incorporated frequently

completion = meeting Client’s Goals
(*not* producing finite, scoped deliverables)

Agile = Clear Communication

- Clear expectations
- No more over-promised & under-delivered projects
- Successful projects
- Long-term, successful client relationships

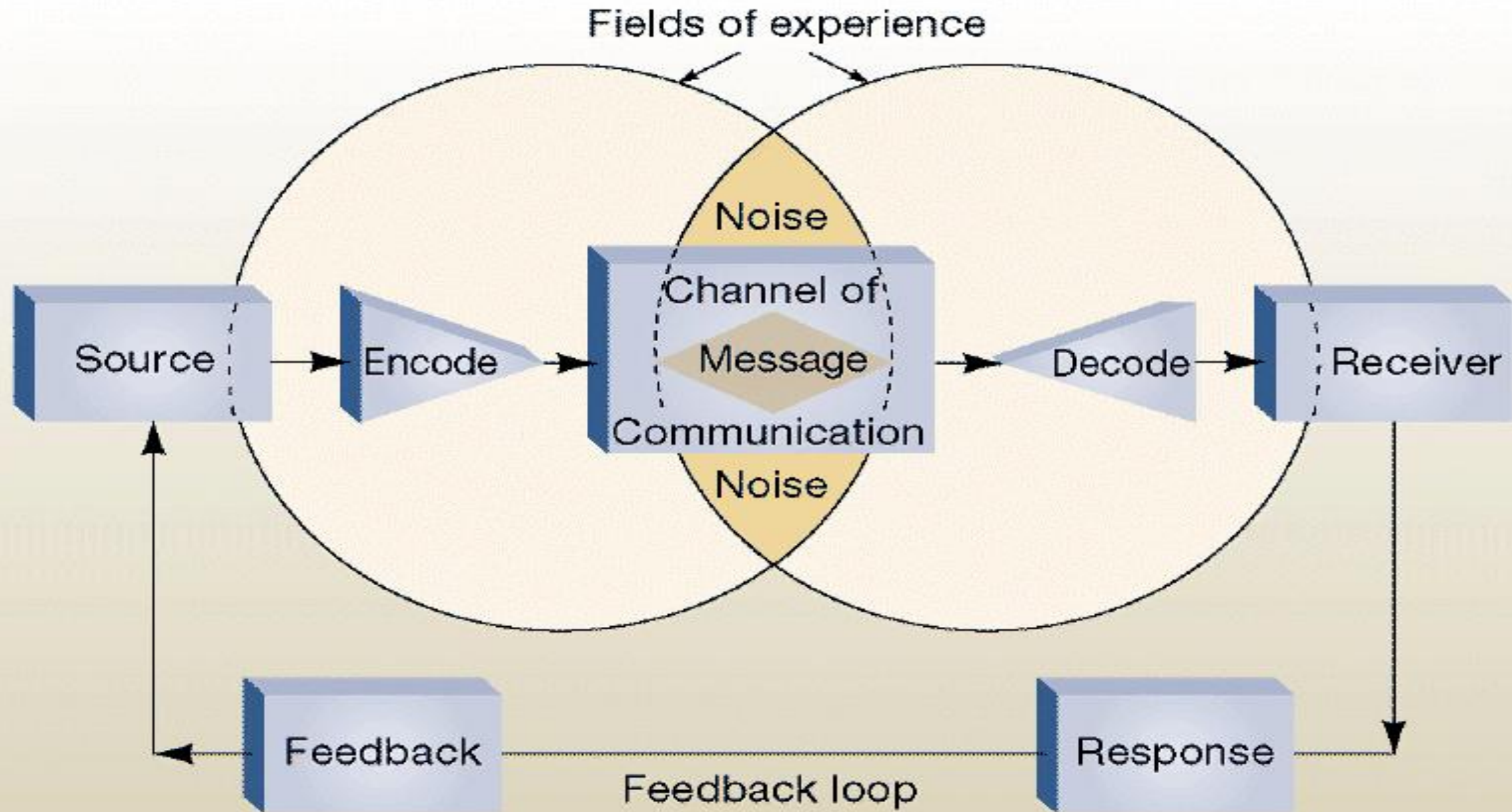
Communication



* Based on research by Albert Mehrabian, Ph.D., Professor Emeritus, UCLA.

Communication Process

40





**This results from "NOISE" in
the Communication Process**

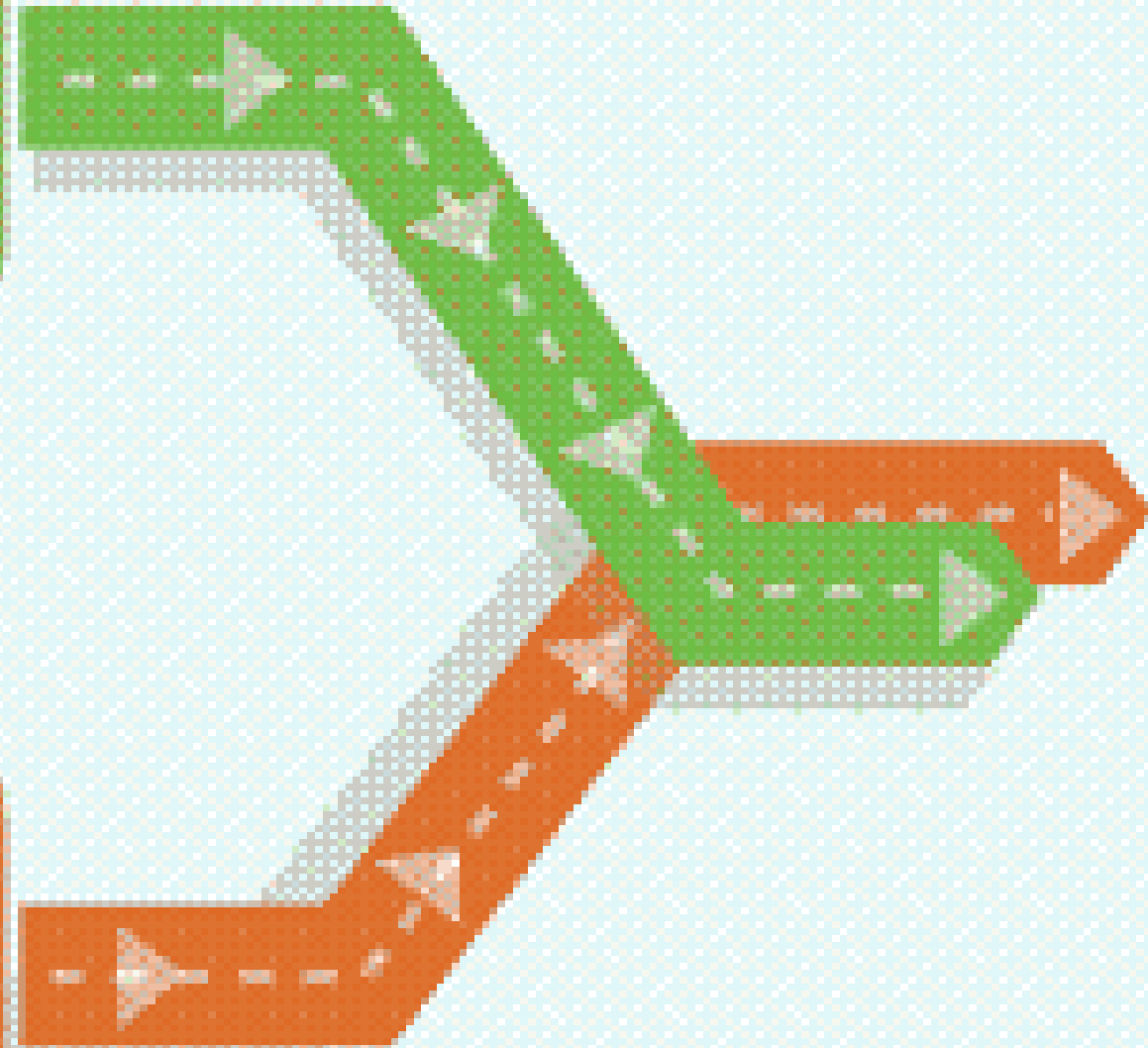
An aerial photograph of a bridge under construction over a blue body of water. The bridge deck is partially completed, with several workers in orange safety vests and yellow hard hats visible. Orange traffic cones are placed around the work area. A white SUV is parked on the right side of the bridge. The text "Manage the GAP!" is overlaid in large white letters across the center of the image.

**Manage
the
GAP!**



EXPECTATIONS

REALITY



SMILING AT CAMERA



EXPECTATION



REALITY

STUDYING WITH FRIENDS



Expectation



Reality

XMAS PRESENTS



EXPECTATION



REALITY

YOU'RE FIRED!

GAAA!!!

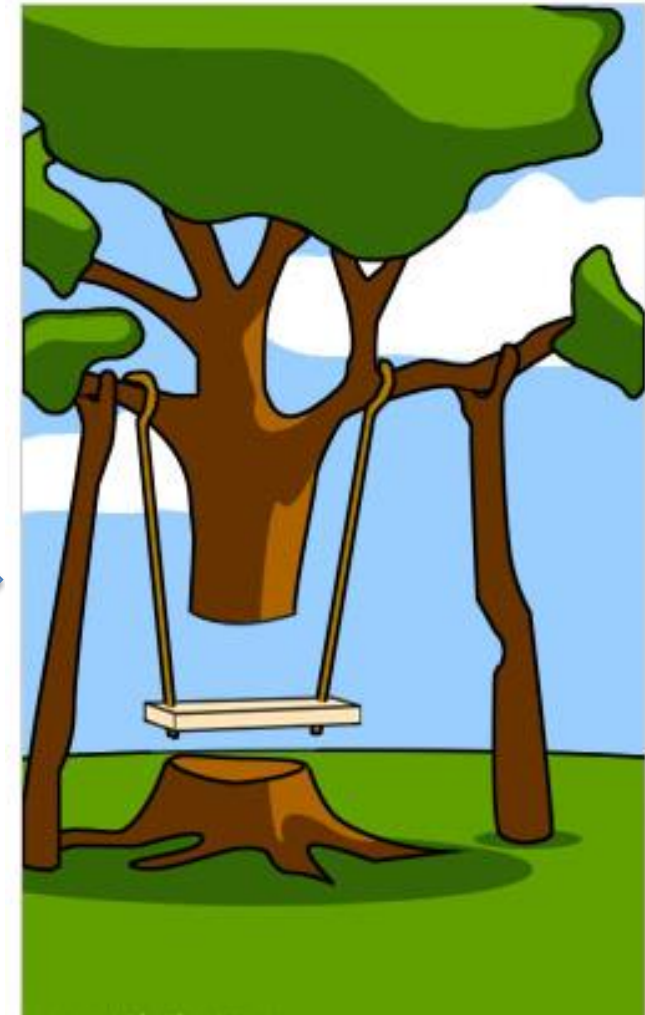
www.dilbert.com scottadams@aol.com

NOT REALLY.
BUT NOW THIS
2% RAISE WON'T
SEEM SO BAD.

4-2-08 © 2008 Scott Adams, Inc./Dist. by UFS, Inc.

THIS JOB IS ALL
ABOUT MANAGING
EXPECTATIONS.

Waterfall



**Waterfall
final product**

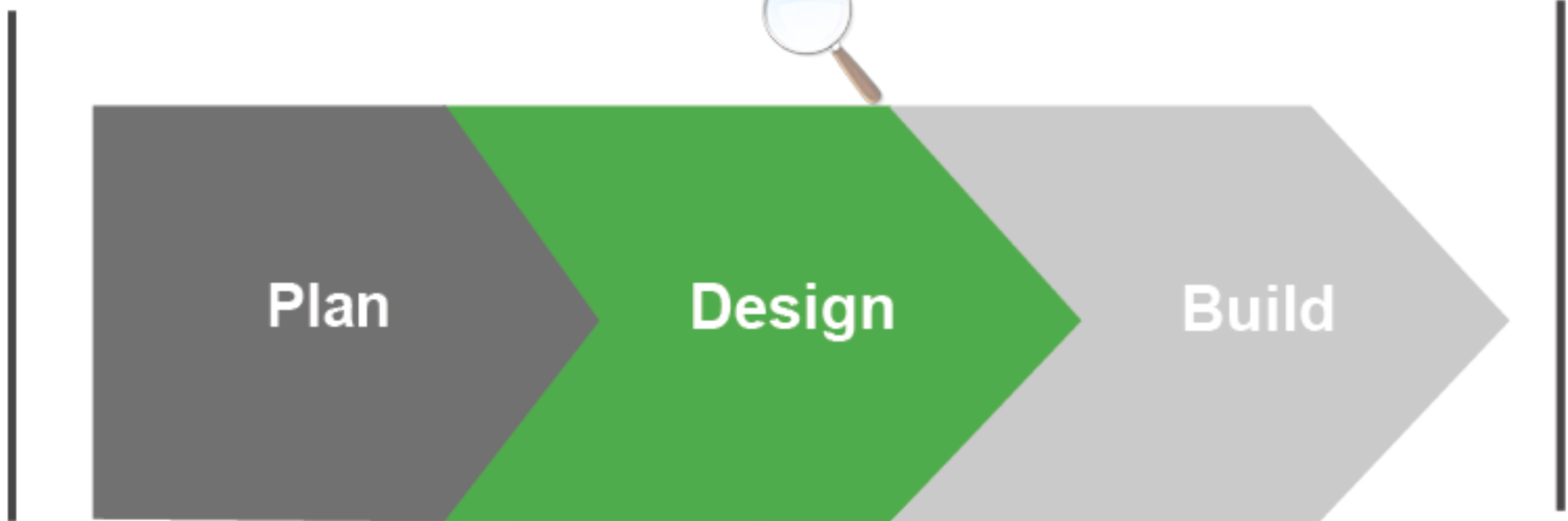
**Waterfall final
product after go-
live feedback**

Waterfall vs. Agile

50

Project Start

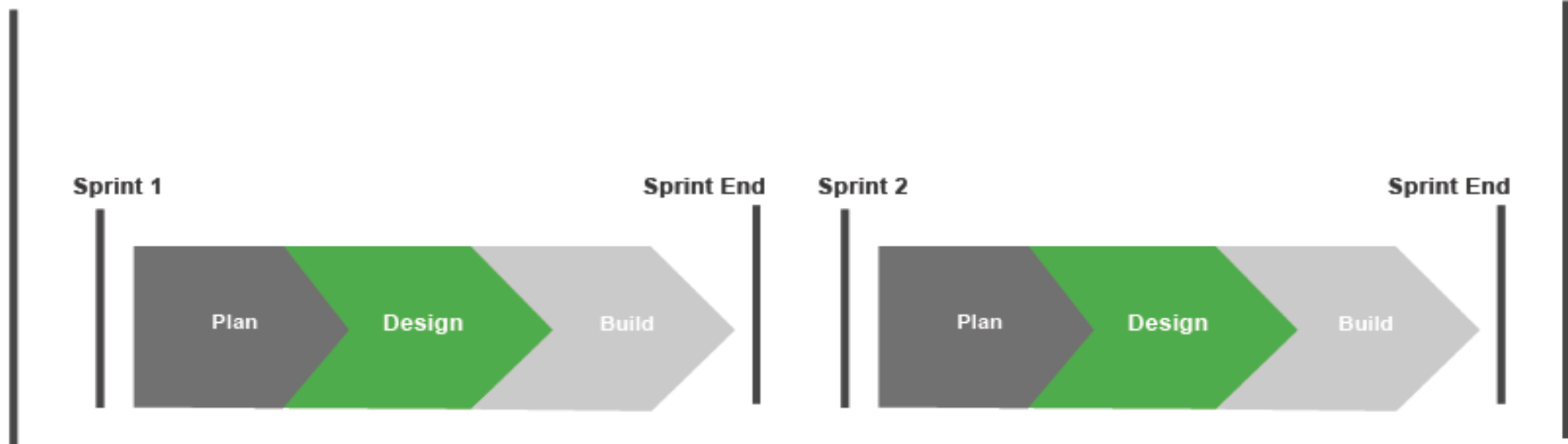
Project End



Waterfall

Project Start

Project End

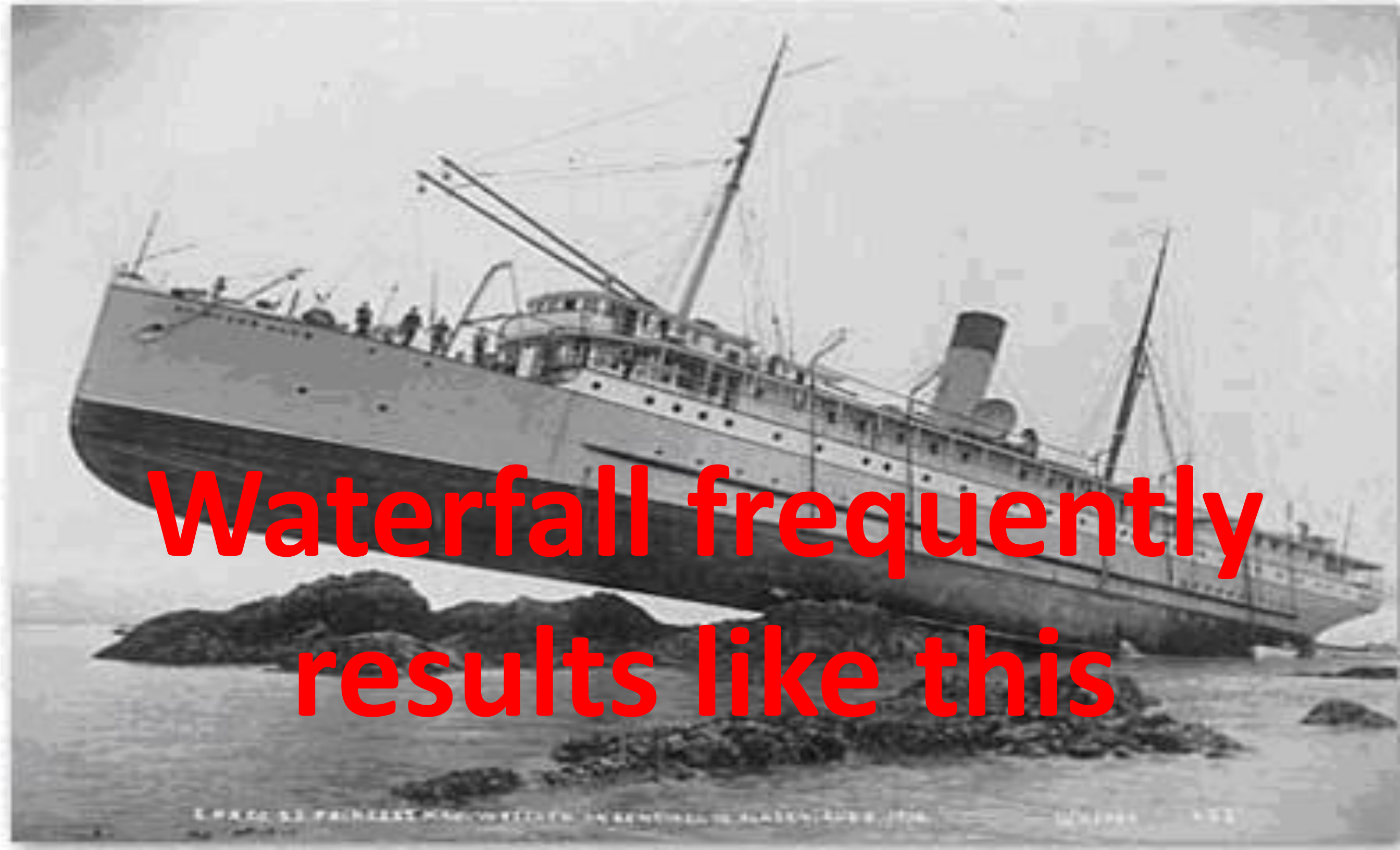


Agile

Project Management: Statistics

The Standish Group research:

- **31.1%** of projects will be cancelled before they ever get completed.
- **52.7%** of projects will cost **189%** of original estimates.
- **16.2%** of software projects are completed on-time and on-budget.
 - In the larger companies, the news is even worse: only **9%** of their projects come in on-time and on-budget.



**Waterfall frequently
results like this**

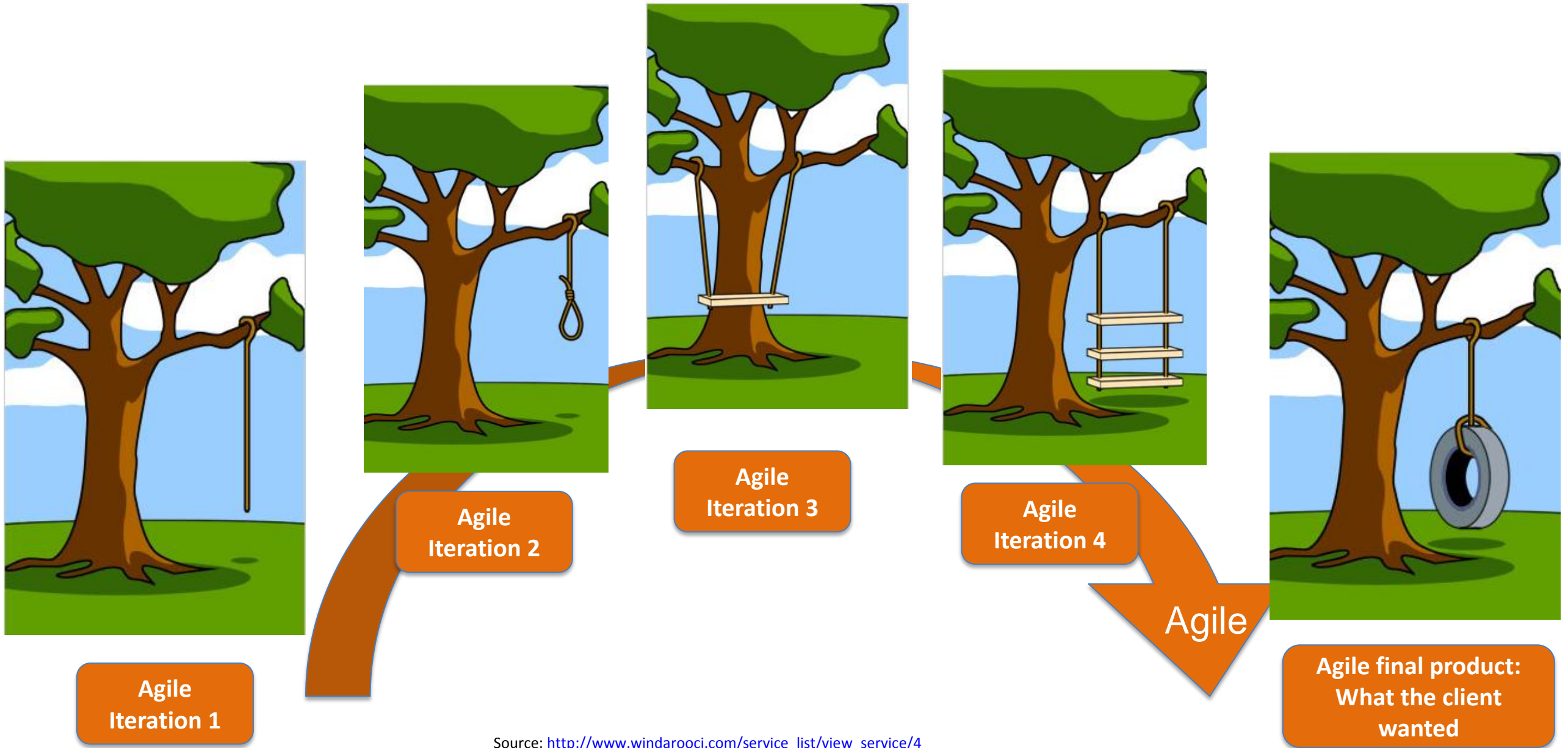
L. H. CO. S. S. PRINCESS MARY WRECKED IN BERTHOLD ISLAND, APRIL 1906. — 12/1/1906 — 1/11



Success

~~Failure~~

Agile





Agile Values

- | | |
|------------------------------|-------------------------------|
| Individuals and interactions | > processes and tools |
| Working software | > comprehensive documentation |
| Customer collaboration | > contract negotiation |
| Responding to change | > following a plan |
| Team Growth | > individual success |

SUCCESS





SENSIS[®]

SENSIS

Sensis is a **cross-cultural** advertising agency with digital at its core.

Jose Villa

President and Founder



- Vision for the Sensis: leveraging technology to bring analytical rigor to the advertising business.
- A thought-leader in multicultural advertising
- Founder of TuRumbo.com

Focus Multimedia (Website Development Firm)



Sensis (Full-service advertising agency)

Agency Leaders

62

President

Jose



Media

Rick



Account

Melissa



Creative

Roy



New Business

Gloria



Technology

Wade



OFFICES:

Headquarters - Sensis L.A.

811 Wilshire Blvd
Suite 2050
Los Angeles, CA 90017

East Coast – Sensis D.C.

1020 16th Street NW
Suite 800
Washington, DC 20006

Mexico – Sensis Mexico

Monte Elbruz 132
Lomas de Chapultepec
11000 Miguel Aleman
Distrito Federal Mexico



Agency Profile

- Advertising & digital agency
- 43 employees
- \$12 million in revenue (2012)
- 15 years in business
- Independent, minority-owned

CULTURE
CHANGES
EVERYTHING

Sensis' clients:



U.S. Citizenship and Immigration Services



METROLINK



Past Drupal Projects:



Current Drupal Projects:



SENSIS: Agile Process



By Clark & Vizdos



© 2006 implementingscrum.com



Drupal Projects: Team Structure

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Project Manager

James



Eric



Piper

**Developers
(F/E & B/E)**



Alberto



Manaf

UX & Design

Project Management: Check-In Daily

Have I met your expectations today?

1. Did you get what you needed (from me)?
2. Did that actually do what you wanted/need it to do?
3. What do you want or think you need next?
4. When do you need that by?

Drupal Projects at Sensis: The Process

Contract Finalized for Drupal Project



Creation of Project Team based on best fit of available resources



Production starts with Agile

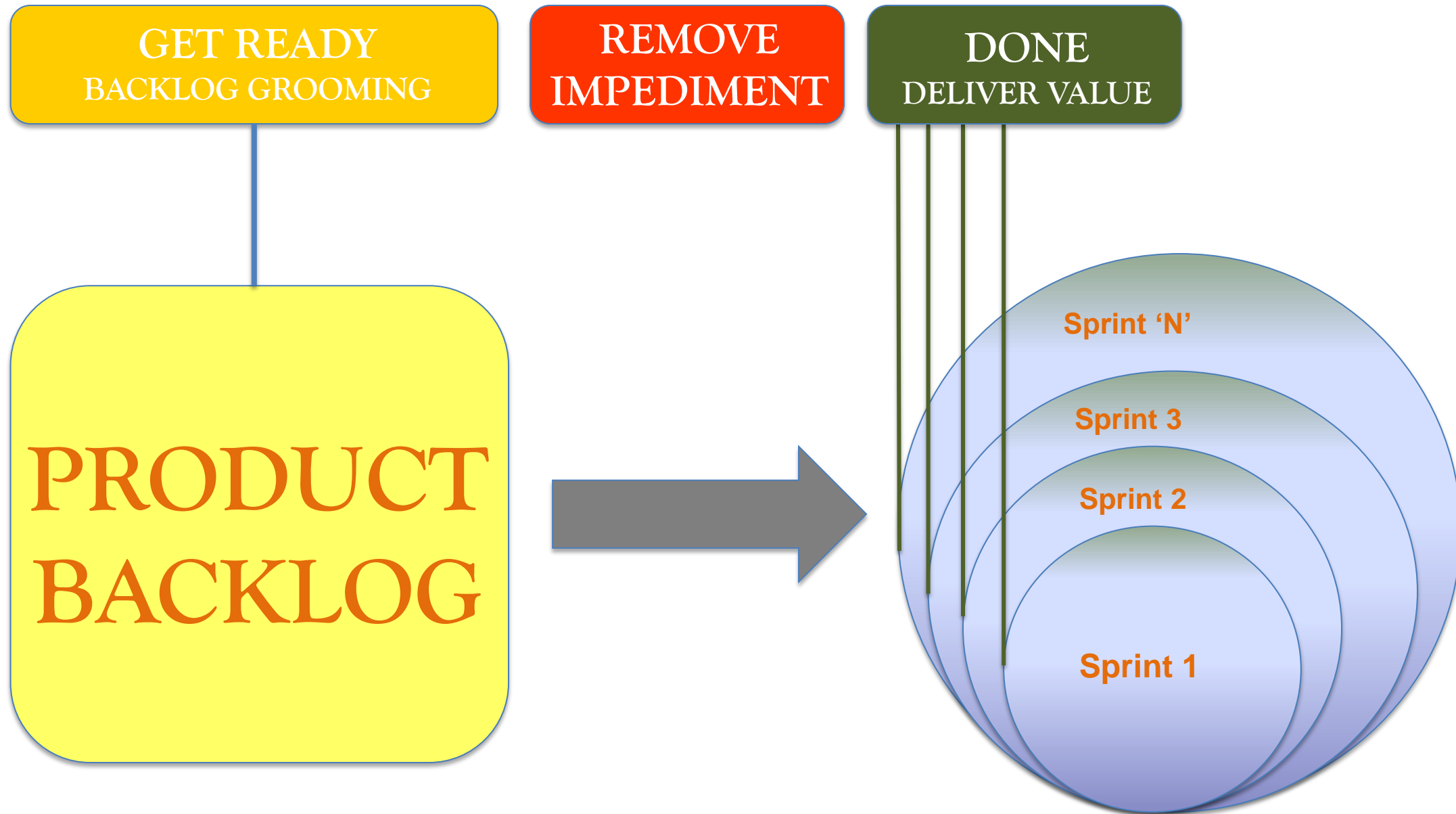


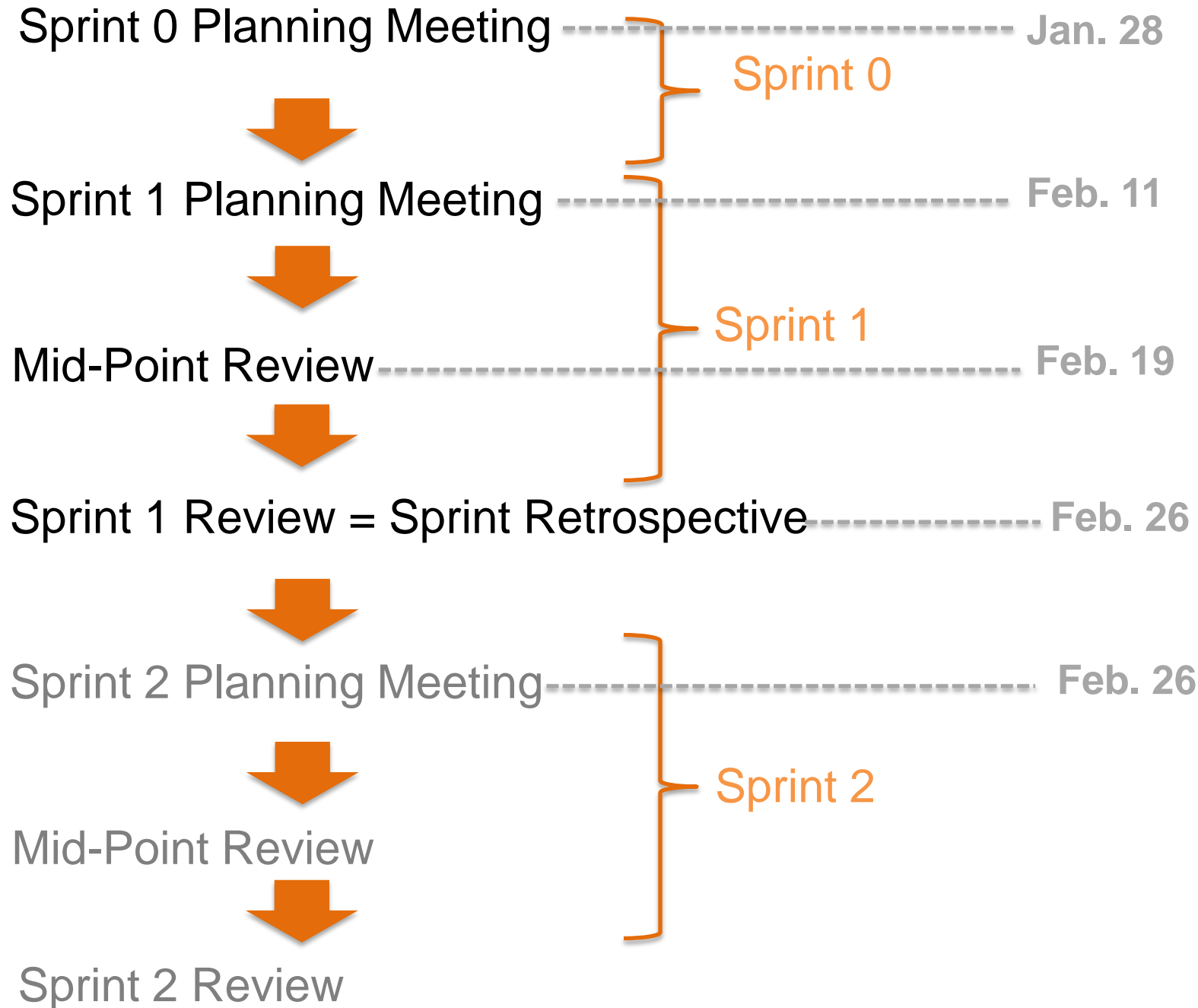
Project is divided into sprints and phases



Sprint 1 Planning Meeting

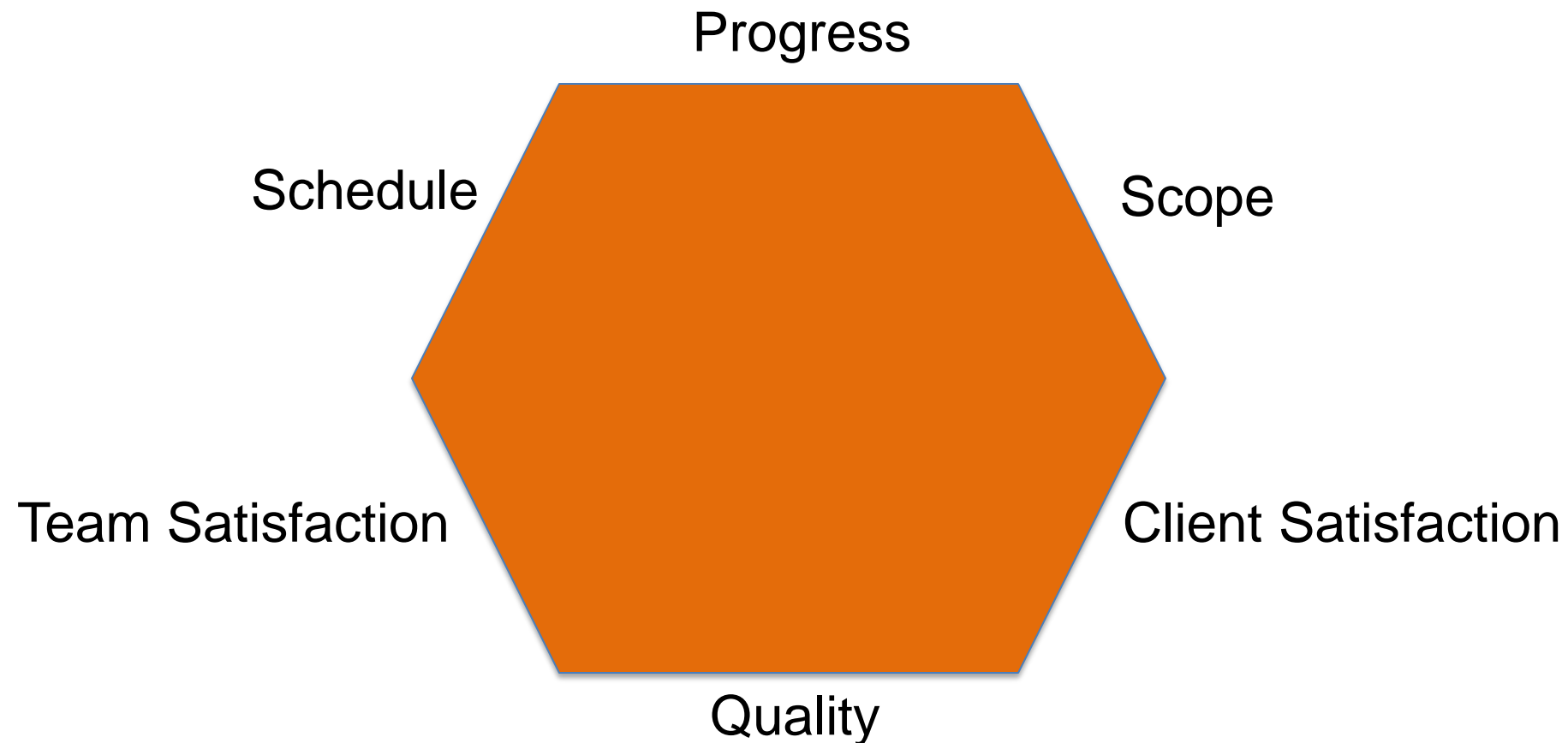
Agile Work Flow





Sprint Retrospective

- Good – Bad – (Could Do) Better – Best
- Scoring:



Past Drupal Projects at Sensis

Past Drupal Projects at Sensis

Microsite



Website Redesign



Mobile Website



Microsite



Sempra Energy: Microsite Design

- Objective:

Create a microsite showcasing major renewable energy technologies in consumer-friendly terms, in addition to displaying Sempra's own involvement in renewable energy initiatives.

- Solution:



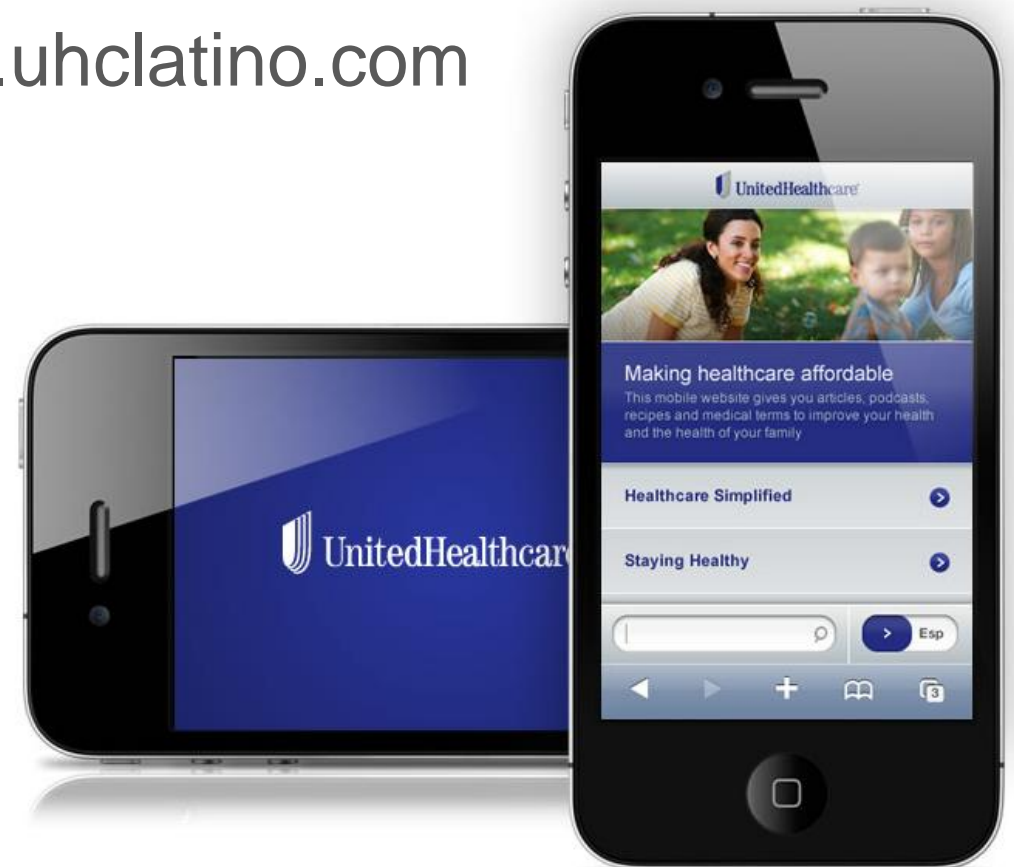
United Healthcare: Mobile Website

- Objective:

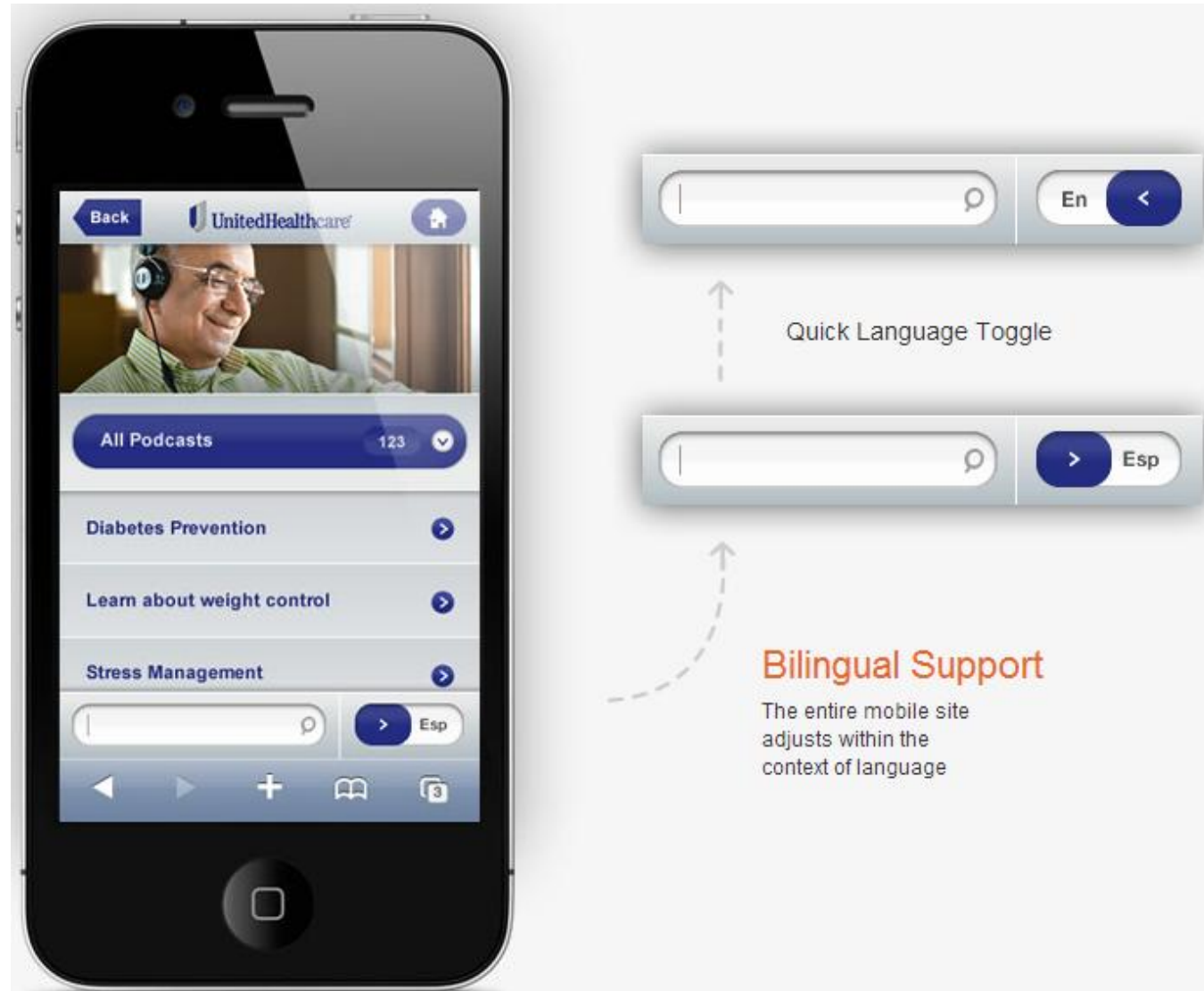
Tasked with creating a bilingual mobile site for United Healthcare we developed a means for easily finding common healthful related content as well as convenient health care guidance.

- Solution:

m.uhclatino.com



United Healthcare: Mobile Website



United Healthcare: Mobile Website

01

The navigation opens and closes to disclose expansive content



02

Sub-menus expand to furnish a glance into the quantity of articles by subcategory



Ameritas College: Website Redesign

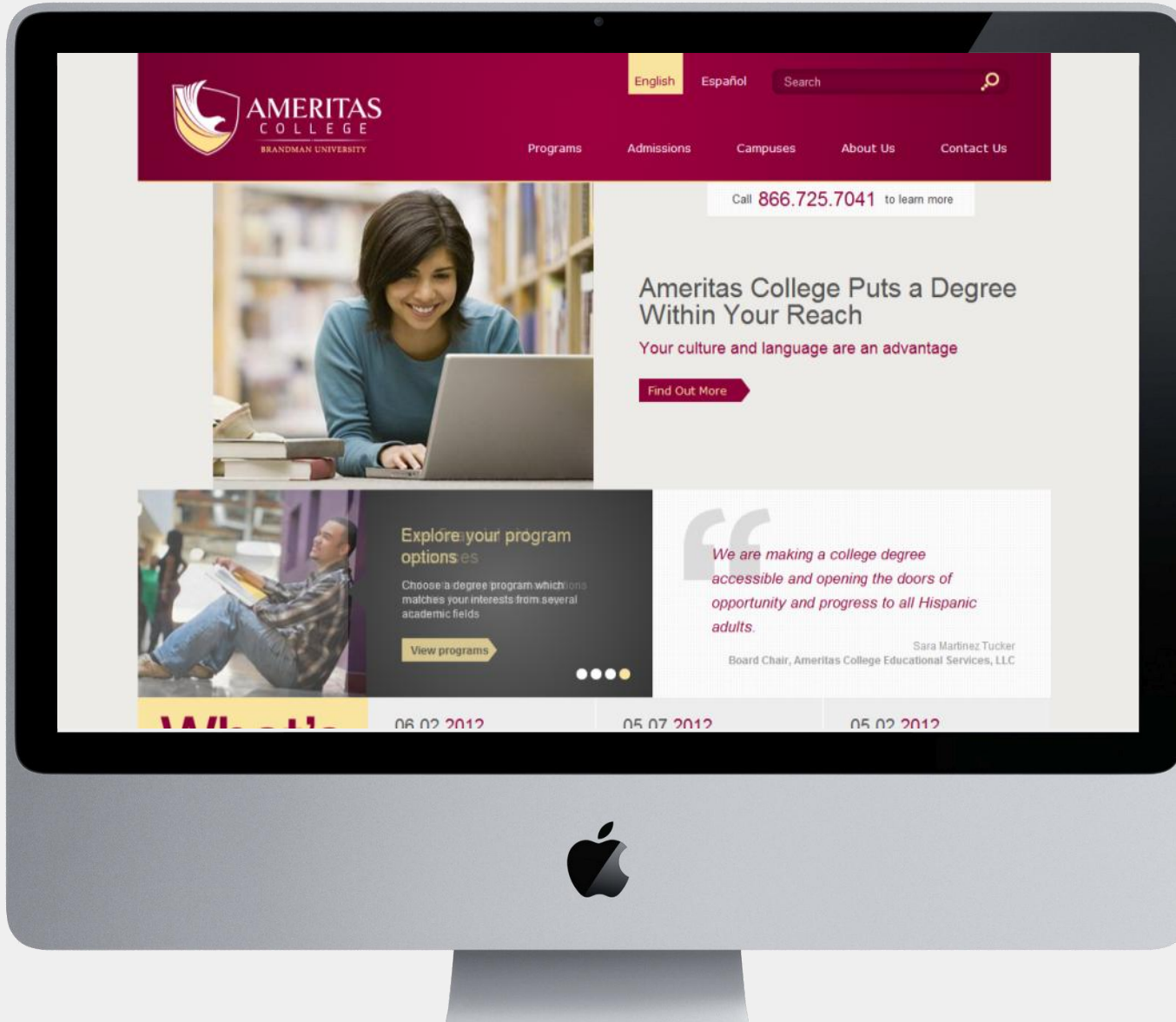
- Objective:

Launch a site that introduced its unique mission to serve the academic needs of bilingual students.

- Solution:

To best represent the nurturing environment of Ameritas College, we built a site that emphasized the support structures available to potential students, from registration, enrollment, financial aid, and academic assistance.

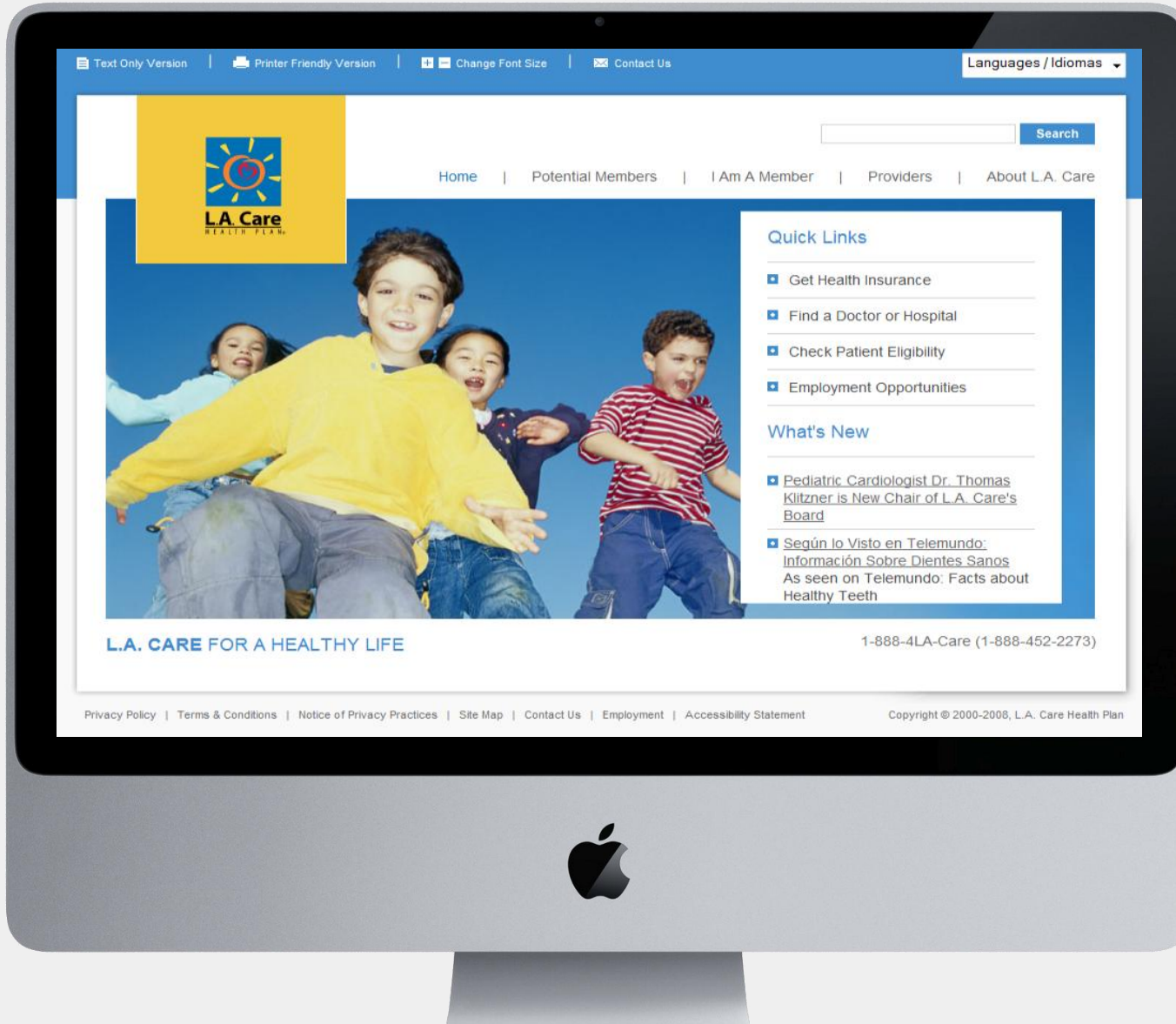
Ameritas College: Website Redesign



01

Website Redesign & CMS Integration
 Ameritas College / Brand University

L.A. Care Health Plan D5 to D7



01

Website Redesign & CMS Integration

L.A. Care Health Plan

L.A. Care DUALS

- About the Company:

L.A. Care is the nation's largest health care management company with over 1 million members

- Objective:

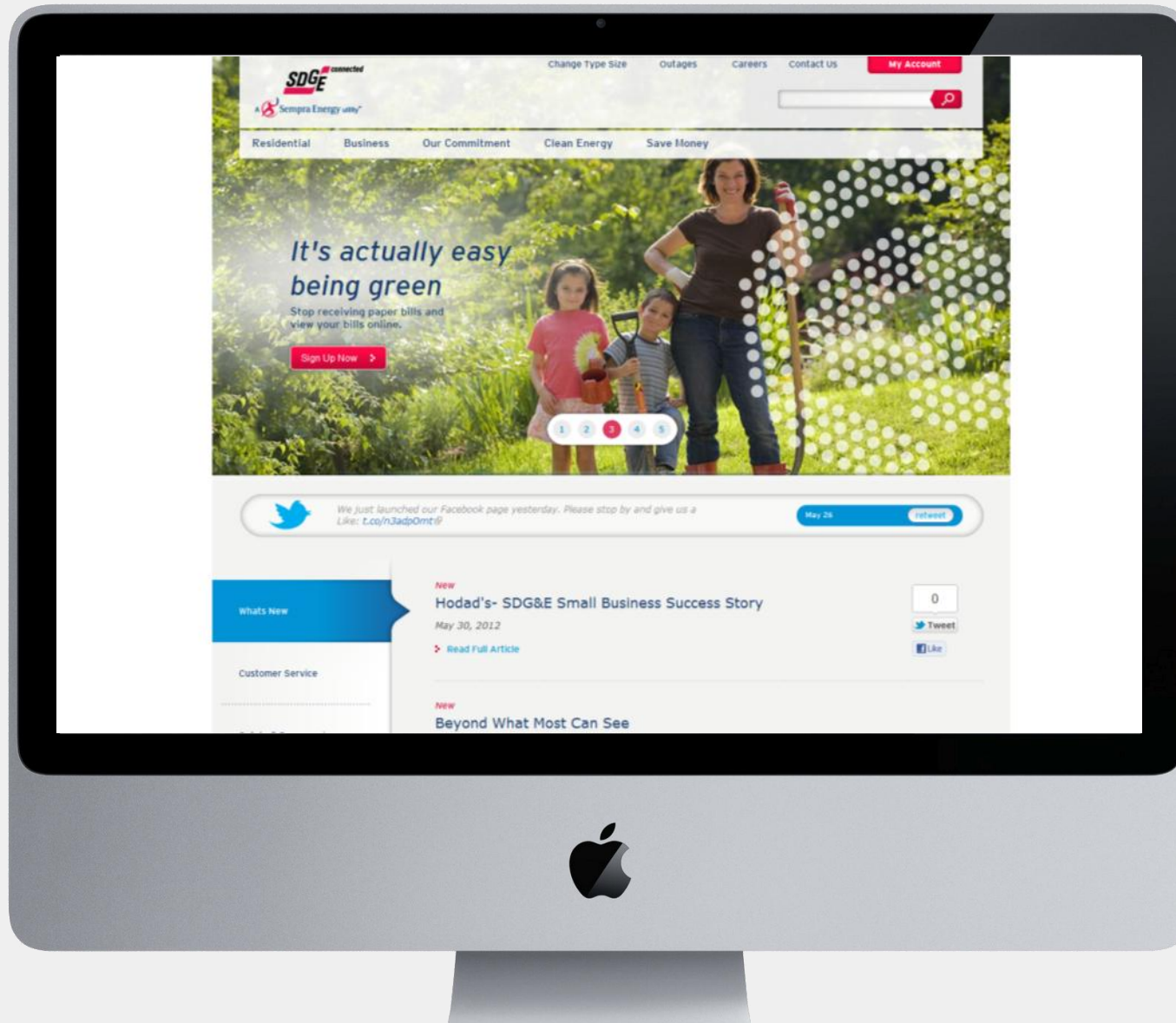
Create a microsite to educate the community and healthcare providers in L.A. counties to Duals, a new L.A. Care health plan

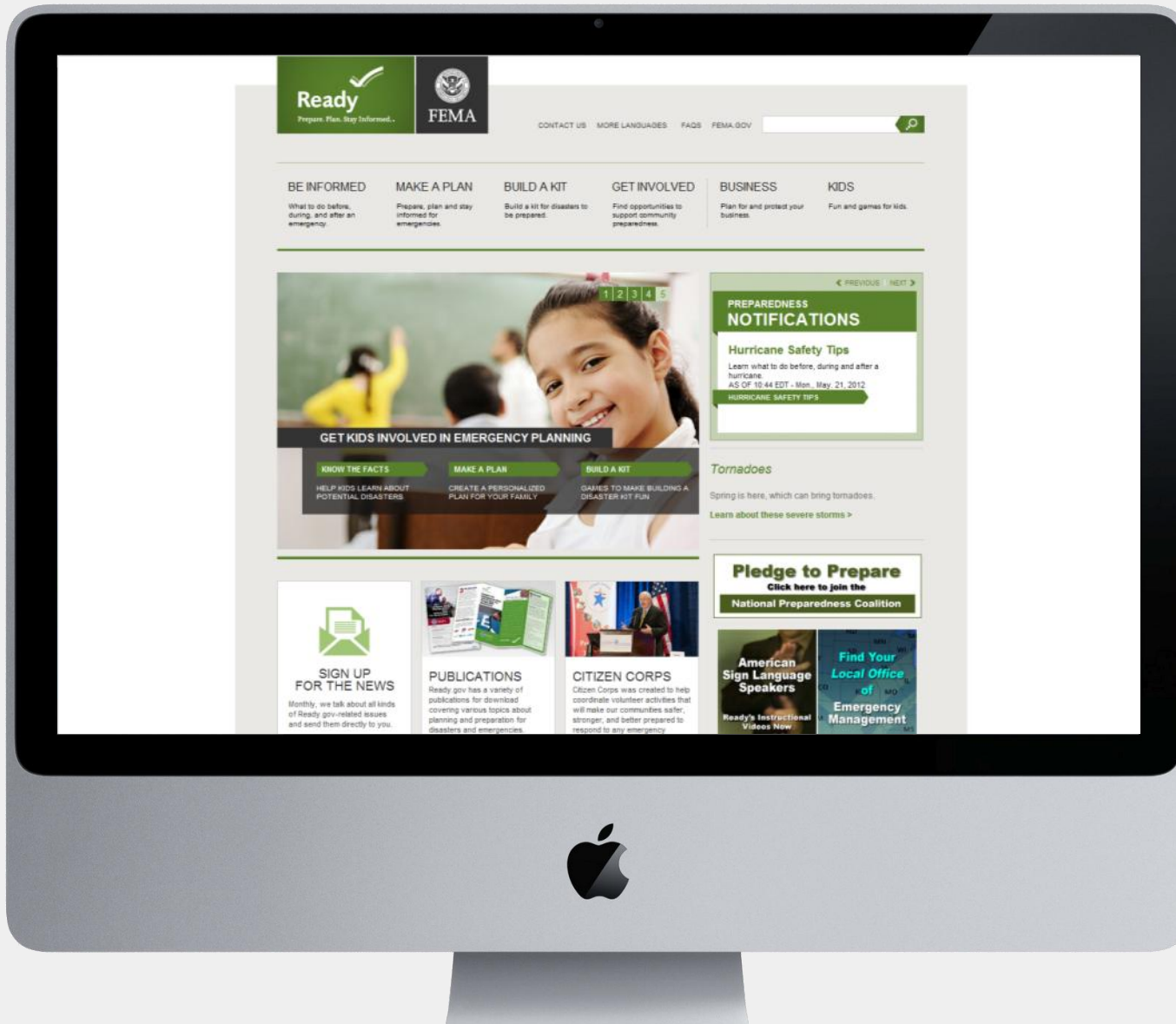
The screenshot shows the website layout for the L.A. Care Duals program. At the top, there is a 'Community' navigation bar. Below it is a large image of a man in a denim jacket sitting on a bench next to a woman in a wheelchair, who is looking towards him. To the right of this image is a text block titled 'What to Expect from L.A. Care's Duals Program' with a 'Read More' button. Below the main image is a news feed with two tabs: 'News' and 'Events'. The news feed lists three items: 'L.A. Care is Now Accepting IPA Applicati...' (Dec 03), 'New Data Available from State on Individ...' (Nov 30), and 'CCI Final Transition Plan is Now Availab...' (Oct 03). At the bottom of the news feed are buttons for 'All News' and 'Updates'. To the right of the news feed are two informational cards. The first card is titled 'Who is Eligible?' and the second is titled 'Duals Program Goals'. Both cards feature a circular icon with two stylized human figures and a plus sign in the bottom right corner.

Website Redesign & CMS Integration



San Diego Gas & Electric





Website Redesign

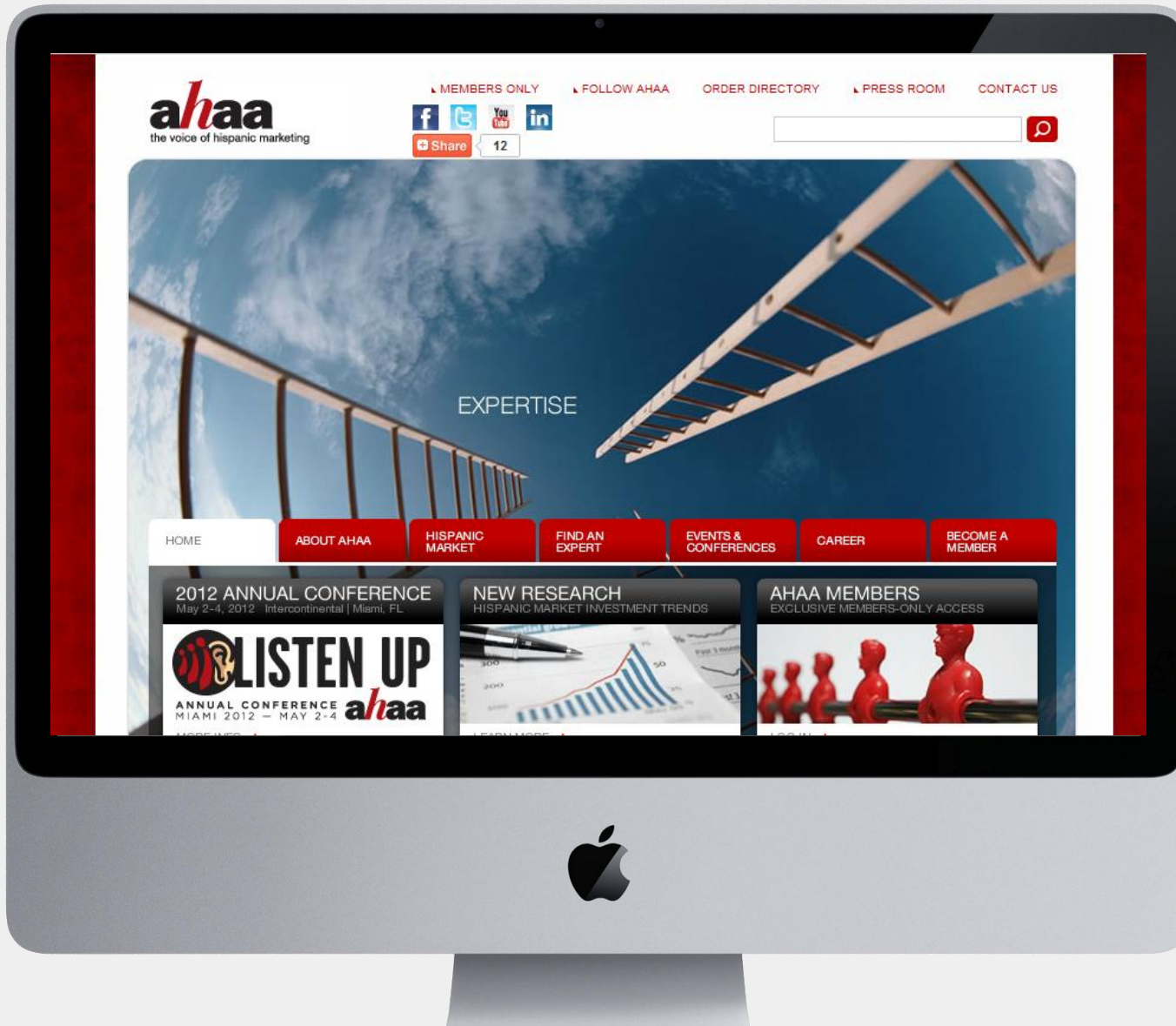


FEMA

Website Redesign & CMS Integration



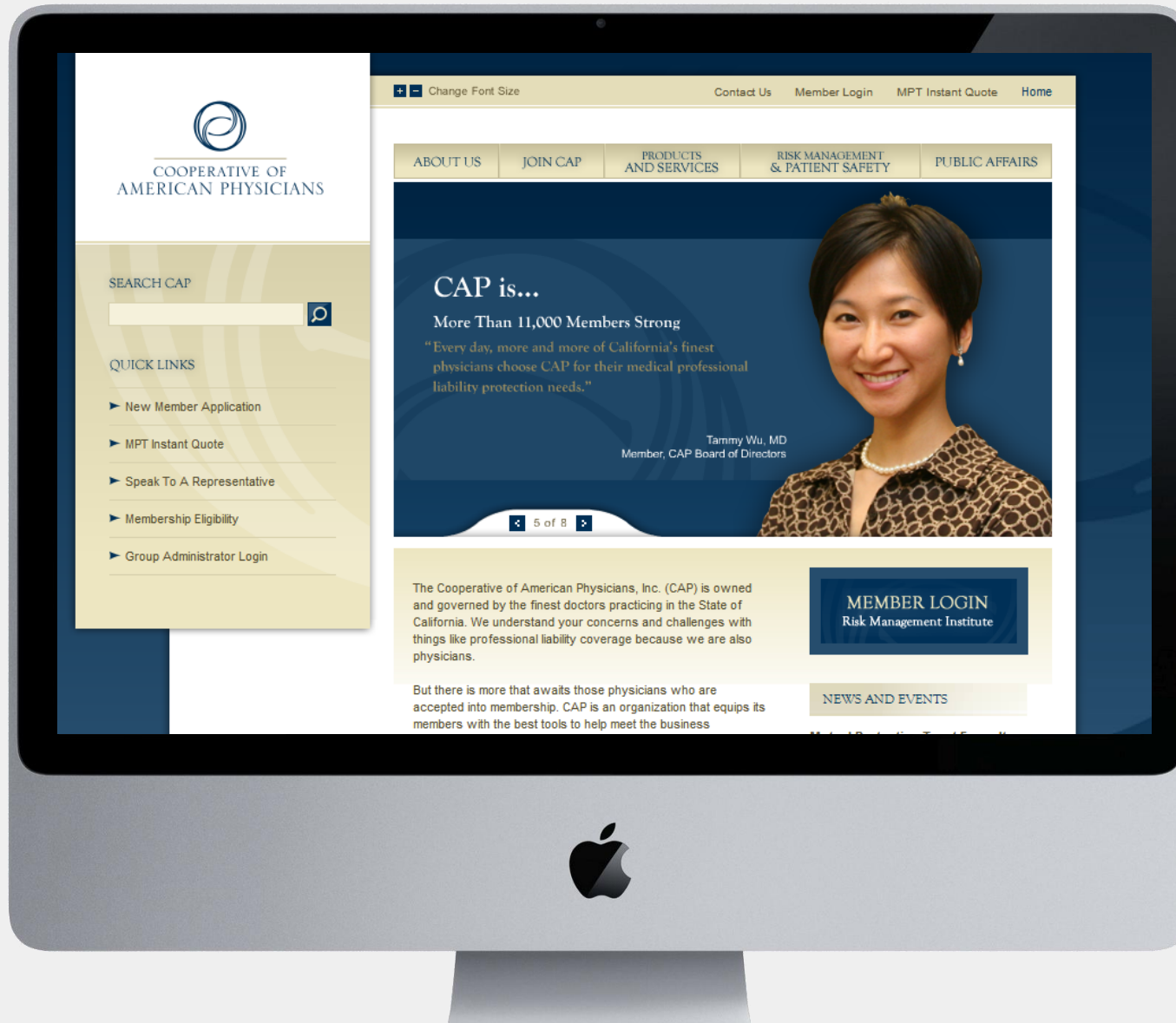
Association of Hispanic Advertising Agencies



Website Design & CMS Integration



Cooperative of American Physicians



Website Design & CMS Integration



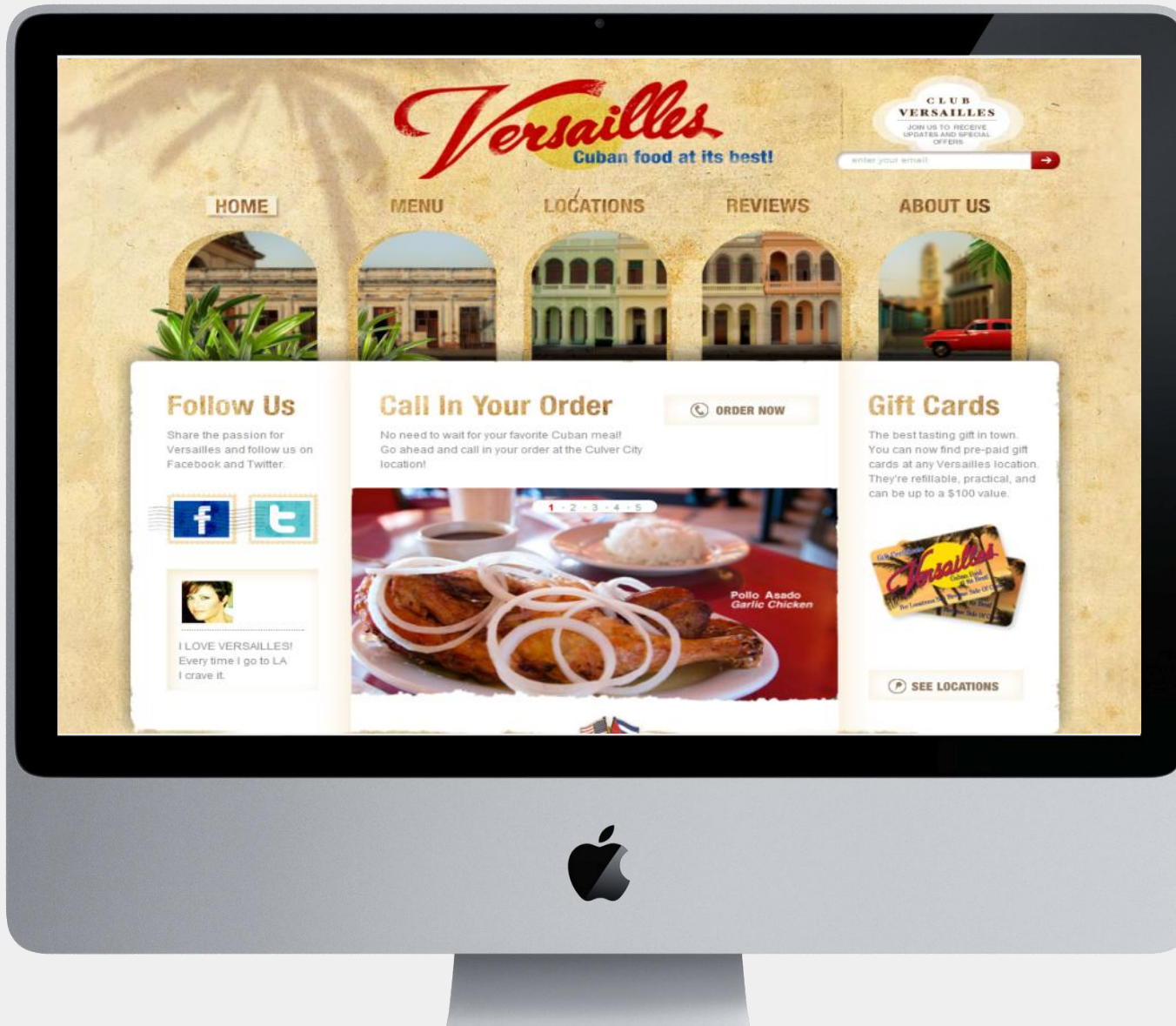
The Trevor Project



Website Design & CMS Integration



Versailles



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Twitter twitter.com/sensisagency

YouTube youtube.com/sensisagency

LinkedIn linkedin.com/company/sensis_2

Learn more about Sensis:

sensisagency.com

James Smith

James.Smith@SensisAgency.com