

The Drupal Development Pipeline



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Drupal Developer

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I consider myself a Pipeline Development Specialist - the film and game industries call them Pipeline TD's. Essentially, I like to research, build, and delineate best practices and rules for the development pipeline - and then immediately break all of them.

I'm currently working as a Drupal Developer for Mediacurrent (a part of Code and Theory).



We help organizations build highly impactful, elegantly designed **Drupal websites** that achieve the strategic results you need.



Digital Strategy

- Content Strategy
- Content Generation
- Result Metrics
- Marketing Automation Integration



Design/Theming

- Usability Testing
- Responsive Design
- Drupal Theming
- Annotated Wireframes



Development

- Drupal Support
- Custom Module Development
- Large Scale Systems Integration
- Security & Performance Expertise



- Personas
- Starting a Drupal Project
- Setting up Drupal Developer Tools
- Build a Drupal 7 / 8 Site Like a Professional
- The Power of Retrospectives



Target Audience



“ I would like to find tools and information that would help me grow my business footprint online ”

Goals

- Improve company's lead generation program
- Find technology company he can partner with
- Test new tools

Shawn Marketer

Primary Persona

Quick Stats

Age: 32

Occupation: Marketing Director

Location: Atlanta, Georgia

Company Size: 120

Annual Gross: 6.2 M

About Shawn:

Shawn's business has been slowing lately and he could really use a set of tools that would help him understand what his rate of return is from his online marketing efforts

Actions

- Read howto articles on Market Aid
- Read testimonials on how people enjoy using Market Aid
- Schedule a demo of software



User Stories The Mediacurrent Way

As a <proper noun> I want to be able to
<action verb> **because** <reasons>.



Starting a Drupal Project

From the Developer Perspective



Supporting your Sales Team

- Inbound content marketing
- Blogs
- Postcards
- etc.



A Discovery Phase

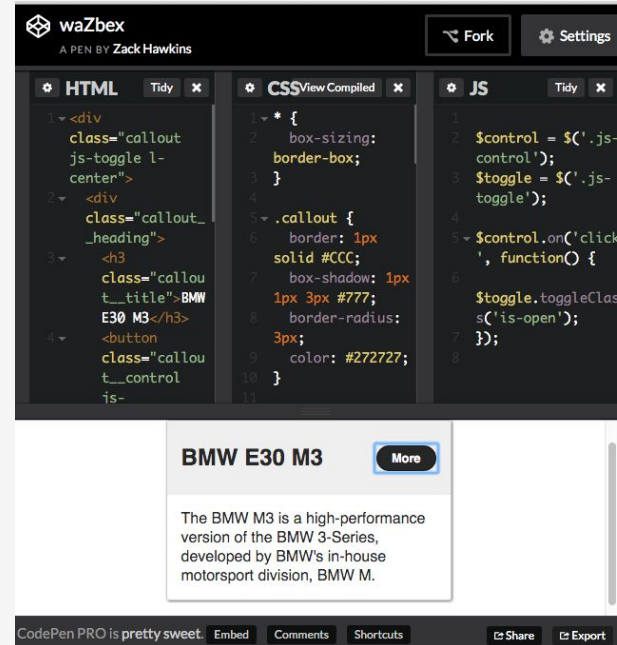
- Build a Functional Spec
- Functional Wireframes
- Greyboxing
- Designs



A Discovery Phase (con't)

Planning for Drupal Design

- Use Good Tools
- Use Component Driven Design
- SASS! SCSS! LESS! Use them.
- KSS Node (Knyle Style Sheets)
- Pick a consistent Drupal Design Style
- Don't forget to design the Editor UX!



The screenshot shows a CodePen editor with three panels: HTML, CSS, and JS. The HTML panel contains a callout box with a heading and a button. The CSS panel shows styles for the callout box, including border, box-shadow, and color. The JS panel shows a toggle function that toggles the callout box's visibility.

```
HTML:
1 <div
2   class="callout
3   js-toggle 1-
4   center">
5 <div
6   class="callout_
7   _heading">
8 <h3
9   class="callou
10  t_title">BMW
11  E30 M3</h3>
12 <button
13   class="callou
14   t_control
15   is-
```

```
CSS:
1 * {
2   box-sizing:
3   border-box;
4 }
5 .callout {
6   border: 1px
7   solid #CCC;
8   box-shadow: 1px
9   1px 3px #777;
10  border-radius:
11  3px;
12  color: #272727;
13 }
```

```
JS:
1 $control = $('js-
2 toggle');
3 $toggle = $('js-
4 toggle');
5 $control.on('click
6 ', function() {
7   $toggle.toggleClas
8   s('is-open');
9 });
```

54% +

Of Search Engine web traffic is on Mobile
“Mobilegeddon”

AMP

...but still research your target audience

Google est at -51%, AOL at 60%, Bing est at 51%, Yahoo est at 51%



Structure Your Team



<https://pixabay.com/en/kittens-cat-cat-puppy-rush-555822/>

Front-end Driven Development

Test-driven Development

Drupal 7 vs Drupal 8



Discovery Phase (con't)

Developer Onboarding

Get a standard list of questions:

- Why did the client choose us?
- What is the client looking to gain?
- What is the client's ideal delivery and presentation?
- Get the client's version of your user stories
- Build an onboarding checklist / readme.md for developers



<https://pixabay.com/en/paddle-explore-ocean-sky-water-689617/>



Build Accessibility into a website from the start



- HTML5 Elements + ARIA attributes
- Validate your HTML
- Semantic HTML > Div Soup
- Headings
- “skip to content link”
- Test!



Estimating Like a Boss

Internal vs External

Training

QA

Project Management



How Much Documentation is Enough?

Code /s Documentation

The Myths

- “Smart Person”
- “Job Security”

**“Less SOP’s
more EXE’s”**

Training VS Documentation

TMD Syndrome



What do I document?

Project Management
Organization
Onboarding
Code
Training



Developer Tools

- Issue Trackers & Organizers
- Git & Git Flow
- DrupalVM / Vagrant / Docker
- Tmux/Tmuxinator & IDE's
- Drush
- Dev / Stage / Prod workflow
- Semantic Versioning



Build a Drupal 7 / 8 Site Like a Pro



Top Drupal 7 Modules

Navbar (backported from D8)

Features

Backup & Migrate

Drush + drush make

Stage File Proxy

Admin Views

Views Bulk Operations

Entity Reference

Field Collection + Field Group

Media

Module Filter

Panels

Panelizer

Entity View Modes

Pathauto

Rules

Search API

Smart Trim

Views

Views RSS



Top Drupal 7 Modules (con't)

Webform

Feeds

Flag

Nodequeue

Global Redirect

Metatag

Redirect

Jquery Update

Redirect 403 to User Login

Entity API

File Entity

Libraries

Strongarm

Token



Best Practices

“**Premature Optimization** is the root of all evil”

~Donald Knuth



Best Practices

- Drupal Coding Standard
- drupal_static
- Code Quality
- Automated Code deploys
- Use a custom environment module -
<client>_environment



Best Practices (con't)

- Use automated compilers & builders
- Code Reviews! (again)
- Have a launch checklist!
- Use aggregation (AdvAgg module) on production sites



The Power of Retrospectives

Everyone should attend

Present a Post-Mortem

Have a moderator



Thank You!

Questions?

Special thanks to:
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@Mediacurrent



Mediacurrent.com



slideshare

slideshare.net/mediacurrent

