



venturemarketing®

909 potomac avenue
naperville il 60565
ph 630 355 6951
fx 630 364 1508

Using VM Basecamp

2006

Company: [REDACTED]

Contacts: [REDACTED]

VM Basecamp

Welcome to VM Basecamp. This is the intranet site where we'll post project updates, host discussions and upload files. This document provides a high-level overview of what you'll find in Basecamp. For a tour and more information, you may want to check out:

<http://basecampHQ.com/>

First thing

After you've read this document, please take a moment to add or edit your contact information and upload a photo. If you don't have a photo, as a placeholder, feel free to upload an image of your favorite celebrity or sports hero.

Organization

VM Basecamp is organized into the following sections:

- **Overview**—The Project Overview page lets you see what's late, what's due soon, what's just been posted or commented on, what's recently been finished, and when everyone who is involved in the project has last logged in. It's a one-stop-shop that gives you the high level details you need to know. Each project has its own project page.
- **Messages**—Messages are the foundation of Basecamp. Messages can announce project updates, show design reviews, ask questions, solicit feedback, and more. Messages appear in reverse chronological order so the latest information is always at the top of the screen. Messages can contain text or images and can be supplemented with specially called-out links to files and web sites. When you post a message, you have the option of notifying team members of your message or comment via an e-mail notification. Messages are HTML-friendly and *may be* formatted for readability (see last page for *simple formatting codes*).
- **To-Do**—Use the To-Do section to make sure all the little things get done. For example, a list might be titled "Bugs to fix on the home page" and include items with checkboxes like "Colored bar doesn't display on old browsers" or "Revise the welcome text" or "Try blue instead of purple." You can create as many lists as you want and each list can contain up to 1,000 items. If you want, you can assign a responsible party for the item. Completed items are automatically stamped with a date when they are checked off.
- **Milestones**—Basecamp lets us track important project milestones and note who is responsible for each one. Basecamp automatically categorizes milestones into late (shown in **red**), upcoming (shown in **yellow**) or completed (shown in **green**) milestones.
- **Writeboards**—Writeboards are sharable, web-based text documents that let you save every edit, roll back to any version, and easily compare changes. To share a Writeboard with someone else in this project, or to include a link to a Writeboard in a message, to-do item, or email, simply right-click the name of the Writeboard above the select the "Copy link" option. Then you can paste that URL into a message, to-do, email, or anywhere else you'd like.

- **Chat**—Campfire/Chat is a simple web-based group chat tool
- **Files**—Basecamp allows us to upload, share, and store files. When you upload a file through Basecamp, it is automatically linked for easy download inside the project. You can upload files on their own or attach them to messages (think email attachments).

Categories

We've created several general categories where messages and files may be filed. This makes for easy archiving and searching. We can create a custom category for our work with you at any time.

Assets

(RFP, proposal, specs, fonts, logos, style guides, etc.)

Brainstorms

(keep track of random ideas or interesting links)

Competition

(for keeping track of what the competition is up to)

Design ideas

(for design comps, sketches, or layouts)

Future features

(keep ideas for future versions of the project you're working on)

Meeting Notes

(post our meeting notes here)

Stock images


(keep all your stock image ideas in one place)

Strategy Documents

(post our strategy documents here)

Simple formatting codes

You can use simple, easy-to-write codes to format the text in your messages. Type the codes in your text and you will see the results after clicking Save. Here are some examples:

To get this effect...	Type this...
Bold phrase	*Bold phrase*
<i>Italic phrase</i>	_Italic phrase_
<u>Underline</u>	<u>Underline</u>
<ul style="list-style-type: none"> • Bulleted list • Bulleted list 	<ul style="list-style-type: none"> * Bulleted list * Bulleted list
<ol style="list-style-type: none"> 1. Numbered list 2. Numbered list 	<ol style="list-style-type: none"> # Numbered list # Numbered list
Indented block	> Indented block
Big header	h1. Big header
Normal header	h2. Normal header
Google	"Google":http://www.google.com
	<p>[UPDATE]</p> <p>(Note: When posting/editing a message, if you type [UPDATE] (in ALL CAPS and with brackets) in the body of a message or comment, it will be replaced by a little green "UPDATE" image)</p>