

Introduction

Sonic Development and Resource Center

by



High Performance Web Marketing and Development

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Introduction

In the old days technical services were provided locally and the person or persons helping you develop your website or web based application lived “just down the street”. Today we live on the web, where “down the street” can be anywhere in the world. The problem is that lost emails and phone tag is a hard way to run a project successfully. We often heard stories about the “web developer that just disappeared” and many nightmare versions of that story. This was frustrating for us as it gave our industry a bad name, and it was hard to win the trust of new customers.

Between the communication problems and the horror stories of poor service and response from many web technology service providers we needed a way to solve both problems: improving the delivery of service and building trust that the service was being professionally provided.

At first the solutions seemed like it might be using a professional project management system. But we ran into a problem there as well, our customers would not use it. It was complicated, it was “techie” to the max. It was “professional” but just way to complicate and confusing. We struggled with this problem for years, trying different ideas and with some success and many failures.

Out of all of that struggle was born the Sonic Development and Resource

Center. The Dev Center is a special system that takes advantage of over 20 years of development experience by the SonicSpider staff to keep this process organized, on track, and on time.

This short article will introduce you to the basic concepts used in the Dev Center so that you will feel confident that the services we provide will be delivered efficiently, professionally, and best of all: on time and on budget.

Sonic Development and Resource Center

The Basic Concept

The Sonic Development and Resource Center (Dev Center) is designed to guide you through the process of assembling the necessary information needed by your technician and in the proper order. Also help you keep track of the process so that you not only understand what needs to be done and how it is being done, but help you save money through efficiency, prompt communications, and transparency. Then after your project or technical service is complete, provide you with the resources to help you become better equipped to either do more for yourself or better understand what services you need and what to expect from a professional. The better educated you are the better SonicSpider's services look.

The fundamental concept behind the Dev Center is the worksheet. Very much like a paper worksheet except you can “share” that worksheet with your technician, watch what they are doing, and provide feedback and information as the project or support session progresses. Another major feature is the “Alerts and Notifications”. As worksheet information is entered the system automatically informs all attached parties what is happening and what comes next.

The Dev Center can be used solo as part of your membership in the Dev Center, or as part of a SonicSpider project (SonicWebTech and RightStart Websites) to develop, install and configure your web project. Because of the complexity of many of these tasks it becomes very easy to lose track of the process and this can result in an unsatisfying experience. The Dev Center was developed to insure that your project or service is delivered completely, on time and on budget.

How Services are Provided

The Dev Center provides two core service areas: A framework for delivering development, consulting and technical support services, and a Resource center to provide continuing education for our customers and members. Those services are broken down into a number of areas:

- **Online Consulting** – Whether you are a “Do it Yourself” (DIY) person or need someone to do it for you, the better you understand what is needed and why, the more confidence you will have that your money or time will be spent wisely. There are a number of ways of providing this service, each has benefits and costs
 - **Phone Consulting** – Consulting on the phone is expensive. First, it requires that you and the professional advisor be available at the same time and have the same block of time to devote to the process. The second issue is remembering what happen. Taking notes is necessary but often missed. But despite that, there are times that the immediate “back and forth” is necessary to drill down to the core issues. The consulting worksheet has spaces for notes that you share with your advisor and a way to manage the time and information from that session.
 - **Online Discussions** – For many issues the best format is the “forum discussion”. This format links a starting topic or question with a “thread” of replies. Each post is linked to the main topic or question and listed in the correct order. This can be printed and saved for future use and best of all it can be done any time, day or night, on the run, from your phone, tablet, or computer.
- **Technical Support** – Often you just need something done that is beyond your skills or your available time. The world of the web has been getting easier for everyone, but it is still “technical” and often very complex. It is hard enough to run a business, harder still to also have the skill and knowledge to handle some of the hurdles that technology presents.
 - **Phone Support** – Technical support on the phone is expensive. First, it requires that you and the professional technician be available at the same time and have the same block of time to devote to the process. The second is that often the technical issue is something you technician need to go “off and do alone”. But there are times when you need someone to “walk you through a process” and in those cases this is the best way to delivery that help. The more advanced technical support worksheets have spaces for notes that you share with your technician and a way to manage the time and information from that session.

- **Online Support Sessions** – For many issues the best format is the “forum discussion session”. This format links major support topics or questions with a “thread” of replies. Each post is linked to the main topic or question and listed in the correct order. This can be printed and saved for future use and best of all it can be done any time, day or night, on the run, from your phone, tablet, or computer.
- **Work Log** – Often your support technician needs to take the information you have provided either via phone or the online support sessions and go and fix or configure something for you. The work log provides feedback as to what is being done and how much time is spent doing each task.
- **Programming** – There are times when you need some programming done. It could be a simple little something on your web page, it could be a full scale web application.
 - **Online Task Outline** – The starting point for any programming is a clear and well organized work description. Based on your information or from a consulting session the tasks to perform are outlined in detail with time allotments attached. You know in advance what is to be done and how much time has been allotted.
 - **Work Log** – As your technician works on each task they log in their work and how much time was use. The system automatically tracks the time and manages the totals.
 - **Online Quality Assurance** – For working on problem and feature issues the best format is the “forum discussion session”. This format links major issue topics or questions with a “thread” of replies. Each post is linked to the main topic or question and listed in the correct order. This can be printed and saved for future use and best of all it can be done any time, day or night, on the run, from your phone, tablet, or computer.

Development Center Tour

The first screen you get to is the Development Center Home page. On this page you can access your account information, the “Docs & Resources” page and the Help Desk (which is the same as the “Need Help?” button you find on every page of the Center).

Development Center Home - Your list of active projects.

This page will list your projects (one or more), with the worksheet status of each. A worksheet generally has a number of small tasks that are needed to complete your website. In the upper right corner you will see a button "Need Help?", click this button when you need help and have a question about the worksheets. You will get a "ticket ID" that will allow you to track this question and insure it gets resolved. (Help Desk on the left menu goes to the same location.)

Click the "NEXT" button to see a listing of the worksheets for your project.

Project	Start Date	Worksheets	Finished	Remain	Actions
New Website	2010-10-21 09:24:41	9	0	9	Next

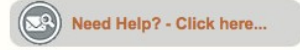
Also listed here are your “projects”. This is the generic term that is used to define your consulting, technical support or programming requirements. Each “project” consists of one or more worksheets that provide the structure and tools to deliver the requires service.

You may have a number of different worksheets for a single project but this list is just the major project titles. You then can have a number of different projects active or can come back to old project to review and gather information.

Project Status Page

This page shows the details about your project. You got to this page by clicking “Next” on the Center Home page. This page will list all worksheets that are part of your project. The screen shot below shows many of the possible worksheets you might see for different types of projects. You Project screen will only contain those that apply to your project.

Project Center



Project Status Page

This table will show you all the worksheets that need to be completed for the development of your project.

Each worksheet has a number of "tasks". As you finish the tasks on the worksheet, and you are satisfied with the materials you can mark them as FINAL. Finally, when you have marked all tasks on a worksheet as FINAL, and you are satisfied with ALL of the material, then mark the whole worksheet as FINAL. When you do this, the RightStart staff will be notified and can then begin development of your website

The completion of ALL items on a worksheet is required before we can begin working on the assembly of that page. Completion of ALL worksheets is required to finalization of your project.

If you have any questions about the development of your website or any of the work sheets use the "Need Help?" button at the top of every page or visit the **Docs & Resources** page.

Wksht Type	Description	Tasks	Finished	Remain	Actions
RS Design	Design requirements	2	1	1	Edit
RS ClassicWeb Page	Page: Home	4	2	2	Edit
RS ClassicWeb Page	Page: AboutUs	4	0	4	Edit
RS ClassicWeb Page	Page: Service	4	0	4	Edit
RS ClassicWeb Page	Page: Contact	4	0	4	Edit
RS DynamicCM	Install and Config	5	2	3	Edit
RS InstaSite	Install and Config	5	2	3	Edit
RS InstaSite Plus	Install and Config	5	0	5	Edit
Domain Transfer	Prepare and Transfer	5	5	0	Edit
Custom Dev Project	Custom Project Demo	0	0	0	Edit
Custom Design	Design requirements	3	1	2	Edit
Custom Web Page	Page: Test Page	4	0	4	Edit
Custom Programing Project	SonicWebTech: Two Hours Programing	0	0	0	Edit
Technical Support	SonicWebTech: Two Hour Support	0	0	0	Edit

Reminder: The above screen shot shows many of the possible worksheets in the Dev Center System. Your screen will only show those worksheets that apply to this particular project.

The number of worksheets you have in a project will be determined by the services you have purchased. It is always possible that your advisor or technician will add worksheets as needed or if you expand that service as you see the need. This makes the delivery of your services flexible and tuned to your needs. You

only see what is appropriate for your service.

Alerts, Reminders, and Notices

A last key element of the worksheet system is the alerts, reminders and notices. Not only is the worksheet designed to track and share information it is also designed to keep all members of the project team informed WITHOUT any extra effort on any team members time. Everyone on the team is informed when anything changes on the worksheet and if another task is require, or a reminder of what to do next. A typical notice might look like the following:

Worksheet: Custom Project – NoteLog

Notice Details

There has been an update in the Dev Center. This email is to inform you of this update that has been recorded and logged. In most cases it would be advisable to log into the Dev Center and review and respond to these changes or updates.

Customer Contact:	Winnie T. Pooh
Date:	08/05/11
Change or Update:	New Project Note added to log
Details:	This is a sample input using tinymce.
	1. First item
	2. Second Item
	3. Third Item
	Bold Text here
Dev Center Link:	http://localhost:10088/RightStartDevelopmentCenter

Though the system does not rely on email for its function and operation, it does use email to help keep everyone on track and on time.

Wrapping it Up

The goal of the worksheet system is to provide easy to use components that are targeted to the sharing, completion and management of the service you have purchased. Worksheets avoid dependence on lost email, phone tag and misplaced information and documentation. They also avoid the danger of having to wade through “things” that don't apply to delivering the service you require. You may be tempted to take shortcuts and just “send that email” or “leave a phone message” but those shortcuts cost you time and money when the email gets lost and the phone message turns into days of phone tag.

The Sonic Development Center system was designed to ensure that your project or service has a good chance of staying on time and on budget. But just as important you have the confidence that the service you have contracted with us is getting done and in a professional manner.

Appendix A

Technology Resource Sponsors

SonicSpider LLC – SonicSpider is the parent sponsor of SonicWebUniversity. SonicSpider specializes in high performance web marketing and development. Visit our website for further information: www.sonicspider.com.

RightStartWebsites.com – RightStart Websites is an offshoot of SonicSpider that focuses on affordable websites for small businesses. Getting the “right start” is the primary focus of this service. For further information: www.rightstartwebsites.com

SonicWebTech.com – Enhance your website with business oriented web tools. For all levels of website owners but especially targeted to web developers and do-it-yourself website owners. For further information: www.sonicwebtech.com

Creata Computer Network - Responsive IT Solutions. Our purpose is to keep your computers and network connected, and making money for your business. For further information: www.creataisi.com

About the Authors

John B. Moore

John Moore is the technical director for SonicSpider LLC. He oversees the direction of their SaaS (Software as a Service) tools, web applications, and the code and development standards. He has been programming in a variety of languages since the late 1980s first as the owner of the consulting and system architect/design company, Micro-Phyla Systems, which provided services to enterprise level companies, and then SonicSpider starting in 2003.

John got his start in technology as a businessman. During the early 1980s he owned and operated a wholesale and retail nursery business in north San Diego County. Nurseries run on very slim margins and efficiency is the key to survival. The personal computer was becoming affordable and he purchased a Tandy

computer from Radio Shack. It was quickly discovered that there was really nothing decent available that he could use to manage the complexities of a nursery and began writing his own business management software. By 1988 he had written a full feature accounting and payroll program that was geared to the nursery industry. A market for this software developed and soon software development for businesses became his primary endeavor.

Since that beginning, John has been actively involved in various aspects of the computer industry. As a member of TeamB (Team Borland) on Borland Software's monitored Internet newsgroups (now part of Embarcadero and CodeGear), he assisted other users in using and understanding their development products. TeamB is a group of peer-selected volunteer experts approved and supported by Borland to help support its customers on the Internet. John was a technical speaker at Borland's 1993 and 1998 - 2002 Borland Developers Conferences and former president and one of the founding members of the San Diego Delphi Users Group (SDDUG).

John contributed articles on Paradox and database design topics to the Paradox Informant magazine and was part of the team of writers for the Que books "Using Paradox v5.0 for Windows" and "Killer Paradox 5.0 for Windows." He was also an instructor on Delphi and Java for the international training firm, SoftBite International, from 1998-99 and QualTrain Inc. in 2003 where he trained programmers for the Air Force.

John's current focus is on web centric languages: Java, Flash, and PHP, using Open Source technologies. He works on both server side technologies (Java and PHP based), as well as developing "rich thin client" web interfaces using DOM scripting, AJAX, XML, Flash and providing these advanced technologies to small and medium-sized businesses to solve real business problems and needs. John is a strong advocate of [W3C](#) web standards as a means for maintaining a dynamic, universal, and affordable web platform for businesses.

Melanie Moore Bermudez

Melanie Moore Bermudez oversees the design, basic HTML, CSS structure and layout and marketing and SEO. She heads the marketing and sales campaigns for the company, and provides support and feedback to SonicSpider's clients throughout their project development. Melanie has been with the company since its inception in 2003. She graduated with honors from the University of California,

Irvine with a BA in fine arts specializing in painting and critical art theory and recently completed her MBA at Claremont Graduate School. Along with being our Artistic Director and full time artist, in her spare time she teaches art at the Armory in Pasadena, Calif.

Melanie oversees SonicSpider's [RightStartWebsite](#) program, which offers professional grade website development services in budget oriented packages.