

EFFORT ESTIMATION WHILE BUILDING A DRUPAL WEBSITE



AGENDA



WHY ESTIMATE?

- Effort estimation is key to success or failure of an project.
- Software Projects are controlled by unsaid factors.
- They are:
 - Time for Implementation
 - Cost of Project
 - Time Sensitivity
 - Business Risks



WHAT IF???

- Underestimate:

- Pressure on Delivery
- End up loosing critical resources
- Frequent Escalations

- Overestimate

- Lack of Efficient utilization of resources
- Change request to be a burden for the client



ESTIMATION IN DRUPAL PROJECTS

- Estimation is **CRITICAL** in Drupal Projects
- Reason
- Depends on Type of Projects:
 - Turn Key Projects
 - Version Upgrade
 - Migration Projects
 - Redevelopment Projects



FACTORS FOR ESTIMATING A DRUPAL PROJECT

- Drupal Version
- Features
- Content Types
- Custom Module Development/Configuration
- Third Party Integration: OpenX
- Mashups (Zvents)
- AJAX/JQuery
- Themeing



FACTORS FOR ESTIMATING A DRUPAL PROJECT

- Special requests: Cross Browser testing in Safari/IE 7 – Advertising Specs
- Various Compliances such as XHTML/HTML 4.0 compliant
- Special Testing Requirements
- Documentation
- Site Performance/Optimization
- SEO Features



OTHER IMPORTANT FACTORS

- Environment Analysis
- Installation Time
- Project Discussion Time
- Project Management Time
- Change in Requests



ASSUMPTIONS

- Contributed Modules
- Layout/Graphical Assets
- Data Migration
- Third Party Integration
- Out of Scope Items
- Contingency Budget
- Inclusion of small change effects estimation
- Client Availability for project Discussion
- Access to all project related resources



CHALLENGES

- Interpreting Requirements
- Handling Change in Request
- Gap Analysis
- Architecting the solution – Content Type and categorization of content



RISK FACTORS

Always list Risk Factors

- Drupal security risks
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THANK YOU!!!



EXAMPLE SPECIFICATION

- a. Replica of site xyz.com
- b. site with specification docs, layout, and description of every element



SOME PARAMETERS FOR EFFORT ESTIMATION

- Installation
- Environment Setup
- Configuration of Drupal Modules
- Converting Layout to Theme
- Theming - count of unique elements viz. blocks, pages, etc.
- Site Architecture - Content Type & Classification
- Module Development
- SEO requirements
- Testing Effort
- Deployment
- Project Management
- Third Party Integration (api interaction and/or html integration)
- Data Migration
- Estimated Traffic Handelling
- Performance Tuning



