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# Introduction and Project Overview

DocuPal Demo, LLC is pleased to present this proposal to Acme, Inc (ACME-1) for the development of a custom Drupal theme. This project aims to create a visually appealing, user-friendly, and accessible website that aligns with ACME-1's brand identity and enhances user engagement. ACME-1, located in Wilsonville, Oregon, requires a modern, responsive website to improve user experience and reflect its current brand image.

## Project Objectives

The primary objectives of this Drupal theme development project are to:

- Develop a custom Drupal theme that embodies ACME-1's brand identity.
- Create a user-friendly and intuitive website experience for ACME-1's customers.
- Ensure the website is fully responsive and accessible across all devices.
- Enhance user engagement through improved design and functionality.

## Target Audience

This project targets two key audiences:

- **Acme, Inc.:** Providing them with a modern, manageable, and effective online presence.
- **ACME-1's Customers:** Delivering an enhanced and accessible user experience that promotes engagement and satisfaction.

## Addressing Existing Needs

This project directly addresses ACME-1's need for a website that:

- Presents a modern and updated brand image.
- Offers a responsive design for optimal viewing on all devices.
- Improves overall user experience, leading to increased engagement.
- Adheres to accessibility standards, ensuring inclusivity.



# Design Strategy and UX Approach

Our design strategy for ACME-1's Drupal theme centers on creating a user-friendly and visually appealing digital experience. We aim for a clean aesthetic that aligns with ACME-1's brand guidelines. Usability will be a key focus, ensuring visitors can easily navigate the site and find the information they need.

## Core Design Principles

We will adhere to the following design principles throughout the theme development process:

- **Clean Design:** A minimalist approach will reduce clutter and improve focus on key content.
- **Mobile-First:** The theme will be designed for optimal viewing on mobile devices, scaling up to larger screens.
- **Brand Alignment:** The design will incorporate ACME-1's branding elements, including colors, typography, and logo usage.
- **Usability:** Intuitive navigation and clear calls to action will guide users through the site.

## User Experience (UX) Strategy

Our UX strategy prioritizes understanding ACME-1's target audience and their needs. We will create user flows that simplify common tasks, such as finding product information or contacting support. Key UI components will be designed for ease of use and accessibility. This includes:

- **Clear Navigation:** A well-structured menu and intuitive site architecture will help users find what they're looking for.
- **Effective Search:** A prominent and accurate search function will allow users to quickly locate specific content.
- **Engaging Content Presentation:** We will use visual elements and clear typography to present content in an engaging and accessible manner.
- **Forms and Calls to Action:** Forms will be streamlined and easy to complete, and calls to action will be clear and persuasive.



## Responsive Design and Accessibility

The theme will be fully responsive, adapting seamlessly to different screen sizes and devices. We will use the Bootstrap 5 framework, with breakpoints for extra small, small, medium, large, and extra-large screens.

Accessibility is a critical consideration. We will follow WCAG guidelines to ensure the theme is usable by people with disabilities. This includes:

- **Semantic HTML:** Using appropriate HTML tags to structure content for screen readers.
- **Alternative Text:** Providing descriptive alt text for all images.
- **Color Contrast:** Ensuring sufficient color contrast between text and background elements.
- **Keyboard Navigation:** Making sure all interactive elements are accessible via keyboard.

## Technical Architecture and Development Plan

This section outlines the technical approach for developing ACME-1's custom Drupal theme. We will use a modern and efficient development workflow to ensure a high-quality, maintainable, and scalable solution.

### Drupal and Frontend Technologies

We will use Drupal 9 or 10, depending on ACME-1's preference and compatibility requirements. Our frontend development will leverage HTML5, CSS3, JavaScript, and jQuery. We will use Twig as our templating engine for Drupal. This ensures clean, secure, and maintainable code.

### Code Quality and Maintainability

We are committed to writing high-quality code that is easy to maintain and extend. To achieve this, we will adhere to the following practices:

- **Coding Standards:** We will follow PHP Standards Recommendations (PSR) for coding style and best practices.

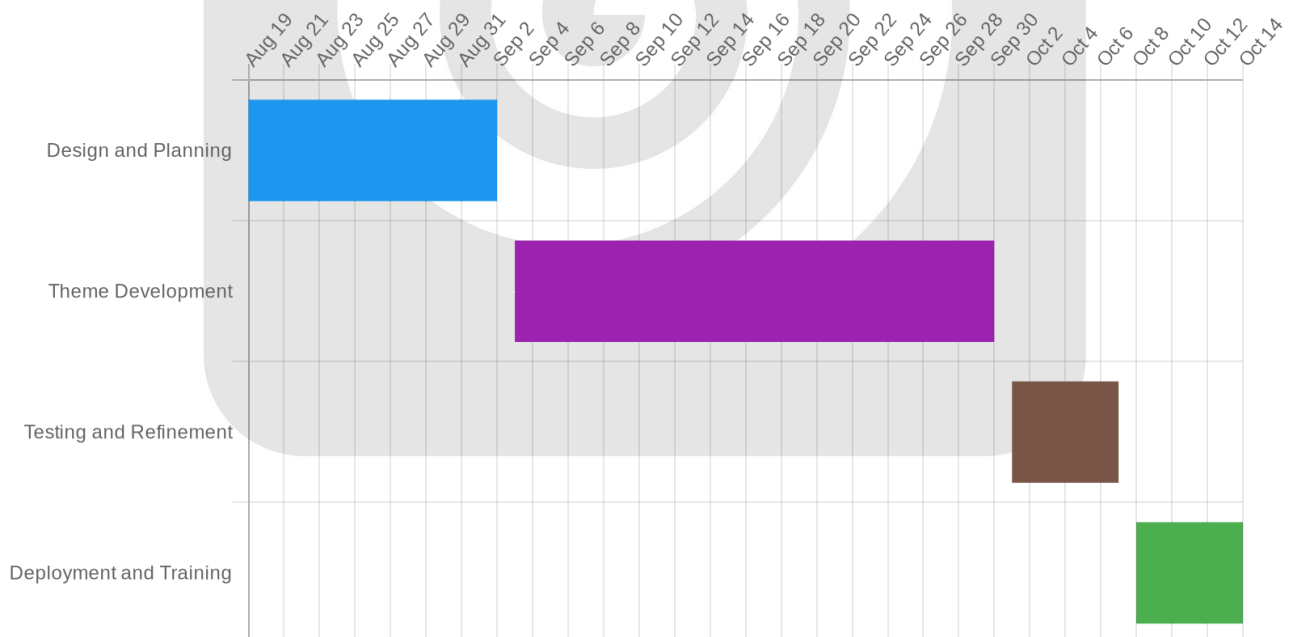


- **Code Reviews:** Our senior developers will conduct thorough code reviews to identify potential issues and ensure code quality.
- **Automated Testing:** We will implement automated testing to ensure the theme functions correctly and to prevent regressions.
- **Clear Documentation:** We will provide clear and concise documentation for the theme, including installation instructions, configuration options, and code comments.

## Development Workflow

Our development workflow is designed to be efficient and collaborative. We will use a version control system (Git) to manage our code. Our workflow includes:

1. **Design and Planning (Weeks 1-2):** We will work closely with ACME-1 to finalize the design and plan the theme's architecture.
2. **Theme Development (Weeks 3-6):** Our developers will build the theme based on the approved design and specifications.
3. **Testing and Refinement (Week 7):** We will conduct thorough testing to identify and fix any bugs or issues.
4. **Deployment and Training (Week 8):** We will deploy the theme to ACME-1's Drupal environment and provide training on how to use and maintain it.





# Project Timeline and Milestones

This section outlines the proposed timeline for the Drupal theme development project. We will track progress through weekly meetings, daily stand-ups, and Jira project management software. Regular reports will keep Acme, Inc informed. In case of potential delays, we will allocate more resources, adjust timelines, or, if necessary, reduce the project scope.

## Project Phases and Milestones

The project is broken down into distinct phases, each with specific milestones and deliverables.

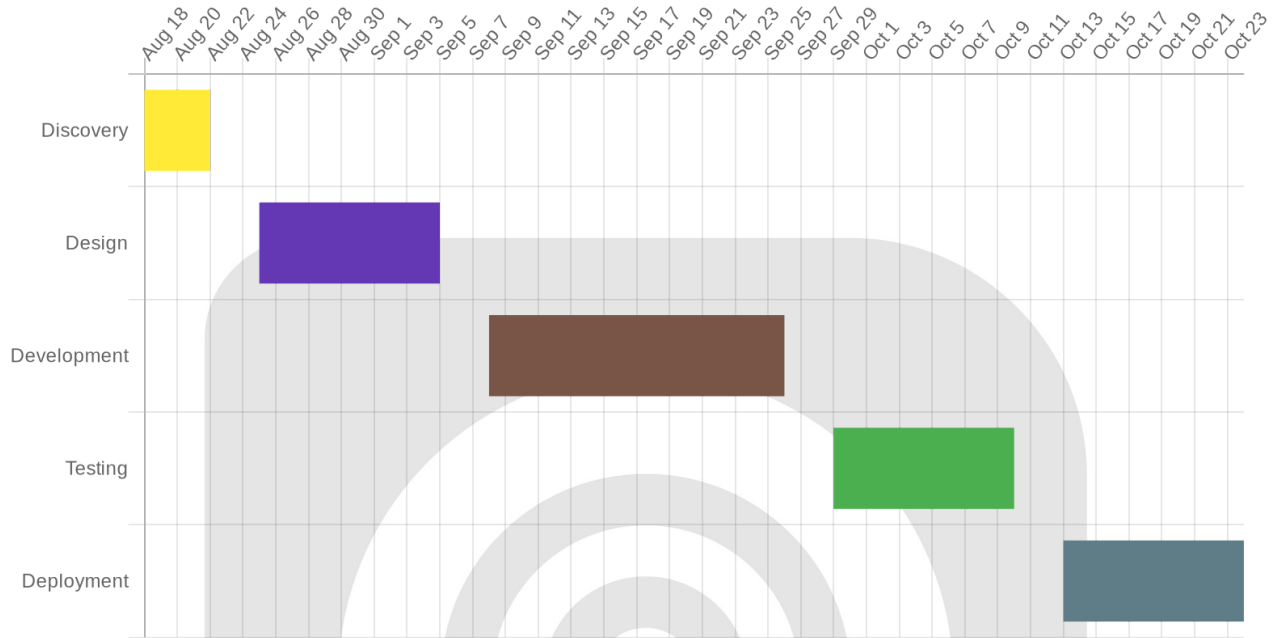
- 1. Discovery and Planning (Week 1: 2025-08-18)**
  - Milestone: Project kickoff and requirements gathering completed.
  - Deliverables: Detailed project plan and finalized requirements document.
- 2. Design and Mockup (Week 3: 2025-09-01)**
  - Milestone: Design mockups approved.
  - Deliverables: Initial design mockups and revised mockups based on feedback.
- 3. Theme Development (Week 7: 2025-09-29)**
  - Milestone: Functional theme completed.
  - Deliverables: Functional Drupal theme.
- 4. Testing and Refinement (Week 9: 2025-10-13)**
  - Milestone: Theme tested and refined.
  - Deliverables: Tested and refined Drupal theme.
- 5. Deployment and Training (Week 11: 2025-10-27)**
  - Milestone: Theme deployed and training completed.
  - Deliverables: Deployed Drupal theme on the production environment and training documentation.

## Project Schedule

Task	Start Date	End Date
Discovery and Planning	2025-08-18	2025-08-22
Design and Mockup	2025-08-25	2025-09-05
Theme Development	2025-09-08	2025-09-26



Task	Start Date	End Date
Testing and Refinement	2025-09-29	2025-10-10
Deployment and Training	2025-10-13	2025-10-24



# Budget Estimation and Resource Allocation

Docupal Demo, LLC has carefully estimated the budget required for the successful development and deployment of ACME-1’s custom Drupal theme. This estimate includes all necessary resources, tools, and personnel.

## Cost Breakdown

The total estimated cost for this project is \$22,000. This is divided into the following key areas:

- **Design:** \$5,000. This covers the creation of wireframes, mockups, and the overall visual design of the theme.
- **Development:** \$15,000. This includes the coding, configuration, and implementation of the Drupal theme.





- **Testing:** \$2,000. This covers thorough testing to ensure the theme functions correctly and is compatible across different browsers and devices.

## Resource Allocation

Our team will be allocated to this project based on their specific expertise and the needs of each task. The resource allocation is as follows:

- **Project Manager:** 10% of the total project hours. This role is responsible for overseeing the project, ensuring it stays on schedule and within budget.
- **Designer:** 25% of the total project hours. This role is responsible for the visual design and user experience of the theme.
- **Frontend Developer:** 40% of the total project hours. The frontend developer will handle the theme's structure and visual elements.
- **Backend Developer:** 25% of the total project hours. The backend developer will implement the theme's functionality and integrate it with Drupal's backend.

## Variable and Optional Costs

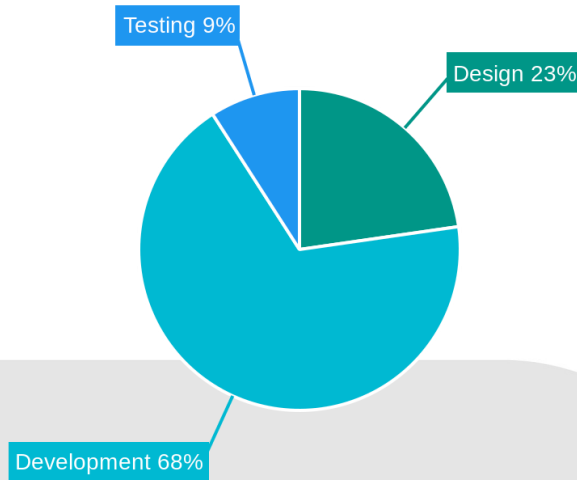
The following costs are variable and will only be incurred if ACME-1 chooses to include these services:

- **Additional Design Revisions:** Costs will vary depending on the number and complexity of revisions.
- **Advanced Module Integrations:** Costs will depend on the specific modules and the level of integration required.
- **Content Migration Assistance:** Costs will depend on the amount of content to be migrated.

## Budget Distribution

The following chart represents the budget distribution across the key areas of the project:





# Content Management and Reusable Components

This section details how the new Drupal theme will use content management best practices. We will focus on reusable components to improve workflow and maintain consistency across the ACME-1 website.

## Reusable Content Areas

We will make several content areas reusable. These include:

- Blocks
- Content types
- Views
- Paragraphs

## Benefits of Reusable Content

This approach offers several advantages:

- **Reduced Redundancy:** Create content once and reuse it in multiple locations.

- **Simplified Updates:** Update content in one place, and the changes propagate everywhere it is used.
- **Ensured Consistency:** Maintain a consistent look and feel across the entire website.
- **Improved Workflow Efficiency:** Content creators can work more efficiently.

## Tools and Modules

We will use the following tools and modules to facilitate reusable content:

- **Paragraphs Module:** This module allows for the creation of structured content components that can be easily reused and reordered.
- **Custom Blocks:** We will develop custom blocks for specific content elements that need to be displayed in various locations.
- **View Modes:** Using view modes, we can display content types differently depending on the context, enabling reuse of the same data in multiple formats.

## Quality Assurance and Testing Strategy

Docupal Demo, LLC will employ a comprehensive quality assurance (QA) and testing strategy to ensure the Drupal theme meets ACME-1's requirements and provides a high-quality user experience. This strategy encompasses various testing methodologies, tools, and environments.

### Testing Environments and Tools

Our testing process will utilize several environments:

- **Local Development Environments:** Developers will conduct initial testing on their local machines.
- **Staging Server:** A dedicated staging server will mirror the production environment for comprehensive testing before deployment.

We will leverage automated testing tools to streamline the QA process:

- **PHPUnit:** For unit testing of PHP code.
- **Cypress:** For end-to-end testing of user interface elements and functionality.



## Accessibility and Responsiveness Validation

Accessibility and responsiveness are critical. We will validate these aspects using the following:

- **WAVE Tool:** To identify accessibility issues and ensure compliance with WCAG guidelines.
- **Google Lighthouse:** To evaluate performance, accessibility, and SEO best practices.
- **Manual Testing:** We will perform manual testing on a range of devices (desktops, tablets, smartphones) and browsers to ensure cross-browser compatibility and responsive design.

## Performance Benchmarks and Quality Checks

We will continuously monitor performance and conduct quality checks throughout the development lifecycle. This includes:

- **Code Reviews:** Regular code reviews to ensure code quality, maintainability, and adherence to coding standards.
- **Performance Testing:** Monitoring page load times and optimizing code for speed and efficiency.
- **Usability Testing:** Gathering feedback from users to ensure the theme is user-friendly and intuitive.

## Criteria for Successful Project Delivery

Successful project delivery is defined by the following criteria:

- The theme accurately reflects the approved design specifications.
- The theme is fully responsive across all targeted devices and browsers.
- The theme is accessible and meets WCAG guidelines.
- The theme passes all defined tests without critical errors.
- ACME-1 provides final approval and sign-off.



# Post-Launch Support and Maintenance

We understand the importance of ongoing support and maintenance to ensure the long-term success of your Drupal theme. Docupal Demo, LLC offers comprehensive post-launch services to keep your website running smoothly and securely.

## Support Services

We provide 3 months of post-launch support. This includes bug fixes and minor updates to address any issues that may arise after the theme is live. Our team will promptly address any reported bugs to minimize disruption. We will also apply security patches to protect your website from vulnerabilities.

## Maintenance Plan

Our maintenance plan includes regular updates to keep your theme compatible with the latest Drupal versions. We will apply monthly security updates to safeguard your website. Quarterly feature enhancements will provide opportunities to improve user experience and add new functionality. We also recommend a yearly theme review to assess performance and identify areas for optimization.

## Bug Tracking and Updates

We use a dedicated bug tracking system to manage and resolve issues efficiently. Regular updates will be provided to keep you informed of progress. Our team is committed to providing timely and effective support to ensure your website remains in optimal condition.

# Team Roles and Responsibilities

## Project Team Structure

Our team is structured to ensure clear communication and efficient execution of the Drupal theme development for ACME-1. Key team members bring specialized expertise to the project.



## Roles and Responsibilities

- **John Doe, Project Manager:** John is responsible for overall project planning, execution, and monitoring. He will manage timelines, resources, and communication with ACME-1. He will also serve as the primary escalation point for any project-related issues.
- **Jane Smith, Lead Designer:** Jane will lead the design process, ensuring the Drupal theme aligns with ACME-1's brand and user experience goals. She will oversee the creation of wireframes, mockups, and style guides.
- **Peter Jones, Frontend Developer:** Peter will be responsible for implementing the theme's front-end functionality, ensuring responsiveness and cross-browser compatibility. He will translate designs into clean, efficient code.
- **Alice Brown, Backend Developer:** Alice will handle the theme's back-end development, including custom module development and integration with Drupal's core functionalities. She ensures the theme's performance, security, and scalability.

## Communication and Escalation

Daily stand-up meetings will keep the team aligned on progress and potential roadblocks. Weekly team meetings will provide a forum for in-depth discussions and problem-solving. A dedicated Slack channel will facilitate real-time communication.

In the event of issues or risks, the escalation path is as follows: team member to Project Manager, Project Manager to Technical Lead (Jane Smith or Alice Brown based on issue type), and ultimately to the Account Manager at Docupal Demo, LLC.

