

On Tue, Jul 26, 2011 at 11:03 PM, Eoin <eoin.keary@owasp.org> wrote:
Kate, can we discuss this at next meeting? Rory can you attend also to deliver the proposal?

On 26 Jul 2011, at 19:15, Rory McCune <rory.mccune@owasp.org> wrote:

Hi Eoin,

Yep, for refs I've put the wording that went up to the last meeting below. Other key docs

- https://www.owasp.org/index.php/RFO_Web_Design - Current RFO. I'll be updating this based on conversations from the owasp-website list soon.

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https://docs.google.com/a/owasp.org/document/d/1WklBjETe1_I6_VtgrFIAUrJ815vOIZeLTZIn43u-idg/edit?authkey=CJSBz58H&hl=en_US - Proposal doc.

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https://docs.google.com/a/owasp.org/leaf?id=0B54cFgzmQkeqMzA2NjZmZjktNjJlZC00M2E3LWFhZTEtOWQxNjUwZjA1MjVm&authkey=CMS95_UG&hl=en_US - wireframe for homepage

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https://docs.google.com/a/owasp.org/document/d/1KD2jpwkKjwLcek7s3n2BxgA5NrQPuV8D6kDtU9CyDwI/edit?hl=en_US - discussion doc on potential layouts

Cheers

Rory

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Background

The OWASP Brochureware project is an initiative to produce a set of "marketing" pages to allow for key OWASP material to be laid out in a user-friendly and enable our customers to get this information easily. Whilst the wiki has proven to be a great resource for collaborative development, the complex structure of the site can leave new users confused about where to go to get the information they are interested in. The goal of the project is to have a series of templates which can be used by areas of OWASP, to create their own marketing pages which can be added in to this site.

Work to Date

So far the participants on the owasp-website mailing list has discussed the possible structure of the marketing pages, and a proposed structure and wireframe layouts have been agreed.

Next Steps

What's needed now is to engage the services of a professional design organisation to create proposals for the visual style of the pages.

Getting a good visual design will be key to the success of the project.

As such we will need funding to complete this design. At a ballpark estimate these costs will be between \$5000 and \$10000, however confirmation of this will only be possible once bids.

What's needed

Approval from the board for funding for the design elements of the project.

On Tue, Jul 26, 2011 at 12:10 PM, Eoin <eoin.keary@owasp.org> wrote:
Kate, Can this be put on the board agenda for discussion.

Rory, have you submitted a proposal with objectives, costs etc so we can work with something?

On 26 July 2011 11:06, Rory McCune <rory.mccune@owasp.org> wrote:
Hi Eoin,

The money is intended to fund the design work that'll be needed to create the page templates. In terms of the budget figure of \$5-10k that's a pure estimate based on recommendations from people with experience in quoting this kind of work. From my perspective I can try working with lower limits, would well be that we'll still get a decent result. Having an agreed limit is really the important part so we can avoid people quoting way over what's available...

Ideally I'm hoping that we can get it in under that amount and cost would be a factor in deciding who the successful bidder turns out to be.

One option that we've discussed on the website mailing list is using a service like 99designs. Looking at some of their case-studies it seems that prices can be a lot lower than that (~\$1000) but it's likely to extend the timelines a bit as we'll have more work to do on the selection process.

Cheers

Rory

On Tue, Jul 26, 2011 at 10:36 AM, Eoin <eoin.keary@owasp.org> wrote:
Hi Rory,
Can you give us a breakdown of what costs are envisaged?
I believe this is a great idea and is important for the OWASP "Brand".
you have my support but money is tight so.....

Eoin

On 26 July 2011 08:21, Rory McCune <rory.mccune@owasp.org> wrote:
Hi All,

On the funding side of things, I know that, unfortunately this topic didn't make it onto the last board call, so I was wondering what the timelines are looking at for this to be discussed/potentially approved?

At the moment I think we're at the point where we can't make much more progress without the getting the funding side of things in place, so it'd be good to get an idea of timelines for that, so we can plan appropriately.

Cheers

Rory

On Thu, Jul 7, 2011 at 8:49 PM, Rory McCune <rory.mccune@owasp.org> wrote:
Hi all,

Just to say if anyone needs any additional information on this to help move it forward, just drop me a line.

I've updated the RFO page that Jim started https://www.owasp.org/index.php/RFO_Web_Design here with some additional information and background documentation.

On the next steps and process, I'm obviously happy to go along with whatever the agreed path is, but I would echo Jason's comments that it'd be good to keep this process relatively lean so we can keep the momentum going.

Cheers

Rory

On Wed, Jul 6, 2011 at 12:10 AM, Jason Li <jason.li@owasp.org> wrote:
Tom,

Since Jim and I met with Rory at AppSecEU, he has displayed a remarkable amount of enthusiasm in moving forward with this initiative.

As someone who has previously tried many times to kickstart website improvement, I want to caution against adopting a bureaucratic policy on this initiative.

The RFP for the dedicated hosting of OWASP makes sense because it is a long term service that will be renewed for years to come. But realistically, that RFOQ has been a largely unsuccessful initiative. That RFP was created over 7 months ago and to date, we are still waiting on a hosting quotation to come through. In reality, the potential usage of Rackspace for hosting came through more because Matt pushed his contacts than because we held an RFP.

Likewise, hosting an RFP for project infrastructure, as the GPC did, made sense because again, it is a large investment in a long term service that will (hopefully) be used for years to come. But despite announcing the open RFP, the only proposals we actually received were from people we directly reached out to.

Contracting the simple design of a few static pages for the website is something that I anticipate is a relatively small expense, and not one that we will incur repeatedly. I would therefore advocate a very streamlined approach.

I suggest that Rory select a web designer - preferably one that he has either dealt with before or he is geographically close to as he will be leading the way on this initiative. Ideally, we can even create a very brief RFP period and encourage said designer to submit their resume, and proposed cost.

But I would suggest to the Board that we do not want to lose momentum by having a long drawn out RFP process for what is really a small, simple task.

-Jason

On Tue, Jul 5, 2011 at 5:49 PM, Tom Brennan <tomb@owasp.org> wrote:
Added to the next meeting agenda guys, July 11th - thank you in advance for the passion!

Like we did with hosting, we just need to have it be open:
https://www.owasp.org/index.php/RFO_and_hosting_information so feel free to create the page on the wiki to get started.

On Jul 5, 2011, at 5:24 PM, Jim Manico wrote:

- > Tom + Jeff,
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- > Rory (and I, and many others) would like OWASP to fund a professional
- > designer to build out major portions of the OWASP website.
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- > What can we do to secure this funding?
- >
- > Here is Rory's proposal. Can you point us in the right direction?
- >
- > ***
- >

> Background

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- > "marketing" pages to allow for key OWASP material to be laid out in a
- > user-friendly and enable our customers to get this information easily.
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- > development, the complex structure of the site can leave new users
- > confused about where to go to get the information they are interested
- > in. The goal of the project is to have a series of templates which can
- > be used by areas of OWASP, to create their own marketing pages which can
- > be added in to this site.

>

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> Next Steps

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- > organisation to create proposals for the visual style of the pages.
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> What's needed

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- > Approval from the board for funding for the design elements of the project.

Committees-chairs mailing list

Committees-chairs@lists.owasp.org

<https://lists.owasp.org/mailman/listinfo/committees-chairs>

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Eoin Keary

OWASP Global Board Member

OWASP Code Review Guide Lead Author

<https://twitter.com/EoinKeary>

<http://twitter.com/BCCRiskAdvisory>

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Eoin Keary
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