UX FOR CONTENT MANAGEMENT SYSTEMS

Dani Nordin, Bentley UXC/the zen kitchen

THE ZEN KITCHEN

Hi. I'm Dani.

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UX and Drupal trainer (General Assembly, O'Reilly, Skillsoft)

UX consultant for Drupal.org

Author, *Drupal for Designers* (O'Reilly, 2012)

Co-Organizer, Design 4 Drupal Camp Boston

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What happens when you put all your UX efforts towards end users, and ignore content creators?

Berklee
college of
music

ADMISSIONS   ACADEMICS   STUDENT LIFE   ABOUT US   EVENTS   ALUMNI   SUPPORT BERKLEE

Nashville Boot Camp

Over spring break, 120 students traveled to Nashville, Tennessee for an in-depth look at the industry from Music City pros and some Berklee alumni.

MORE →

1 2 3 4 5

Get started wherever you are.

Undergraduate Programs

Master's Degrees

Study Music Online

Summer Programs

Events   ALL EVENTS →

Battle of the Bands
April 11, 2014

Boston Rocks: Changing Kids' Lives Through Music
April 11, 2014

Buika
April 12, 2014

News   ALL NEWS →

Jimmy Page, Geri Allen, Valerie Simpson, Thara Memory to Receive Honorary Degrees

Berklee Awards Honorary Doctorate to Placido Domingo

Hexany Audio, Berklee-Bred Business, Blasts Off

State of Jazz Composition Symposium and Concert Series April 22-27

What's Happening   Berklee Beat   Learn with Berklee   Other Berklee Sites

Reorganized navigation and content for 98 departments.

| ADMISSIONS | ACADEMICS | STUDENT LIFE | ABOUT US | EVENTS | ALUMNI | SUPPORT BERKLEE |

Student Services

- Registrar's Office
- Bursar's Office
- Financial Aid Office
- Scholarship Office
- Student Employment Office
- Housing Services
- Student Health Insurance
- Graduation Planning
- Berklee Bookstore
- Online Registration Manual
- Student Policy Handbook

Student Support

- Office of Student Success
- Counseling and Advising Center
- Peer Advising
- International Advising
- Learning Center
- Library/Media Center
- Writing Center
- Parent Office
- Office for Diversity and Inclusion
- Community Standards

Career Support

- Careers in Music
- Career Development Center
- Office of Experiential Learning
- Jobs and Gigs

Student Activities

- Student Clubs
- Student Government
- Student-Run Enterprises
- LiveWell/Fitness
- Boston's Gigging Scene

Reorganize permissions so students, faculty and staff could log into the site

Completely reorganize how departments are presented, including both public and internal content

Set up an internal Announcements model that allowed users to subscribe to specific announcement categories

Rearchitect the archives of the alumni magazine, *Berklee Today*, from the ground up

Redesign the internal faculty/staff directory, using data from user profiles

8 months

3 months of meetings

98 departments around the college

Constant feedback and iteration cycles

Deliverables

30+ pages of site maps

Axure prototypes for 6 new features

Content models for 3 new areas

6 Training videos

60+ pages of training documentation

4-6 training sessions for content managers

How does a content management system impact the UX process?

UX for content management systems

- Team dynamics are important, but messy
- Projects can represent a huge effort among a lot of people
- Involves increasingly complex content and interaction patterns
- End users are just the tip of the iceberg
  - Content creators
  - Department managers
  - Permissions need to be managed carefully

A PROCESS

...and some perspective

Identify the users and the stakeholders

- What is the *goal of the project*? How does it relate to the business priorities?

- Who will be *using this site*?

- Who will be *maintaining the content*? How are they feeling about the change?

- What safeguards/permissions need to be built into the system so that content managers can't break things?

Stakeholder Meetings

Functional Priorities

High priority   Medium priority   Low priority   Question priority   Not applicable   Requires account setup

Anonymous   Prospect   Customer

Task	Anon/ NTF	Potential Traveler	Single Traveler	Group Leader	Booked/ BND	Past Traveler	Site Editor
Access information about Vantage							
Learn about becoming a group leader	🟡			🟢	🟡		
Learn about single traveler matching program	🟡		🟢		🟡		
Learn about traveling with Vantage	🟡	🟡	🟡	🟡			
Search for trips	🟢	🟢	🟢	🟢	🟡	🟢	
View specific trips	🟢	🟢	🟢	🟢	🟡	🟢	
View trip accommodations	🟢	🟢			🟢		
View trip itinerary	🟢	🟢			🟢		
View trip pricing	🟢	🟢	🟢	🟢			
View trip departures	🟢	🟢	🟢	🟢	🟢		
Access Vantage contact information	🟢	🟢	🟢	🟢	🟢		
Create an account on the site	🟢						
Bookmark trips/Add to "wish list"	🟢	🟢	🟢	🟢	🟡	🟢	

Personas

Maria Medic

Characteristics
- Works in urgent care
- has to check in 10-60 ppl an hr.
- Most clients are sick or angry
- doesn't get breaks

Pain Points/Needs
- System is clunky & painful
- How to triage effectively? + QUICKLY?

Possible Features?
- Auto complete/suggest?
- Tablet-based checkin?
- Scan cards?

Evaluate the content

- Where is it coming from?

- What needs to be updated or deleted?

- What formatting needs exist?
  - File uploads?
  - Image uploads?
  - Music or video files?

- *Who is responsible for getting it into the system?*

- *Who will be maintaining it?*

Site Maps

Also of Interest	Alumni	Berklee Alerts	BERKLEEMOBILE	Boston Redevelopment Authority Task Force	BPC	Calendars/Dates	Career Development Center	Careers in Music

Also of Interest
- Playing it Safe (PDF)
- Berkleemusic Online Extension School Courses
- Pay Your Summer Programs Tuition Online

Alumni
- Jobs
- Alumni Directory
- Giving to Berklee
- Sounds of Berklee Podcast
- Alumni FAQ
- Air Alumni on the BIRN
- Alumni Gmail
- Berklee Breaks Ground for 16-Story Tower
- FUSION Magazine
- Insurance Information for Alumni Under 26
- Alumni Admissions Representatives
- Alumni Passes

Berklee Alerts
- Where to Look
- Who to Call

BERKLEEMOBILE
- Download

Boston Redevelopment Authority Task Force
- Members
- Related Links
- About Berklee
- Berklee 2015
- Community and Governmental Affairs
- Institutional Master Plan and Project Notification Form
- Institutional Master Plan Notification Form
- Meeting Schedule and Materials
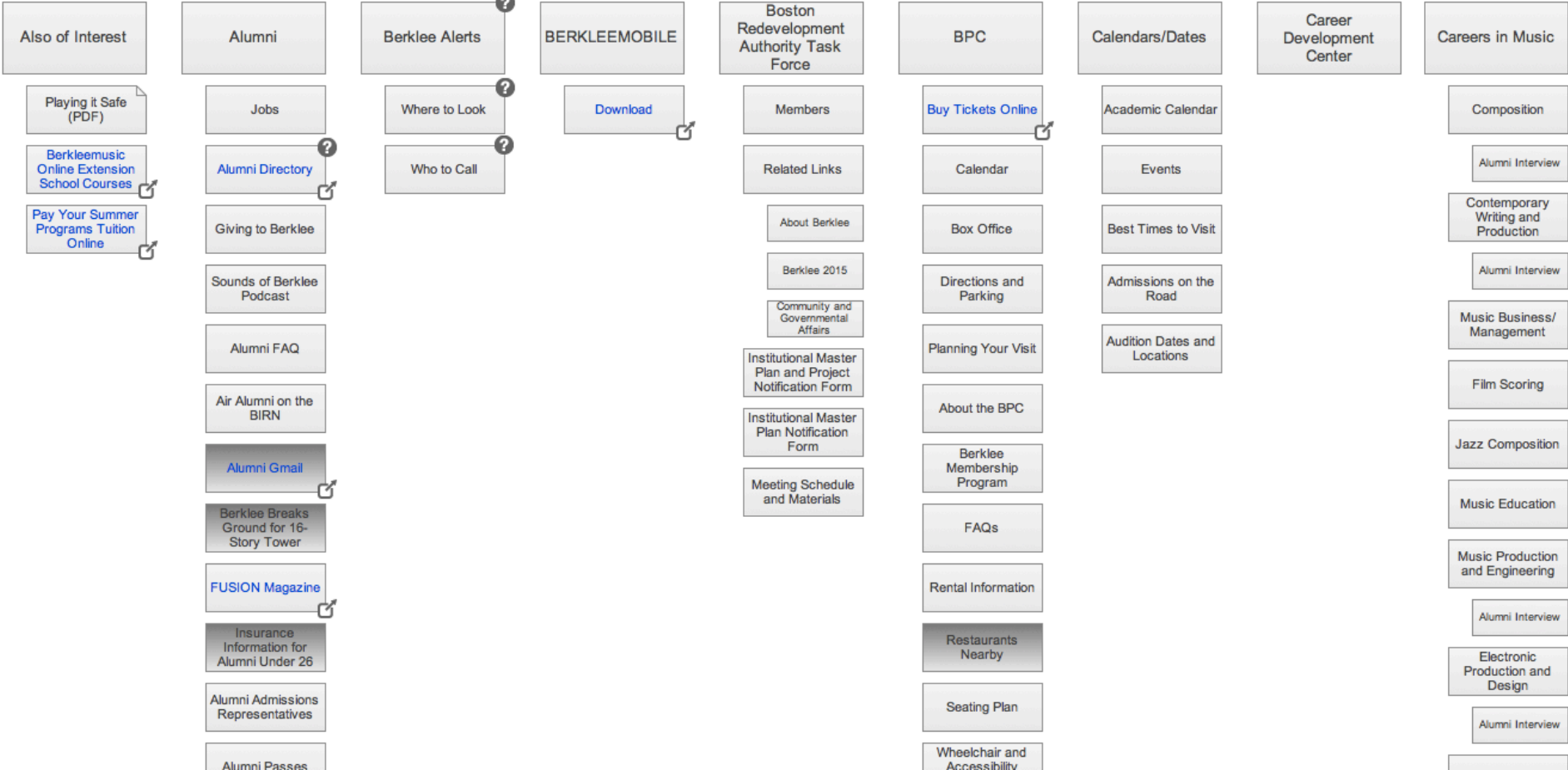
BPC
- Buy Tickets Online
- Calendar
- Box Office
- Directions and Parking
- Planning Your Visit
- About the BPC
- Berklee Membership Program
- FAQs
- Rental Information
- Restaurants Nearby
- Seating Plan
- Wheelchair and Accessibility

Calendars/Dates
- Academic Calendar
- Events
- Best Times to Visit
- Admissions on the Road
- Audition Dates and Locations

Careers in Music
- Composition
- Alumni Interview
- Contemporary Writing and Production
- Alumni Interview
- Music Business/Management
- Film Scoring
- Jazz Composition
- Music Education
- Music Production and Engineering
- Alumni Interview
- Electronic Production and Design
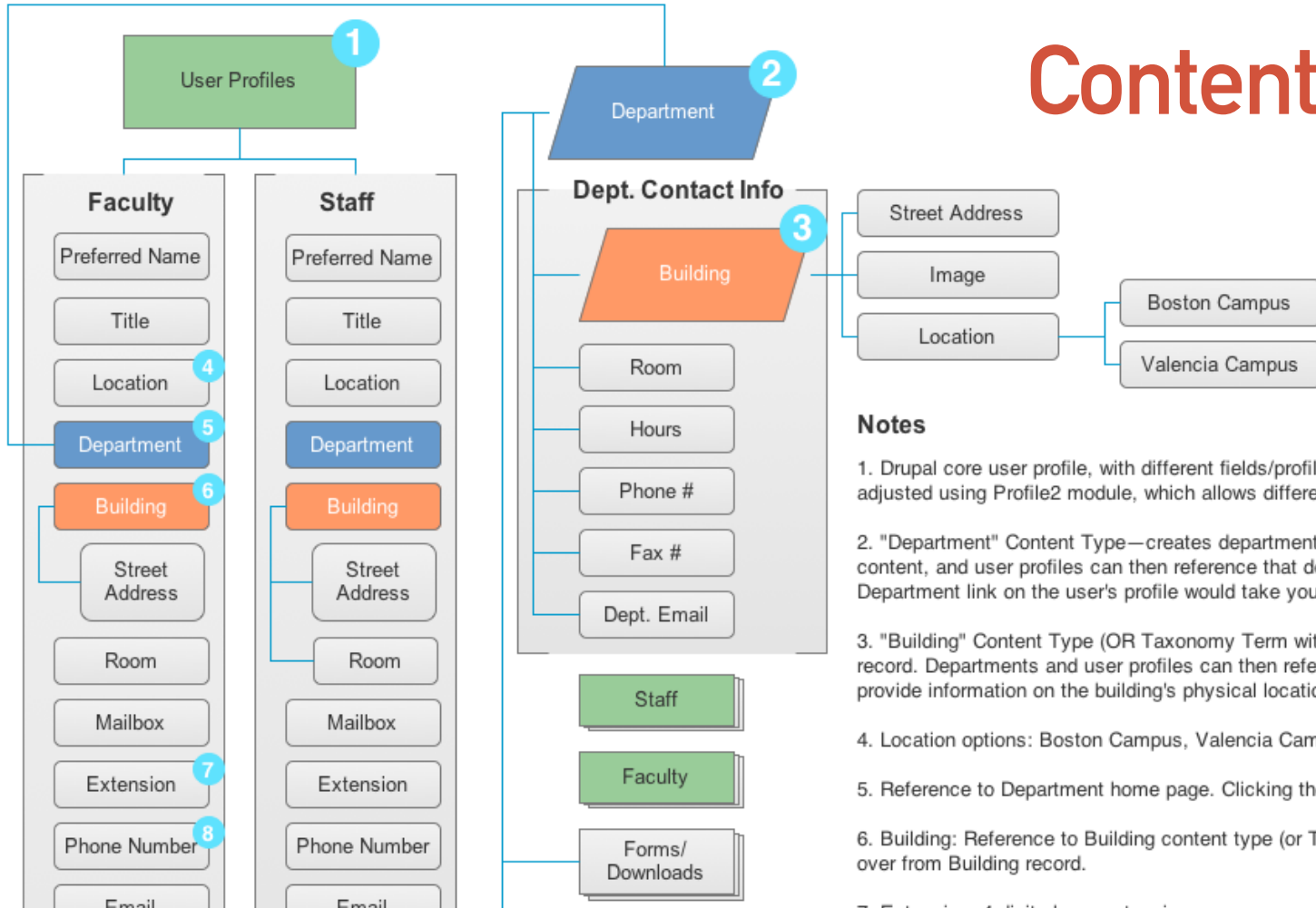- Alumni Interview

Stakeholder Meetings

Image credit: http://www.wallpapermania.eu/wallpaper/star-wars-fight-between-darth-vader-and-jedi

Establish your content types

- Identify commonalities in the content
  - Blog posts
  - Announcements or News Items
  - Events
  - Staff Pages
  - Policies or Handbooks?
  - Forms?
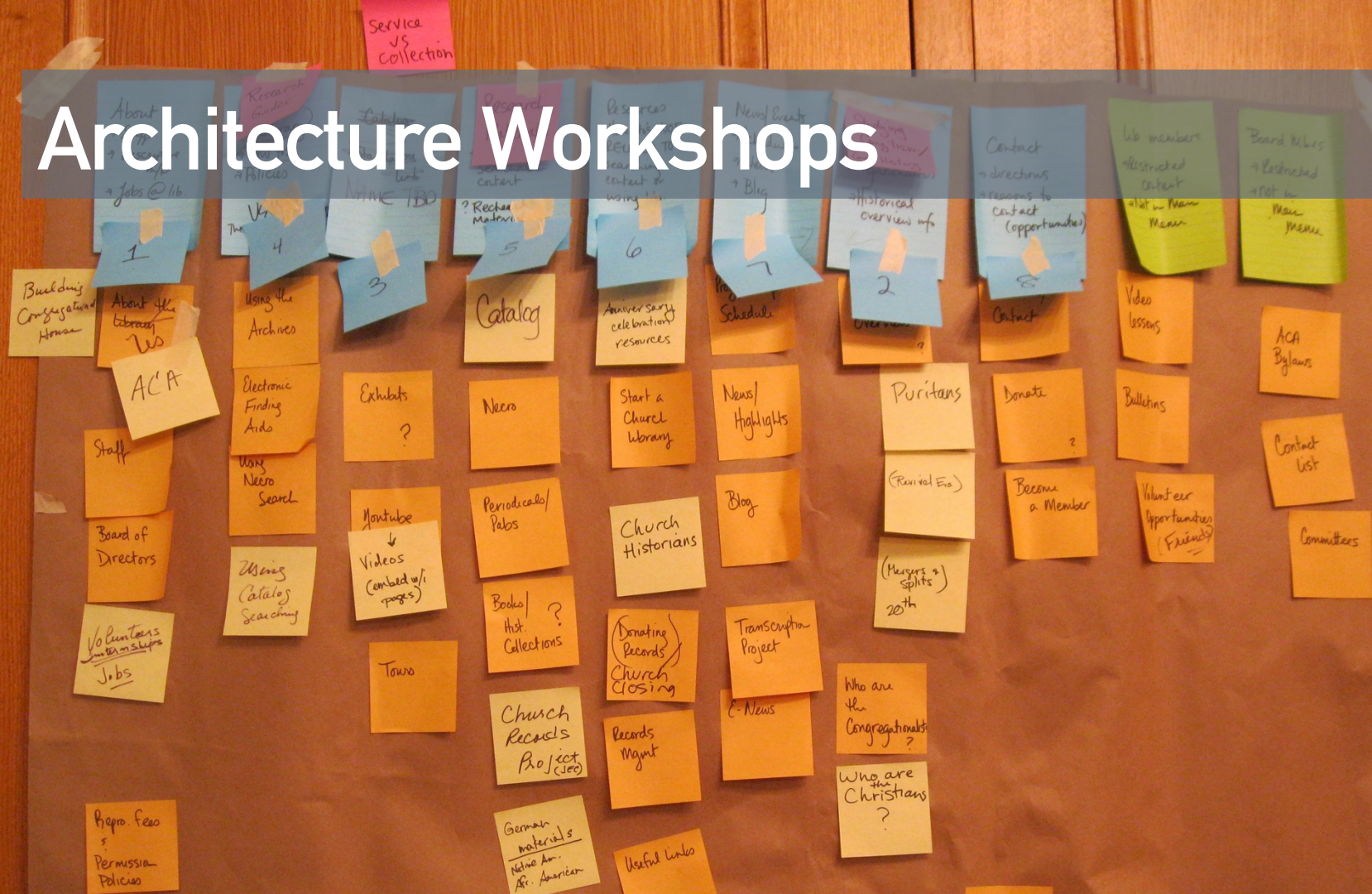- Each will have its own needs for formatting and display

Content Models

User Profiles ①

Faculty
- Preferred Name
- Title
- Location ④
- Department ⑤
- Building ⑥
  - Street Address
- Room
- Mailbox
- Extension ⑦
- Phone Number ⑧
- Email

Staff
- Preferred Name
- Title
- Location
- Department
- Building
  - Street Address
- Room
- Mailbox
- Extension
- Phone Number
- Email

Department ②

Dept. Contact Info
- Building ③
- Room
- Hours
- Phone #
- Fax #
- Dept. Email

- Staff
- Faculty
- Forms/ Downloads

- Street Address
- Image
- Location
  - Boston Campus
  - Valencia Campus

Notes

1. Drupal core user profile, with different fields/profile types based on user role (can be adjusted using Profile2 module, which allows different profile types)

2. "Department" Content Type—creates department home page. Other pages, types of content, and user profiles can then reference that department home page—thus clicking the Department link on the user's profile would take you to the Department home page.

3. "Building" Content Type (OR Taxonomy Term with additional fields)—creates building record. Departments and user profiles can then reference the building home page, which can provide information on the building's physical location (map, mailing address, etc.)

4. Location options: Boston Campus, Valencia Campus, Online

5. Reference to Department home page. Clicking the link takes user to that department.

6. Building: Reference to Building content type (or Taxonomy Term). Street address is pulled over from Building record.

Architecture Workshops

Start prototyping

- Working in Axure helps establish patterns and priorities *before code gets written*

- Annotating as you go gives developers something to work from, and avoids miscommunication

- Breaking down work into functional "chunks" allows you to focus on one piece while the developers are working on another piece.

Prototypes

Berklee
college of
music

Student Dashboard

ACADEMICS | STUDENT LIFE | CAMPUS SERVICES | ABOUT US | EVENTS

Header Image

ACADEMICS / DEPARTMENTS / DIVISION OF PROFESSIONAL PERFORMANCE / BASS DEPARTMENT /

Bass Department

Studying Bass at Berklee `5`
Learning and Performance Facilities `6`
Unique Learning Opportunities `7`
Performance Majors 🔑 `8`
Courses `1`
Syllabi 🔑
Proficiency Materials 🔑 `9`
Faculty `2`
Proficiency Requirements `3`
Summer Programs `4`
Important Dates 🔑

🔑 = Logged In Only

Bass Department
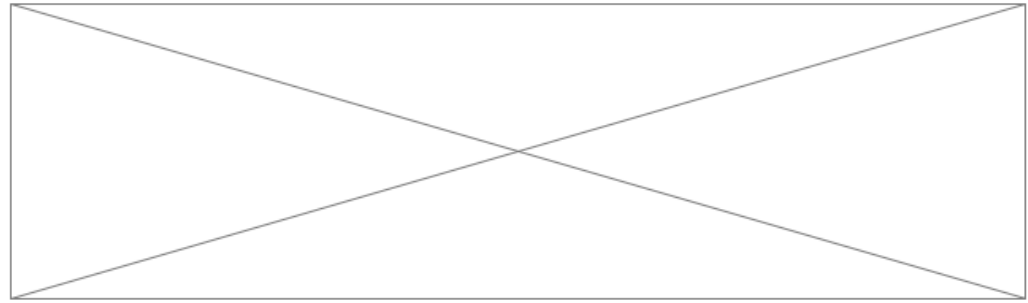
*You are logged in as **[STUDENT]**. Please look to the menu on the left for additional private information related to this department.*

Many of today's most successful bass players began their careers at Berklee—such as Esperanza Spalding, Jeff Andrews, Victor Bailey, Jeff Berlin, Dwayne Burno, Ira Coleman, Lincoln Goines, Abraham Laboriel, Sr., Michael Manring, Wayne Pedziwater, and Neil Stubenhaus.

They came to Berklee because of who we are: the world's largest independent music school and the premier institution for the study of today's music.

Steve Bailey
Bass Department Chair
Bio
Contact Form

Contact Us

Bass Department
Street Address
Room #

Architecture Workshops
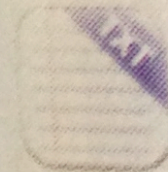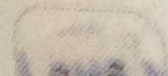
Understand the political implications

- Your team is building the system, but *other people have to maintain this content*.

- Redesigns signal a large change in the organization

- You're often asking departments to put in a lot of extra work to migrate content and learn new software.

Content Manager Training

CMS TRANSITION TRAINING

Digital Strategy and Development
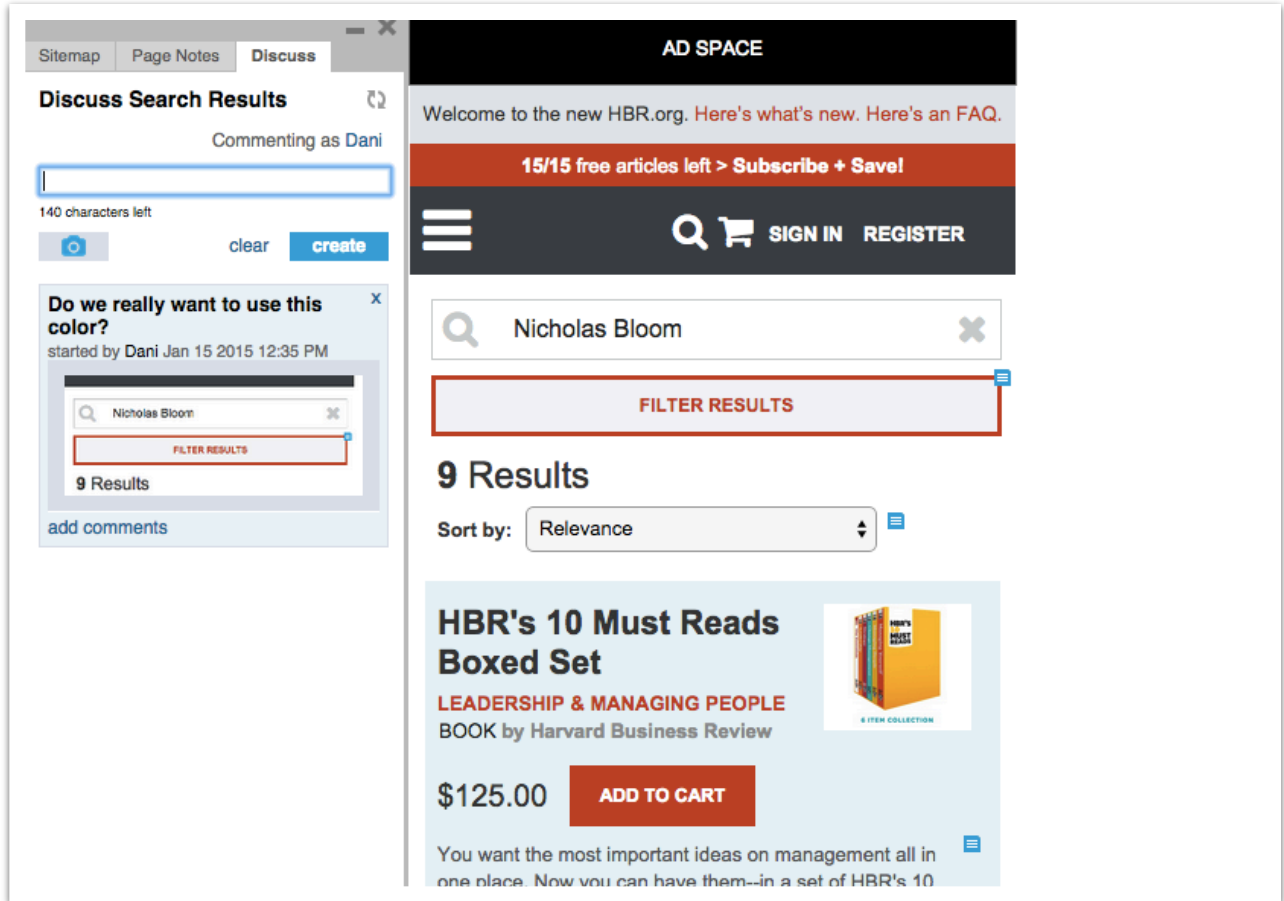
Stakeholder Meetings

Image credit: flickr user hand-nor-glove

UX TOOLS FOR CONTENT MANAGEMENT SYSTEMS

Axure Prototypes

- Interaction, not just visual design
- Annotations help you communicate with developers
- Discuss prototype with remote stakeholders
- MOBILE FIRST!!!!

Content Models

- Helps communicate structure of content to developers
- Serves as a discussion point
- Can be done alongside prototype in same file

Proto-Persona

- Adds a "face" and set of needs to user stories
- Can be done quickly
- Great for prioritizing feature requests and getting agreement in meetings
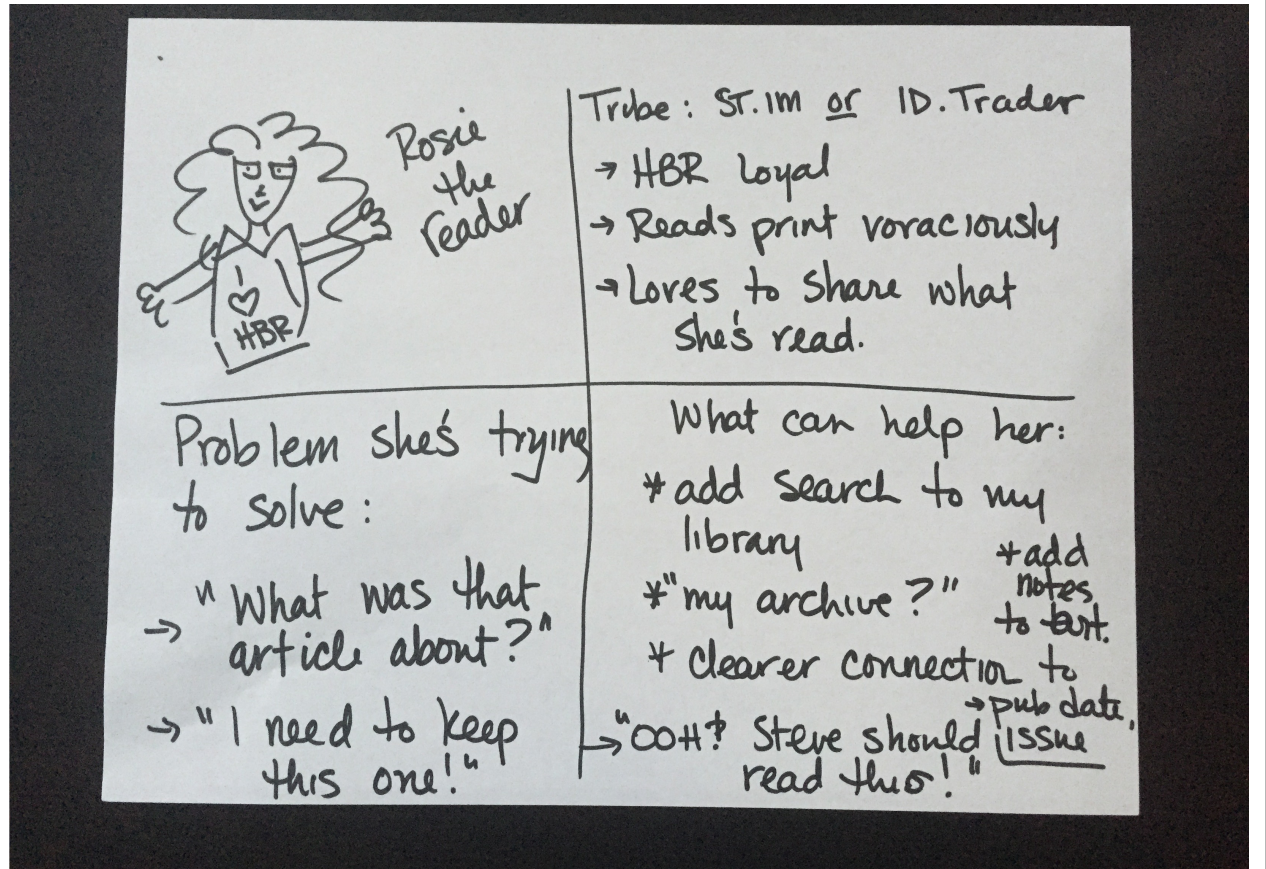
Cores and Paths Model

- Helps bring clarity to content conversations
- Gets stakeholders to think past "pages" and towards "Pieces and Types of Content"

INWARD PATHS
Ensure findability for the user

CORE
Creates value for users and for the business

OUTWARD PATHS
Bring ROI to the business

External search
Internal search
Navigation
Internal teaser
Link from wish list
Newsletter
Email
Link from website

Add to Cart (new)
Add to wish list
Buy used
"Like" this book
Read Kindle edition
Rate this book
Related products
Sell this item

http://boxesandarrows.com/designing-screens-using-cores-and-paths/

Front-End Style Guides

- Create design systems, not "screens"
- Makes front-end and prototyping more efficient
- Communicates design and UX vision to stakeholders
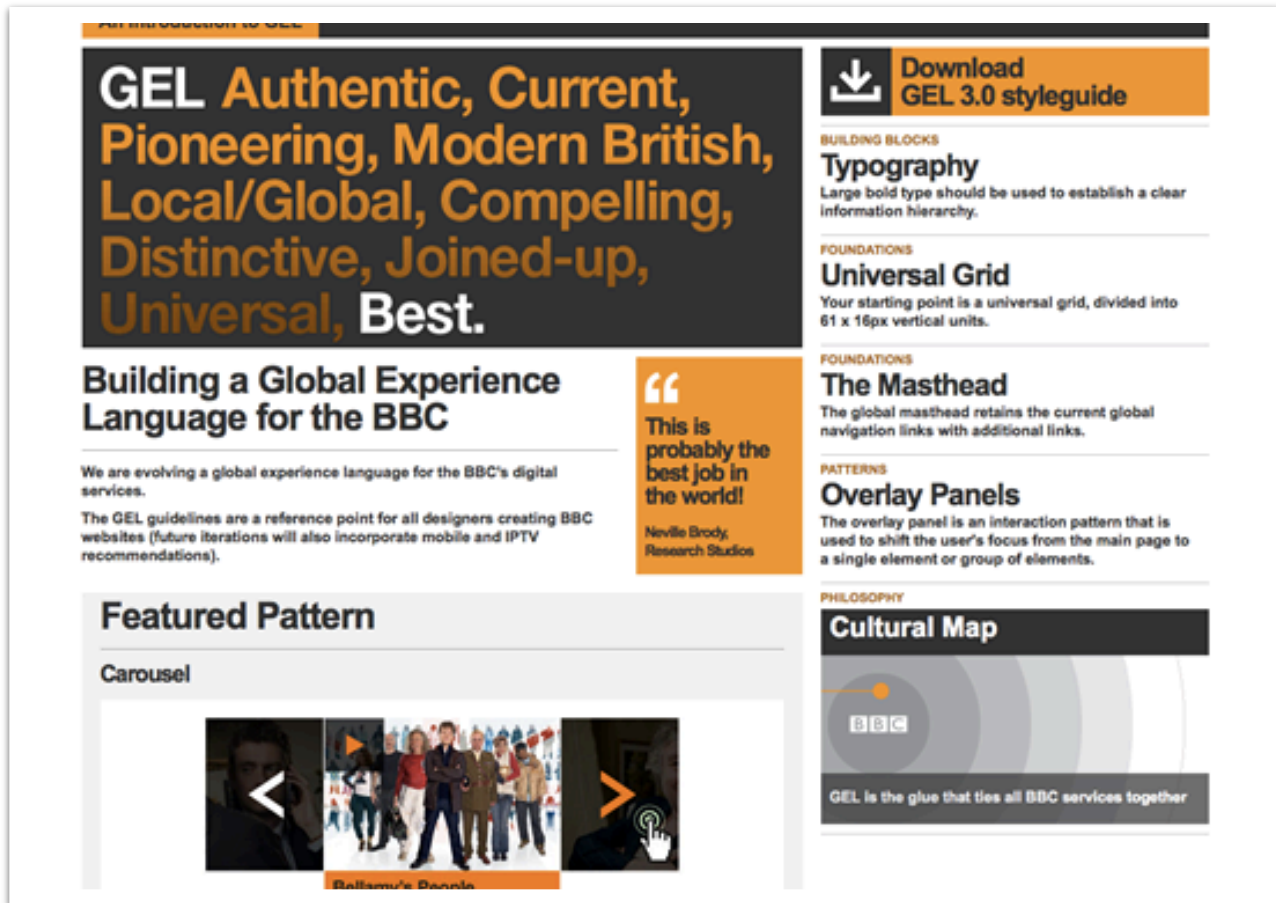
Brownies and/or cheese plates

Builds camaraderie
Makes meetings suck less

http://www.bonappetit.com/recipe/cocoa-brownies

User Experience is not the work of one person … it's the work of everyone in the business.