IDV Digital Guidelines

ESTABLISHED 2003

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I. General guidelines

Working Hours:
1. Weekends: Friday & Saturday.
2. Working Hours: 9:30 am to 6:00pm.

Holidays:
1. Staff are entitled to public holidays.
2. Annual leave is 21 days.
3. Annual leave for 1-2 days: request to be submitted for approval from supervisor at least 3 days earlier.
4. Annual leave for more than 3 days: request to be submitted for approval from supervisor at least 7 days earlier.
5. Sick leave: more than 2 days staff is required to present a doctor's note.

Reporting:
1. Staff reports to be submitted weekly end of each Thursday. If Thursday is offer then needs to be submitted on Wednesday.

Working during a weekend:
1. Should there be a need to work extra during the weekend, an email send to Tariq & Ali with the exact tasks required and why they need to be done during the weekend.

Communication:
1. Tasks: team members must communicate by email all accomplished projects / major task.
2. Phases/milestone: team members must communicate by email all accomplished phases/milestones.
3. When asked for feedback please make sure to reply with either a clear answer or a deadline.

ALL RULES MENTIONED ABOVE ARE SUBJECT TO WORK LOAD & MANAGEMENT INSTRUCTIONS.

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TIME MANAGEMENT

	URGENT	NOT URGENT
IMPORTANT	Crises Pressing problems Firefighting Major scrap & rework Deadline drive project	Prevention Production capability activities Relationship building Recognizing new opportunities Planning Re-creation
NOT IMPORTANT	Interruptions Some calls Some mail Some reports Some meetings Proximate pressing matters Popular activities Some scrap & rework	Trivia Busywork Some mail some phone calls Time wasters Pleasant activities

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Starting a project

Starting a project; the below must be available:

1. Pricing & signing offer/contract
    a. Price the project to be sent in an offer to the client unless we have fixed prices.
    b. Offer to be signed by the client and account manager to inform all team members (CEO, Financial Manager, Designers, Developers, Social media, Quality Assurance & IT).
    c. Project / tasks must be recorded on **Click Up**
2. Implementation
    d. Project brief.
    e. Sitemap/ strategy/ guidelines.
    f. Meeting to be arranged with all team members.
    g. In case of any development IT is to be informed in order to create a test link from day ONE.
    h. IT to send Quality Assurance the necessary credentials.
    i. All communication is through emails.
3. Delivery
    a. Projects are delivered on various stages accordingly, the client and accounting need to be informed to arrange for the necessary paper work.
    b. Do not use personal accounts for sending work to clients unless there is a problem with ours.
    c. File size, should not be Hi Res for the below reason:
        i. Large sized images take more time to be sent and received.
        ii. Since the client is still in the approval phase we should not send them semi-finished work so we could protect our interests.

Website Standards

MISSION: NOT TO RECREATE, ONLY DEVELOP WHAT IS NEW & BETTER

Developers & Designers

3. Dynamic sitemap.
4. Breadcrumbs.
5. Photo gallery categorized.
6. Images to have a title.
7. Home page
   a. Slider: Image, caption, button/link.
   b. Home page i.e Ads/Short cuts: image, brief, button/link.
   c. Home page Products icons/banners: read from inner pages.
8. Footer: all items are always clickable & separate content.
9. Careers is fixed as per our module.
10. All images for ALL the pages have sliders; in case there's not more than 1 image the slider arrows/paging disappear.
11. Social media links
12. Social media sharing on pages

Developers & Testers

1. **SEO:** title, keywords, description.
2. **Backend admin:** 2 admins; one for intodeve and the other for the client
3. **Clean URLS.**
4. **Editor**: All text to be in editor with Spell check
5. **Google Analytics code**
6. **Mention intodeve in the code**

Designers

1. Mentioning intodevelopment in the footer.
2. Design all templates to be as per the sitemap and delivered to the developer.

Account Managers

1. Response time to emails:
   a. First email within 30min from receiving it.
   b. Second email to within the same day to give a deadline
2. Project report analysis & costing is delivered once the project is finalized in order for Management to assess the project.

All Teams

1. **Project brief:** A meeting must be held to discuss each project that will be held once the project is signed and once the designers are done with ALL the templates.
2. **Team meeting:** all teams to discuss problems & solutions to be held mid of every month and a call memo has to be written and added to the server.
3. **Research time**: time shall be dedicated for reading and researching by all team members. Research topics shall be discussed prior agreed upon dates. Accordingly, after each research each team member is required to document, share
4. **General suggestions**: each team member has the write to suggest anything or call for a meeting to discuss a problem, a topic irrelevant and not associated with work.

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Communicating Comments, Requests & Bugs

The above will be communicated via email to the responsible parties based on the below timings unless there are exceptions that are approved by either the CEO or DOSM.

Hour	Action	Responsibility
11:00 am	Reply to all comments sent 05:00pm previous day	Developer / Designer
02:00 pm	Gather all comments, requests & bugs	Account Handler & QC
04:00 pm	Reply to all comments sent 02:00pm same day	Developer / Designer
05:00 pm	Gather all comments, requests & bugs	Account Handler & QC

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Standard Modules

Contact Us

- First Name
- Last Name
- Phone
- Email
- Subject
- Message
- Department (Optional)

News

- Title
- Brief
- Description
- News date

Careers

There are two types of Careers Module.

1. **Simple Career Form**
    - First Name
    - Last Name
    - Email
    - Address
    - Gender
    - Job
    - Mobile
    - CV (Upload file)
2. **Advanced Career System**
    - Departments
      Department name
      Department details
    - Careers
      Career title
      Career brief
      Career details
      Post date
    - Job Application
      First name
      Last name
      Email
      Mobile
      Address
      Gender
      Age

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Development Technology

1 Coding

1.1 Asp.net 4.5
1.2 SQL 2012
1.3 Visual studio 2013

2 Hosting

2.1 ASP.NET 4 or higher.
2.2 SQL Server 2008 or higher.

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Writing an Email

To: is the person you are sending the message to
Cc: people that either need to be informed with the message or trying to send an indirect message to them
BCC: people that you want them to read the message without the person in TO knowing so.
Subject: you must write Client Name – Subject - nothing or # of follow ups. Never send an email with the same exact subject, either add a number or change the number to the next up.
Message:

1. First sentence must be clear on what you are talking about
2. Explaining, analyzing, or commenting; avoid long sentences
3. What you want
4. Proof read and make sure that its clear
5. The purpose of the email is to always keep your client in line and clear on what is happening

When do you write an email?

You always need to send emails to your client to document all information related to delivering the project. Anything that might cause the smallest argument must be documented.

Color palette:

1. Blue: 006dff - 0 109 255
2. Black

Fonts:

1. Gibson light – for all communication
2. Garnett –
   a. Presentations, ads, anything that could turn to jpg, mp4 or ppt.
   b. Garnett black for all titles
   c. Garnett and Garnett light for other content.

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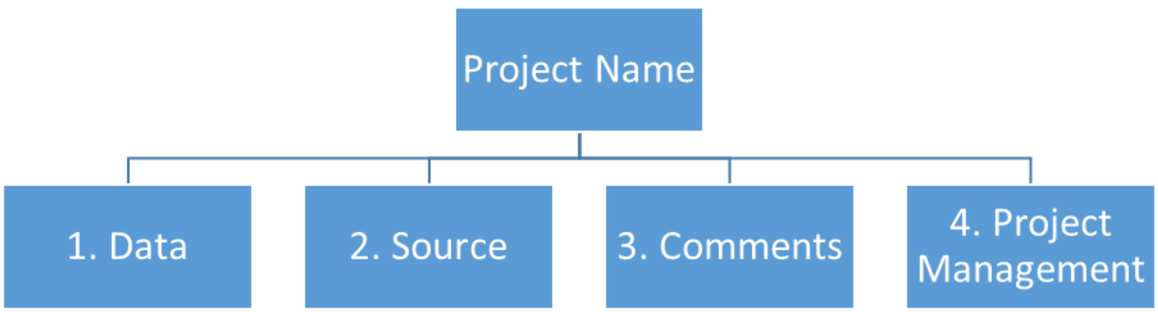
Filing

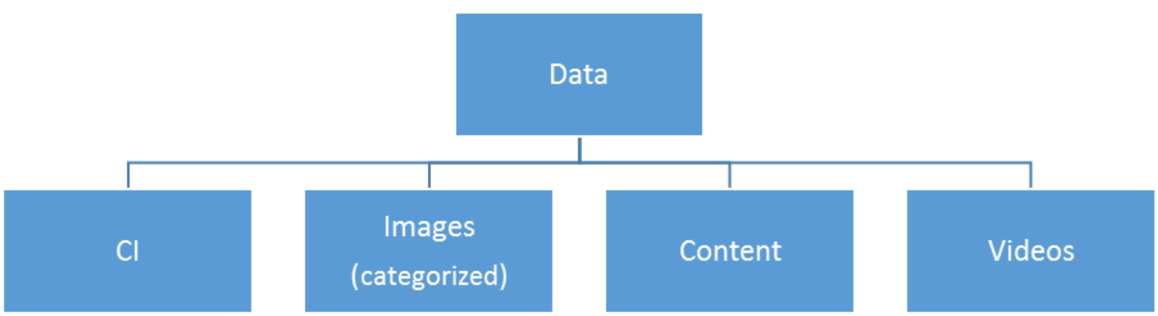
13. **THERE WILL BE NO PREVIEW FILE**
14. Project name to be written accurately
15. Folders to be Named accurately
16. **PSD file Naming:** page alias_ version #_ date (i.e. HP_V2_10 Oct 15)
17. **Alias list at below Glossary**
18. **JPG file naming:** will be the same as the PSD and will be saved in the same location
19. **Folder filing template:** \\SERVER\Files\Data\Project Name

First Step

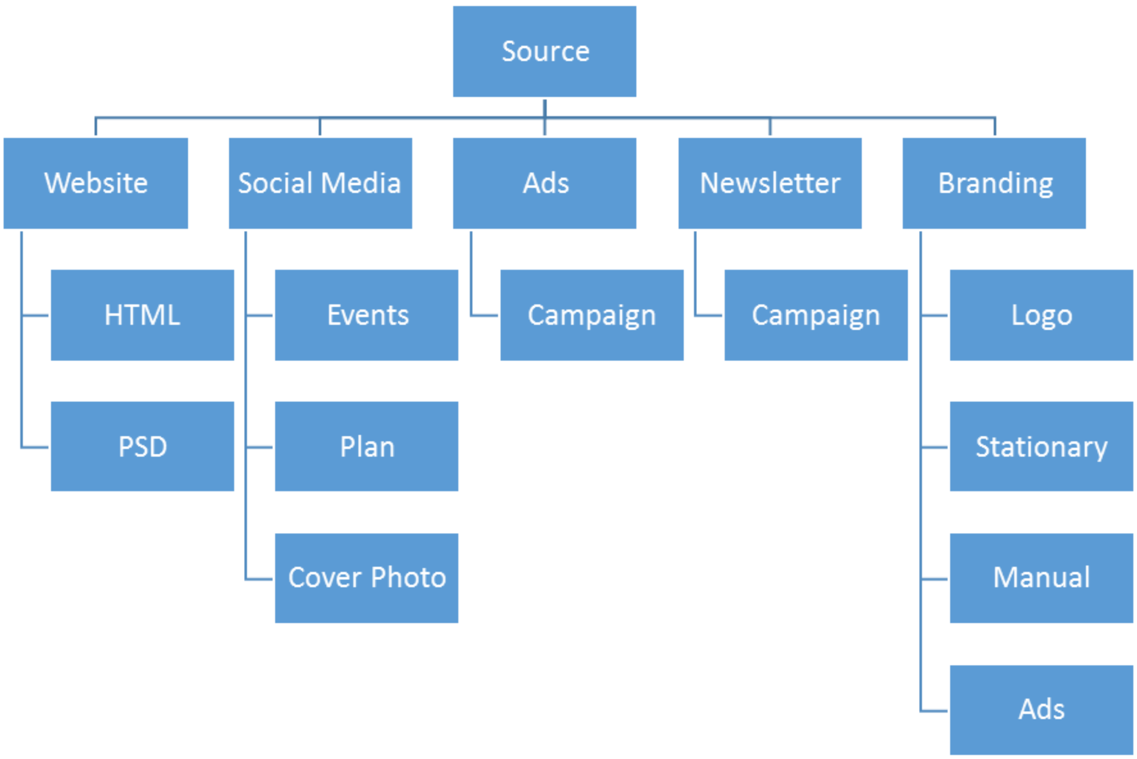


Any folder with **MULTIPLE FILES** must have a **FINAL FOLDER** for the approved designs.

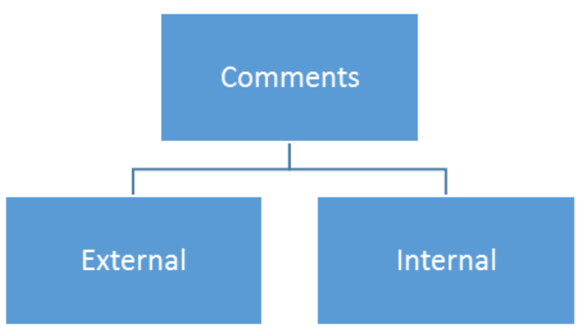
1. Data folder



2. Source



3. Comments



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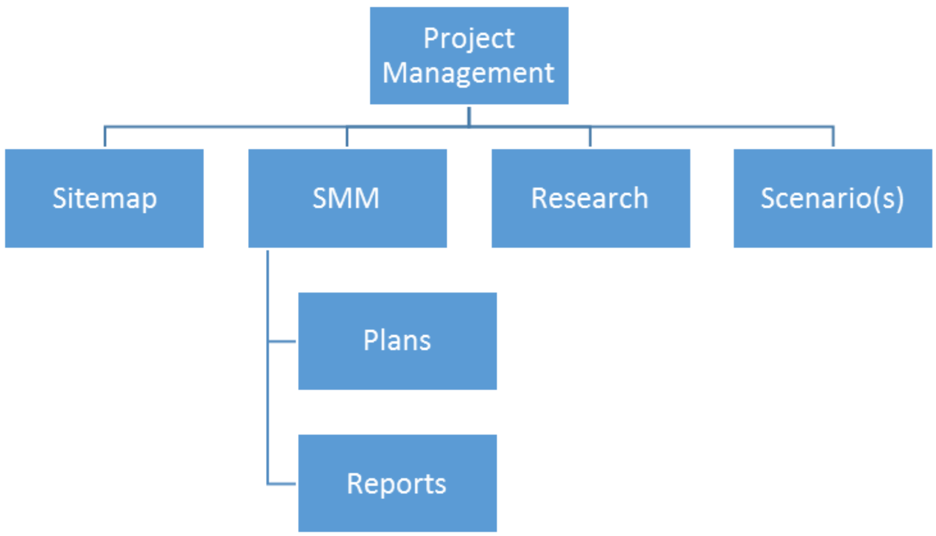
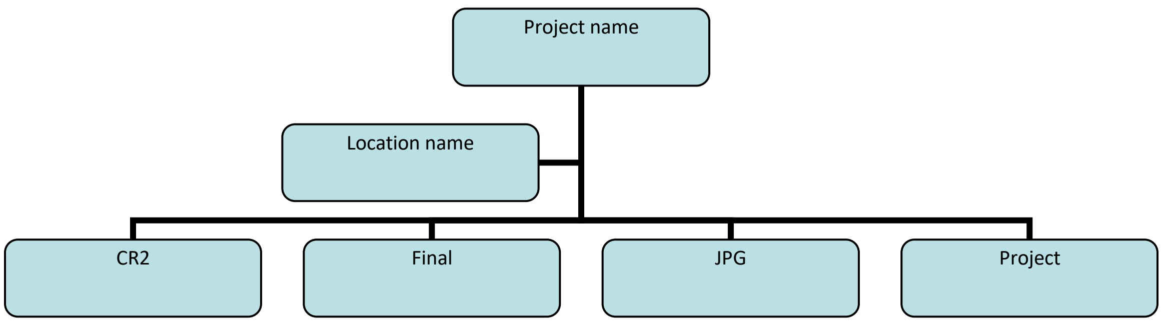
4. Project Management



Page name	Alias
Home page	**HP**
Contact us	**CU**
Careers	**CA**
Careers details	**CAD**
Photo gallery	**PG**
Products	**PS**
Products details	**PSD**
Services	**SS**
Services details	**SSD**
Video gallery	**VG**
News	**NS**
News details	**NSD**
Portfolio	**PT**
Portfolio details	**PTD**

1. Virtual Tours



Final folder should have the following formats:

1. Original TIFF
2. Edited TIFF
3. JPG Hi-Res
4. JPG for Facebook (size 6000x3000) including camera Richo details

Zoho
CRM

3 Account name

3.1 Is the name of the Company i.e. intodevelopment

4 Potential name

4.1 Is the name of the service that we are offering the company i.e. Website

5 Next step field:

5.1 If you've sent a profile

5.1.1 Reviewing profile
5.1.2 Trying to set a meeting
5.1.3 Sending quotation

5.2 If you've sent an offer

5.2.1 Offer sent
5.2.2 Offer follow up – would be written once you've followed up and still have no clear answer

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Zoho
Project management

6 Creating new project:

6.1 Naming a project: Client name – service – year

6.2 Each separate contract preferably should have a separate contract unless merged more than 1 contract in 1 project.

2. Grouping projects

2.1 Grouping will only be internal projects i.e. tripogle, semsar, intodevelopment, besocial, ..etc.