Designing with Content Management Systems
It’s all design!
Lullabot
Evaluation
Research & Strategy
Exploration
Implementation
CMS 101
1. Page Types
2. Component Types
3. Content Types
4. User Types
Types of things
The snow burst through the trees with no warning but a last-second whoosh of sound, a two-story wall of white and Chris Rudolph’s piercing cry: “Avalanche! Elysium!”

The very thing the 35 skiers and snowboarders had sought — fresh, soft snow — instantly became the enemy. Somewhere above, a pristine meadow cracked in the shape of a lightning bolt, slicing a slab nearly 200 feet across and 3 feet deep. Gravity did the rest.

Snow shattered and spilled down the slope. Within seconds, the avalanche was the size of more than a thousand cars barreling down the mountains and weighed millions of pounds. Moving about 70 miles per hour, it crashed through the sturdy old-growth trees, snapping their limbs and shoveling bark from their trunks.

The avalanche, in Washington’s Cascades in February, slid past some trees and rocks, like a glacier, and melted in the hot summer sun. It is, in its own way, beautiful to watch, but also brutal and unpredictable. The avalanche is a reminder of the power of nature and the fragility of our existence.
De-coupling your CMS
CMS vs. DPS
Evaluation
Need: 

The company is a gas station, convenience store chain (similar to a 7-11 or Circle K) that operates in the Northeast. They are a multi-billion dollar business in the process of transforming themselves. 5 years ago they began a very aggressive campaign to remodel their stores, upgrade equipment, demolish and rebuild their properties. They have 544 stores and are about a third of the way through before they're all fully remodeled. Results of the remodel are night and day better, with better customer experience and revenue. As part of these remodels, there's more of a focus on food service and food offerings. Industry-wide tobacco is declining and cars are getting more fuel efficient so they are making food and coffee more of a focus to earn their profits.

Similar to them remodeling their stores, the website is time to be rebuilt. It's not even on a CMS. The last major redesign was in 2009, and they are in desperate need of an overhaul. The key areas of opportunity on the site they see are:

- Home page
- Content management system that allows them to do the simple straightforward changes, like posting new images and copy.
- They have a huge private label program, branded chips and chocolate. Product info is buried.
- Add tabs to talk about and highlight the store design.
- Coffee is a big effort for them. Want to be known as a place to grab coffee on the way to work.
- SmartPay, use your phone or link it to your card to pay for gas and get a 10cent discount (also saves on credit card fees).
- Company information, philanthropy. Store locator update.
- Mobile-friendly. Right now they have a separate web and mobile site.

Authority: who is their marketing and advertising director, and responsible for all of marketing communications. who is retail marketing manager, who is IT director and who is PM for Gulf Oil.

Time: Start in October, launch in March.

Money: I said our projects start around $250k to verify if we're in the same realm, and they seemed a little squirmish but said that we're in the right ballpark. It's unclear if they consider that to include implementation as well. Either way, they are not a cash-strapped company.

Next steps: Their RFP documentation is attached. They want to invite a handful of companies to do a mini project of a design treatment for their SmartPay. It's critical that the process be complete and initiated by October with a final proposal.

Note: SAP is not a viable option for us in this instance.
Integrating Design + Dev
UX & Design

Development
DESIRABILITY  

VIABILITY  

FEASIBILITY
A Redesigned Experience for the Biggest Night in Music
Research & Strategy
Insights
Space
Some is better than none.
51 Company Employees INTERVIEWED

21+ Hours Invested INTERVIEWING

15+ Depts./Disciplines REPRESENTED
1. Page & Component Types
   PRESENTATION MODEL

2. Content Types
   CONTENT MODEL

3. User Types
   PERSONAS
Content Model
1. Types of content your project needs
2. Discrete attributes that make up each
3. Relationships between them
<table>
<thead>
<tr>
<th><strong>Assets</strong></th>
<th><strong>Structure</strong></th>
<th><strong>Presentation</strong></th>
<th><strong>Microcontent</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Editorial or User content; should be usable across all platforms and devices.</strong></td>
<td><strong>Used to group and organize assets. Used to retrieve collections of assets for other platforms, devices.</strong></td>
<td><strong>Ephemeral content driven by web design, can’t be accessed from other platforms or devices</strong></td>
<td><strong>A weird middle ground between assets and presentation types</strong></td>
</tr>
<tr>
<td>Article</td>
<td>Issue</td>
<td>Package (p2)</td>
<td>Quote</td>
</tr>
<tr>
<td>Title</td>
<td>Name</td>
<td>Permalink</td>
<td>Promoted link</td>
</tr>
<tr>
<td>Body text w/summary</td>
<td>Primary image</td>
<td>Duplicate of Article</td>
<td>Link</td>
</tr>
<tr>
<td>Short title</td>
<td>Descriptive text</td>
<td>Header image</td>
<td>Social Quote</td>
</tr>
<tr>
<td>SEO Slug</td>
<td>Issue</td>
<td>Footer image</td>
<td>Timeline</td>
</tr>
<tr>
<td>Short summary</td>
<td>Sub-Issue</td>
<td>Sponsor name</td>
<td>(p2)</td>
</tr>
<tr>
<td>Excerpt</td>
<td>Show Brand</td>
<td>Bio image</td>
<td><strong>Action Box</strong></td>
</tr>
<tr>
<td>Teaser image</td>
<td>Show</td>
<td>Expire date</td>
<td>Comment</td>
</tr>
<tr>
<td>Primary image</td>
<td>Issue</td>
<td>Link</td>
<td><strong>Social Quote</strong></td>
</tr>
<tr>
<td>Primary video (?)</td>
<td>Show</td>
<td><strong>(p2)</strong></td>
<td><strong>Simple Page</strong></td>
</tr>
<tr>
<td>Source links</td>
<td>Timeline</td>
<td><strong>(p2)</strong></td>
<td>Short title</td>
</tr>
<tr>
<td>Publish date</td>
<td>Ad tags</td>
<td>Native Ad (?)</td>
<td><strong>Video media reference</strong></td>
</tr>
<tr>
<td>Emphasis</td>
<td>Sponsor name</td>
<td>Duplicate of Article</td>
<td>Show</td>
</tr>
<tr>
<td>Authors</td>
<td>Show</td>
<td>Sponsor logo</td>
<td>Issue</td>
</tr>
<tr>
<td>Sub-Issue</td>
<td>Person</td>
<td><strong>(person, etc)</strong></td>
<td>Person</td>
</tr>
<tr>
<td>Topic</td>
<td>Bio image</td>
<td>Issue</td>
<td>Show</td>
</tr>
<tr>
<td>Issue</td>
<td>Timeline</td>
<td><strong>Image (src, title, alt)</strong></td>
<td>Package</td>
</tr>
<tr>
<td>Name</td>
<td>Ad metadata</td>
<td>Issue/Subissue/Topic</td>
<td><strong>Show Brand</strong></td>
</tr>
<tr>
<td>Primary image</td>
<td>Start Date</td>
<td>Person</td>
<td><strong>Short title</strong></td>
</tr>
<tr>
<td>Descriptive text</td>
<td>End Date</td>
<td>Show</td>
<td><strong>Short summary</strong></td>
</tr>
<tr>
<td>Sub-Issue</td>
<td>Issue/Subissue/Topic</td>
<td>Show</td>
<td><strong>Show</strong></td>
</tr>
<tr>
<td>Name</td>
<td>Issue</td>
<td>Person</td>
<td><strong>Show</strong></td>
</tr>
<tr>
<td>Issue</td>
<td>Show</td>
<td>Show</td>
<td><strong>Show</strong></td>
</tr>
<tr>
<td>Show</td>
<td>Show Brand</td>
<td>Person</td>
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</tr>
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<td>Ad metadata</td>
<td><strong>(person, etc)</strong></td>
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<td>Ad tags</td>
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</table>
What does that do for you?
‣ Your real assets
‣ Things to abandon in a redesign
‣ Ingredients list for prioritization exercises
‣ Identify where to begin
‣ Intent mapping
Presentation Model

The presentation model ultimately captures the page types we’ll be needing to design for and the needs, possibilities, constraints and components for each page type. We’ll refine this as we go along. At the outset it will be used more to capture user needs and goals and requirements for each page type, and as components emerge we’ll add them. During the exploration process even page types should be "up for grabs" if we find solutions, for example, which could unify multiple page types into one and create a better user experience.

CONTENT ASSET PAGE TYPES

Artists

- User needs & actions
  see winning history
  watch videos
  view photos
  read content about artist (especially the kind that she’d share with friends)
  find or sample music by the artist

- Notes & requirements
  KC: Just a notch below the main sections. These are important. Ex: http://www.grammy.com/artist/foo-fighters.
  KC: Look at the elements, see what others do (MTV.com) then redesign from a clean sheet of paper, starting with smartphone size

Personas for GRAMMY.com

Most Recent Updates:
The personas should represent more tasks completed in the off-season in order to enhance the on-season missions.
(beginning with kipedia-like reference and general music news for fans)

Overview

A persona is an archetype of a group of people who interact with your brand or sit in your website. They describe some basic things about what a person of a particular type does, values, is frustrated by and needs. Below each persona we’ve listed content types that might have value to that persona, with the most suitable ones shown in bold.

Primary Personas

These are the personae that “most” of your content is designed and written directly for:

- Sarah Sorority Sister - young, socialite, interested in celebrity gossip
- Maria MusicFan - Maria loves music and has multiple artists that she follows and follows on a daily basis
- Mona Musician - serious musician, supporter of music and fellow musicians
- Carwin Cable - frequently watches TV, loves entertainment television, reality TV

Howtime weight (1 - important)

- Sarah Sorority Sister
- Maria MusicFan
- Carwin Cable
Content Asset Types
Structural/Landing/Listing Types
Utility Types
- User Needs
- Components
- Notes & Requirements
GRAMMY.com Design Research Brief

This document is a summary of initial design research (an “airplane” read) for reference during the wireframing process.

Purpose Statement

"Create a fast and unique user-focused experience for celebrating music's biggest night."

TRA Goals for Grammy.com Redesign

Notes from Kevin
Artifacts, not deliverables
Vision & Principles
“Connect and engage the Whosywhatsit team wherever they are with timely, relevant content.”

—Whosywhatsit Project Vision Statement
1. Relevance over breadth
2. Celebrate the common
3. Care for the newcomer
Exploration
Implementation
Grammy Design Metaphors, Adjectives, and Keywords

Metaphors:

- If the GRAMMYs was a **city**, it would be LosAngeles (classic, excitement, flashy, trendy, loud, Hollywood, expensive)
- If the GRAMMYs was a **holiday**, they would be New Years Eve (excitement, flashy, eventful, loud, sophisticated)
- If the GRAMMYs was a **make-up store**, it would be Sephora (sleek, polished, fashionable, expensive, trendy)
- If the GRAMMYs was a **car**, it would be a Porsche (sophisticated, exclusive, sexy, flashy, expensive)
- If the GRAMMYs was a **perfume brand**, it would be Chanel (sophisticated, timeless, sexy, expensive, fashionable, elegant)
- If the GRAMMYs was a **magazine**, it would Esquire or Vogue (sophisticated, fashionable, sexy, refined)
Los Angeles is Beautiful, yet Bold in the Summer

By author name

Did you ever succeed in proving the pum-pum-cuet that
something caused a smell when you thoroughly rubbed
two pieces of leather or a piece of rubber with your
hand? Did you notice the bright sparks
that passed to your hand when it was held just above the cat's back?
You should do it on your shoe, your and feel these sparks, especially when
the air is dry and you are in a dark room.

"There are dozens of simple, fascinating experiments that may be performed with
this kind of electricity."

Did you ever heat a piece of paper before the fire until it was red hot, then lay it upon the table and rub it with your hand, and finally run it along the wall?

Did you ever heat a piece of paper before the fire until it was red hot, then lay it upon the table and rub it from end to end with your hand, and finally run it along the wall?

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The Grammy Awards had their origins in the Hollywood Walk of Fame project in the 1920s. As the recording industry evolved, the Walk of Fame came to recognize the contributions of artists, songwriters, and other key figures in the recording industry.
Bold, Yet Refined

sophistication & excellence
The Black Keys At Quicken Loans Arena

by Author Name/Associated Press // Sept. 6, 2014

Who is the average Black Keys fan? I thought I knew.

To say the blues-rock duo's audience consists primarily of white males in their 20s and 30s wouldn't be inaccurate, and prior to the band's Sept. 6 concert in Cleveland, I would have expected as much. White Stripes holdovers, sincere blues aficionados and garage-rock enthusiasts could have easily filled Quicken Loans Arena to capacity. Yet this stop on the band's latest tour — behind their eighth studio album, the ambitious Turn Blue — signaled the dawn of a new era for the Keys appeal.

Now nearly 14 years into their career, the Black Keys have grown from a raw two-man act into a Danger Mouse-produced supergroup that can make afive-piece band look like a solo project. They can write, record and perform in a way that would've been unimaginable just a few years ago. That's partly due to the catchiness of their new music, but also to the band's ability to keep making records that sound fresh.

The music is often upbeat, but also capable of quiet moments. And the band's sense of space and sound remains as unique as it was when they started out. The band's signature organ, played by Dan Auerbach, is a constant reminder of their love for the 1970s and 1980s, which fuels a ferocious energy that can only come from two people who've been making music together for so long.

The two-piece — Auerbach and his keyboardist, Patrick Carney — have a stage presence that's as compelling as it is surreal. They move from one end of the stage to the other, occasionally switching instruments in mid-song. It's an engaging style that's reminiscent of the Rolling Stones and The Who.
Process ≠ Religion
Thanks!

@jponch