

Building better websites through Collaboration, Communication, and Consistency

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Hello, I'm Julien.

Who's in the room?

- Designers?
- Developers?
- Project Managers?
- Clients?
- Freelancers?
- Agencies?

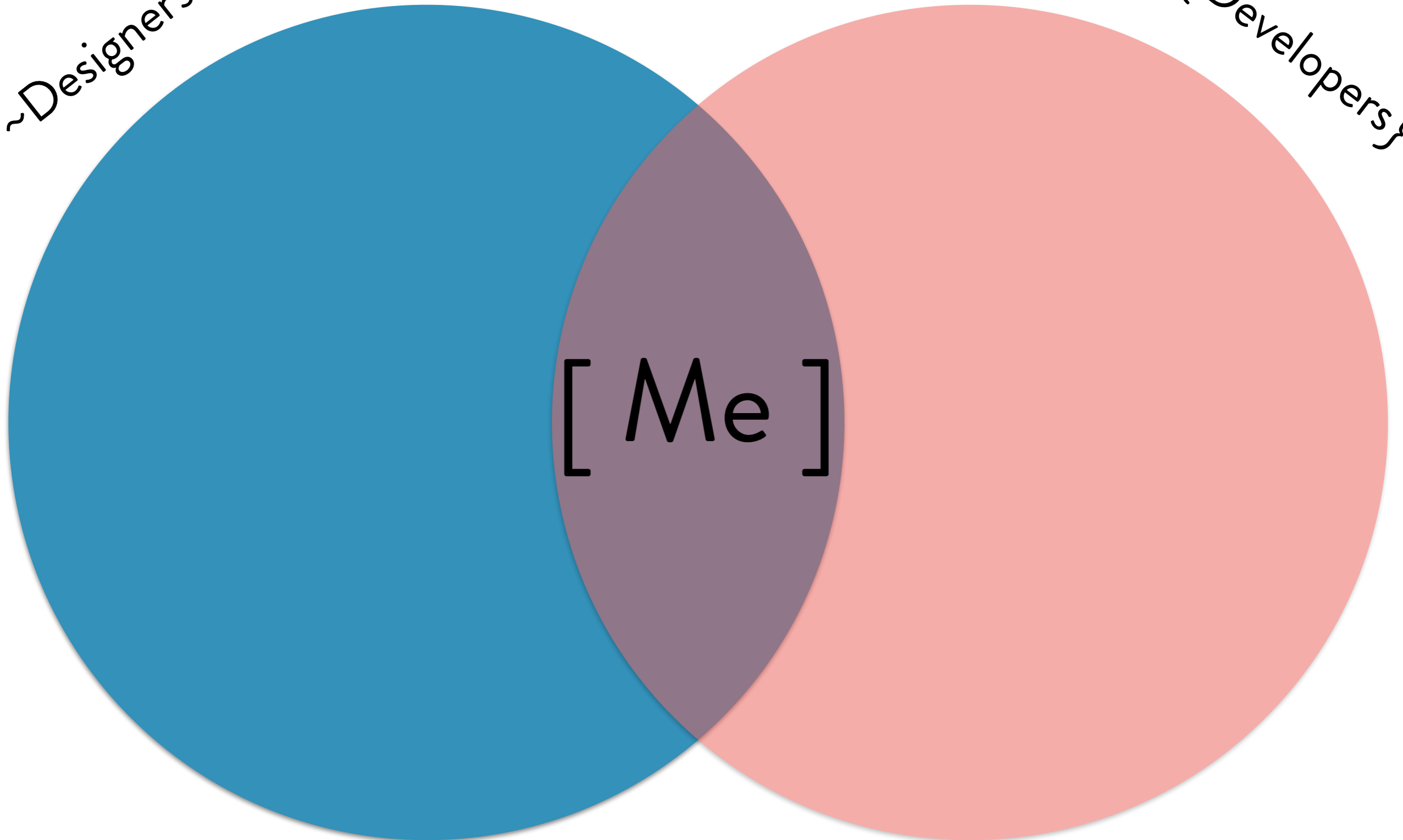
Disclaimer:

This is an opinionated talk - take or leave what you want!

Awesomeness:

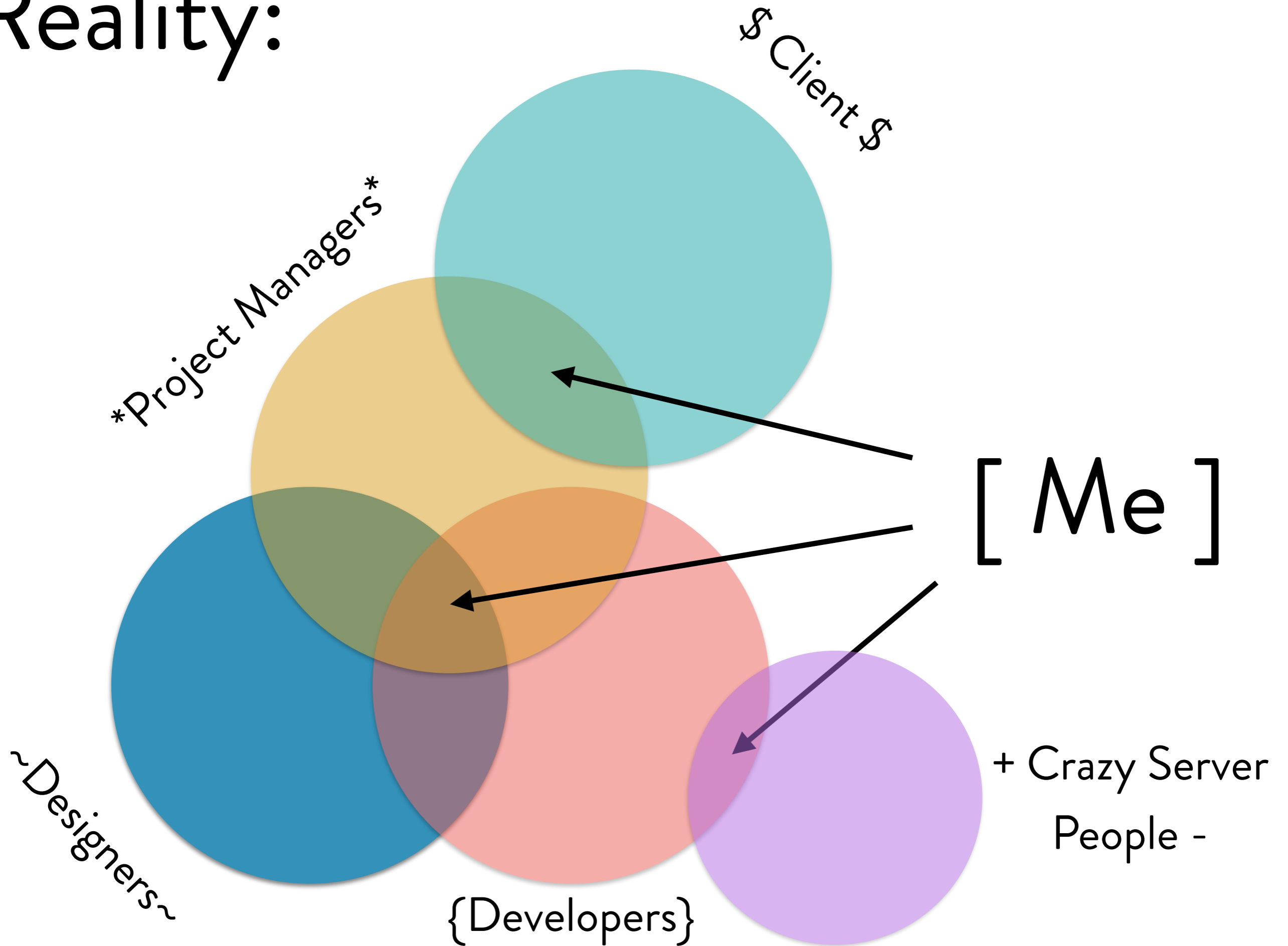
~Designers~

{Developers}



[Me]

Reality:



Why do you make websites?

I'm sure you all have different reasons...

**I just want to make
cool ~~shit~~ stuff.**

[I'm not the only one]

This talk is about

Workflow.

The Process:

1. Kicking it off
2. Planning/Project Management
3. Content
4. Design
5. Development
6. Testing/Bugs
7. Launch/Handing the site off to the client

1.) Kicking it off

- Sometimes called the “Discovery Phase”
- Don't over-promise - find out capabilities based on what you/your people can do
- Define Project Scope
- Write down “must haves” and “like to haves”
- Find realistic budget numbers

1.) Kicking it off

- OH WAIT, I'M A CONSULTANT!?
- Don't just sell websites - find out your client's needs
- Deliver notes/information/stats/things from the discovery phase
- You are the expert.

2.) Planning / PM

- **Information Architecture**
- Timeline
- Stay within Project Scope
- Contract, contract, CoNTRacT
- Assembling the team

Meet Asana.

It's really awesome.

3.) Content

- “Content is King”
- Get your content as soon as possible, no one actually likes reading latin
- Content writers can be great!
- Design/Develop around content
- Content changes happen - flexible IA

4.) Design

- Learn some CSS!
- Use a grid system/framework if it fits the project
- Design Mobile-First/Friendly
- THINK about the illustrations you're making: web ≠ print
- Create Style Guide for yourself/client/developers
- Talk with your developer throughout the process
- If you use themes, pick GOOD ones

5.) Development

- Coding Standards - WordPress has them!
- “In general, readability is more important than cleverness or brevity.”
- We’re on WordPress - not **your** CMS
- Default Functionality > Custom Functionality
(if you need it, do it, if WordPress does it, use WP functions)
- Does a vetted plugin do what you want?
- Non-design related functionality ultimately belongs in a plugin.

5.) Development

- Use software everyone can use:
 - Vagrant for Local Development Environments
 - Grunt for asset magnification/tasks
 - Sublime Text, Brackets, Atom, etc.
- Provide some kind of project documentation - in style.css?

6.) Testing/Bugs

- Test as you go
- Figure out your minimum requirements
- Use tools:
 - Virtual Machines (Windows has free versions)
 - TEST TOUCH FUNCTIONALITY
 - Take Screenshots - adds security for client
 - Browser Stack, Cross Browser Testing

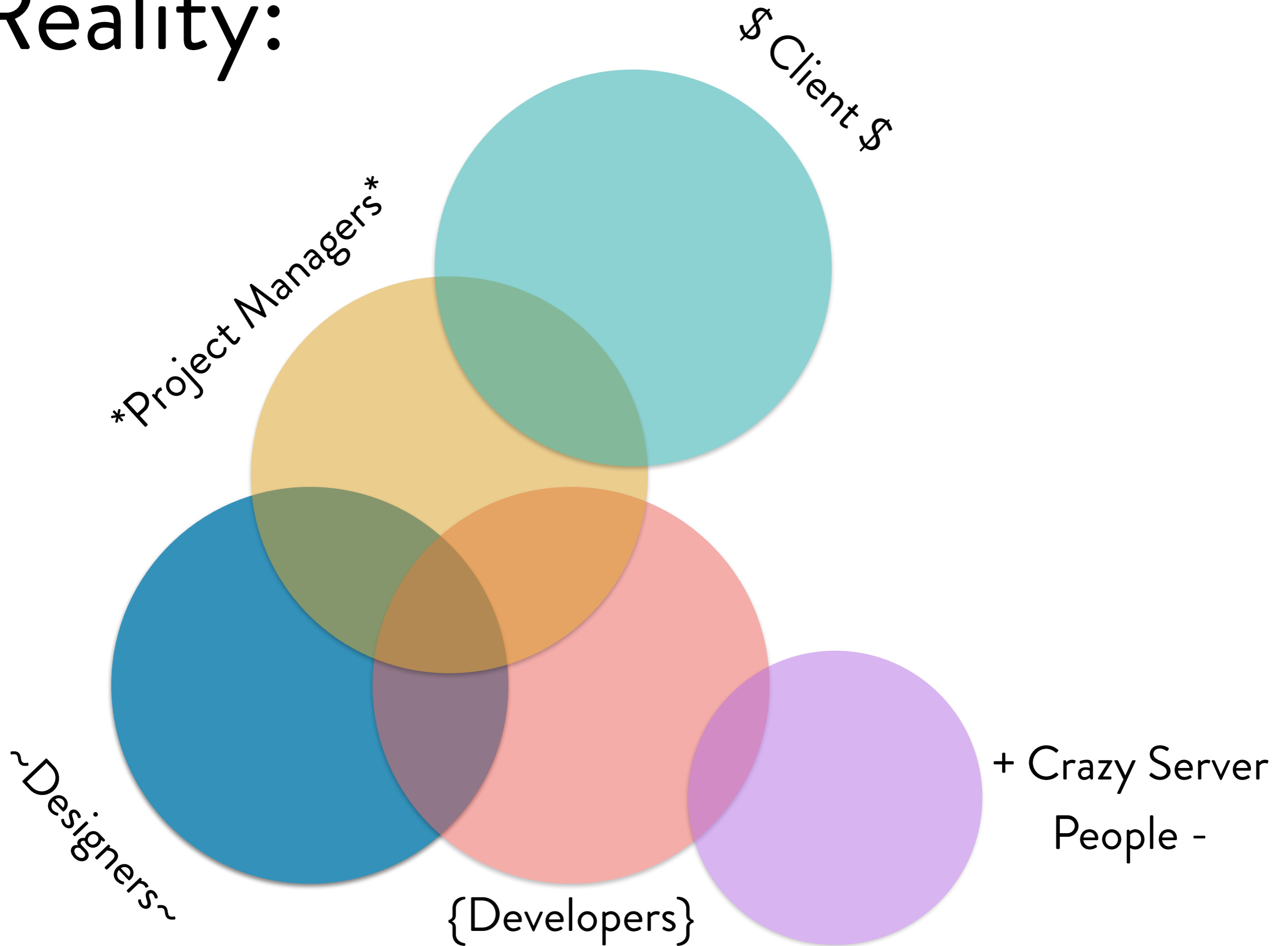
7.) Launch/Handing the site off

- Launch at an appropriate time of day/week -
Murphy's Law!
- Don't forget redirects! Work it into your budgets.
- Provide "Logins Sheet" with all information to let client know everything they need.
- Clean up backend, make things easy, hide or get rid of plugins, options, and media your client doesn't need to see.

It's not over.

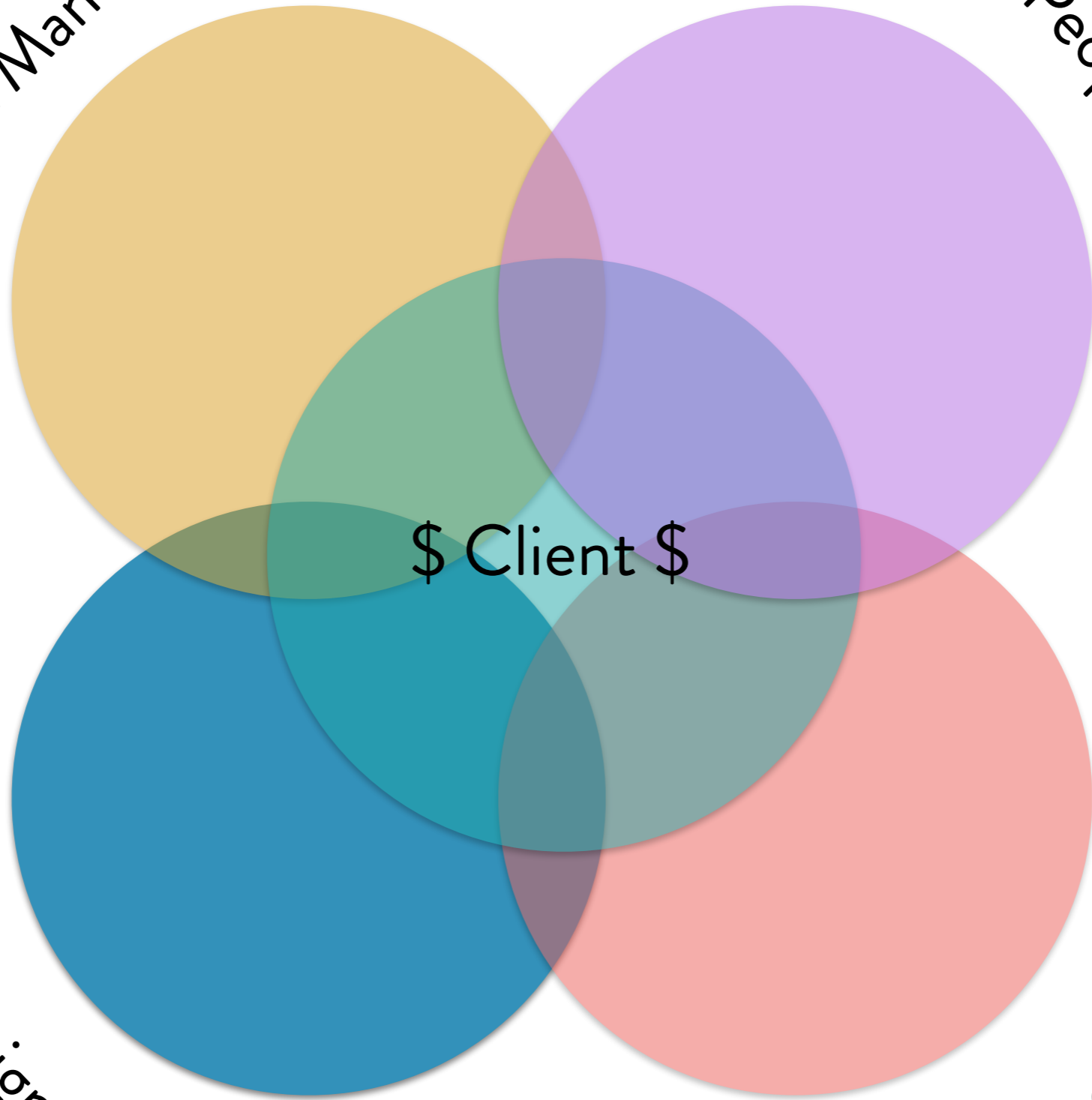
- Check back - "Hey, how's that website of yours?"
- Offer recurring services like backups, plugin upgrades or extra features.
- Get feedback from your client or the other people you worked with on the entire process so you can do it better next time.

Reality:



Project Managers

*Crazy Server
People -



~Designers~

{Developers}

\$ Client \$

Homework:

- WordPress is empowering for everyone involved if you give them a chance. Make your client comfortable.
- Push yourselves - do something new.
- It can always be better, but nothing is worse than losing your sanity.
- Have a good time!

Thanks!

Any questions?