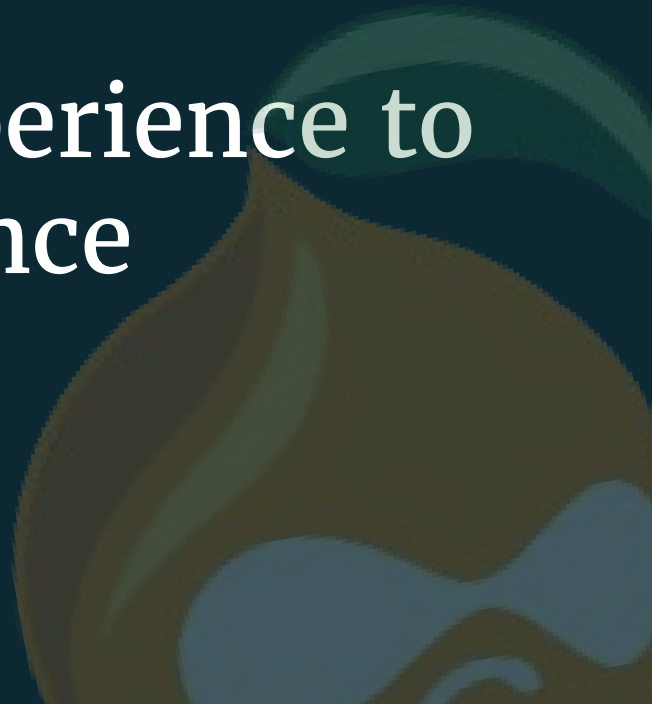
Shifting User Experience to Editorial Experience



Mediacurrent Group Nine Media

Kevin Basarab

Director of Development

Kevin has been with Mediacurrent for 5+ years and in the Drupal community for almost 10 years. He comes from a media background focusing on implementing editorial workflows for companies such as The Weather Channel, WWE, Jamaica Gleaner and Morris Communications.

@kbasarab

/in/kbasarab

Drupal.org kbasarab

Mike Priscella

Engineering Manager

Mike has been working with Drupal for 5 years, 4 of which with Thrillist/ Group Nine Media. He came from a media background working on the redesign for marthastewart.com and cares deeply about improving the workflow and experience for all users of the CMS.

@mikepriscella

/in/mpriscella

Drupal.org mpriscella

About Group Nine Media

Group Nine Media is the partnership of four mission-driven, category-leading brands: **Thrillist** (food, drink & travel), **NowThis**, (news & entertainment), **The Dodo** (animals) and **Seeker** (science, tech & exploration)

- One of the world's largest digital-first media companies
- Over 4 billion video views every month
- 360-degree experiences across web, social, VR and live events
- Offices in NYC, LA, and San Francisco

group nine

THRILLIST the dodo NOW THIS Seeker

About Mediacurrent

Mediacurrent helps organizations build highly impactful, elegantly designed Drupal websites that achieve the strategic results they need.

- Single-source provider
- Specializing in Drupal since 2007
- Headquartered in Atlanta, GA
- Team of 70+ Drupal Experts including development, design and strategy
- Clients include: Large Enterprise and high-profile global brands

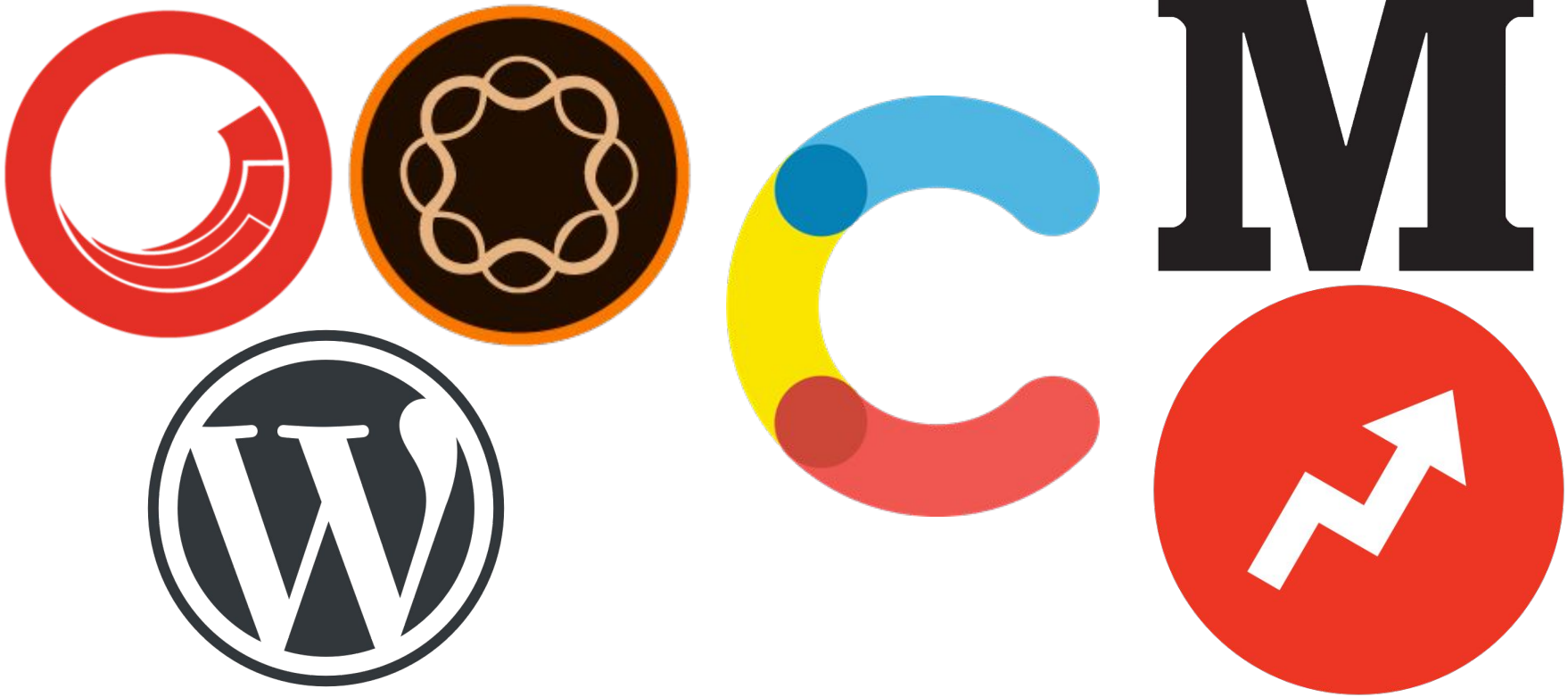
Agenda

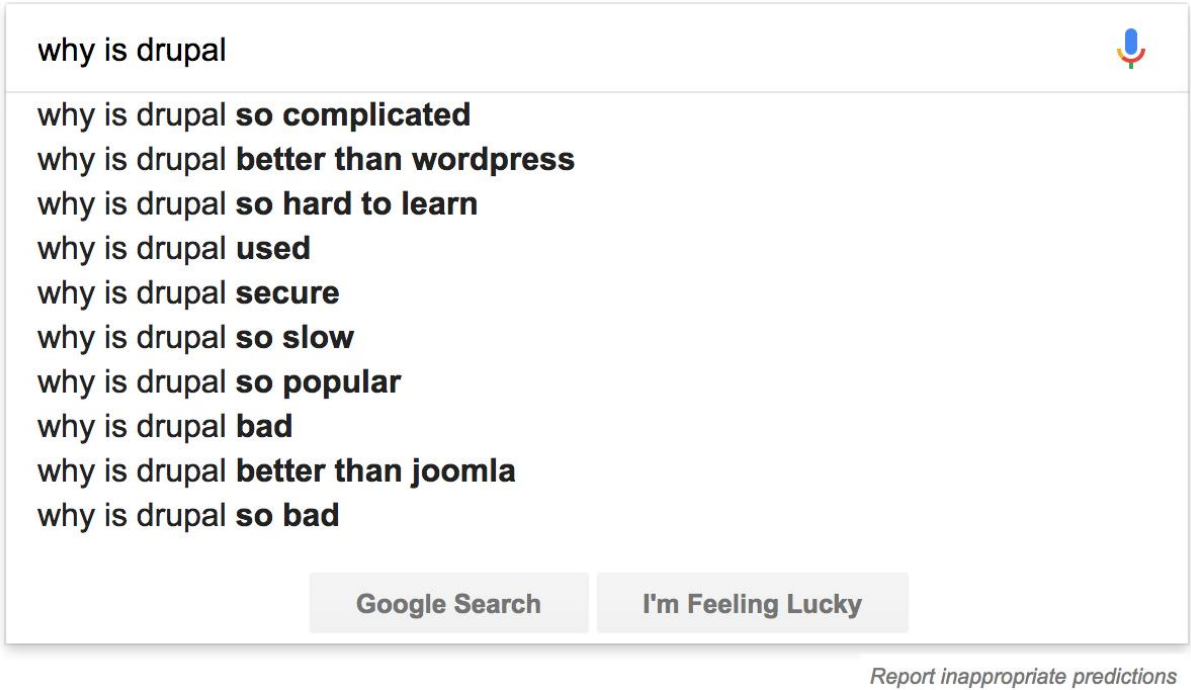
I. Understanding the shift
II. Why does this matter?
III. Contrib to the rescue
IV. Custom Considerations
V. Future Thinking
VI. How do I do this?

Understanding the Shift

Team Differences

Competition




Google
why is drupal
why is drupal so complicated
why is drupal better than wordpress
why is drupal so hard to learn
why is drupal used
why is drupal secure
why is drupal so slow
why is drupal so popular
why is drupal bad
why is drupal better than joomla
why is drupal so bad
Google Search
I'm Feeling Lucky
Report inappropriate predictions

Wysiwyg

Wysiwyg

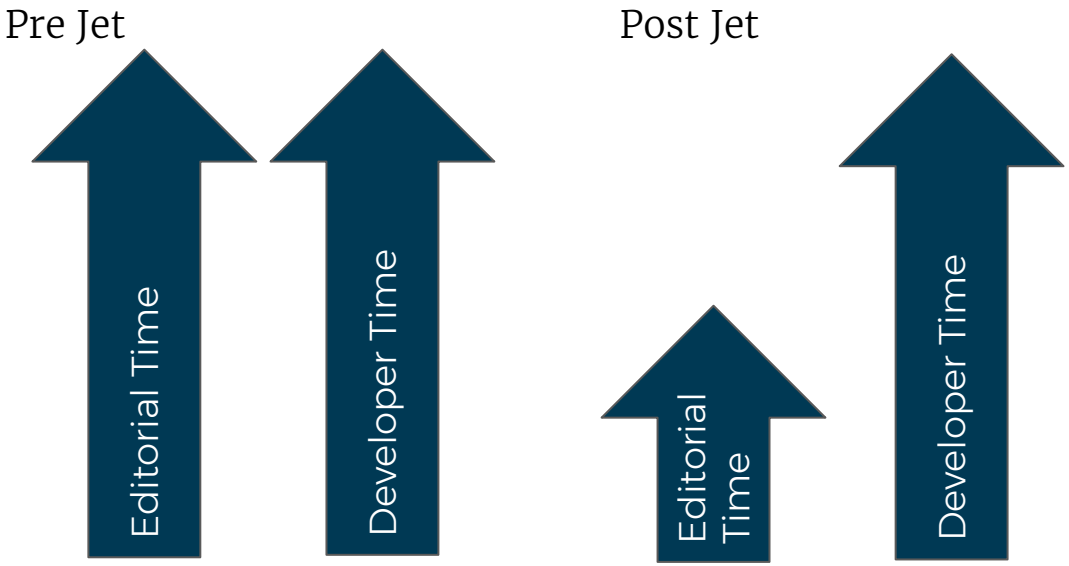
Everyone, from scientists to sci-fi enthusiasts, is demanding to know: does NASA's discovery of water on Mars demonstrate proof of life? John Grunsfeld, associate administrator of NASA's Science Mission Directorate, thinks it does. "Our quest on Mars has been to 'follow the water' in our search for life in the universe," said Grunseld. "Now we have convincing science that validates what we've long suspected," Chris Gebhardt, a blogger for NASA Space Flight, also agrees. Says Gebhardt, "the discovery holds potentially significant implications for current-day life on Mars. For on Earth, where there's liquid water, there's life."

The groundbreaking discovery of liquid water on the surface of Mars continues to fuel the hypothesis that the planet was once habitable for some form of life. What does the discovery imply for current-day life on the red planet? More significantly, how does this impact that future of space exploration and human missions to mars? We can begin to answer these questions by exploring how the scientific community has interpreted the data thus far. In a recent article National Geographic feature aptly titled Water on Mars: What Does It Really Mean? reporter Nadia Drake takes a hard look at the evidence and questions whether it all adds up to support life on mars. We've seen photos snapped by the Mars Reconnaissance Orbiter's HiRISE camera that appear to show vivid streaks of water across the planet's slopes. Although the streaks of water may appear dramatic, scientists suggest that the amount of water present on the planet represents more of a trickle than a flow.

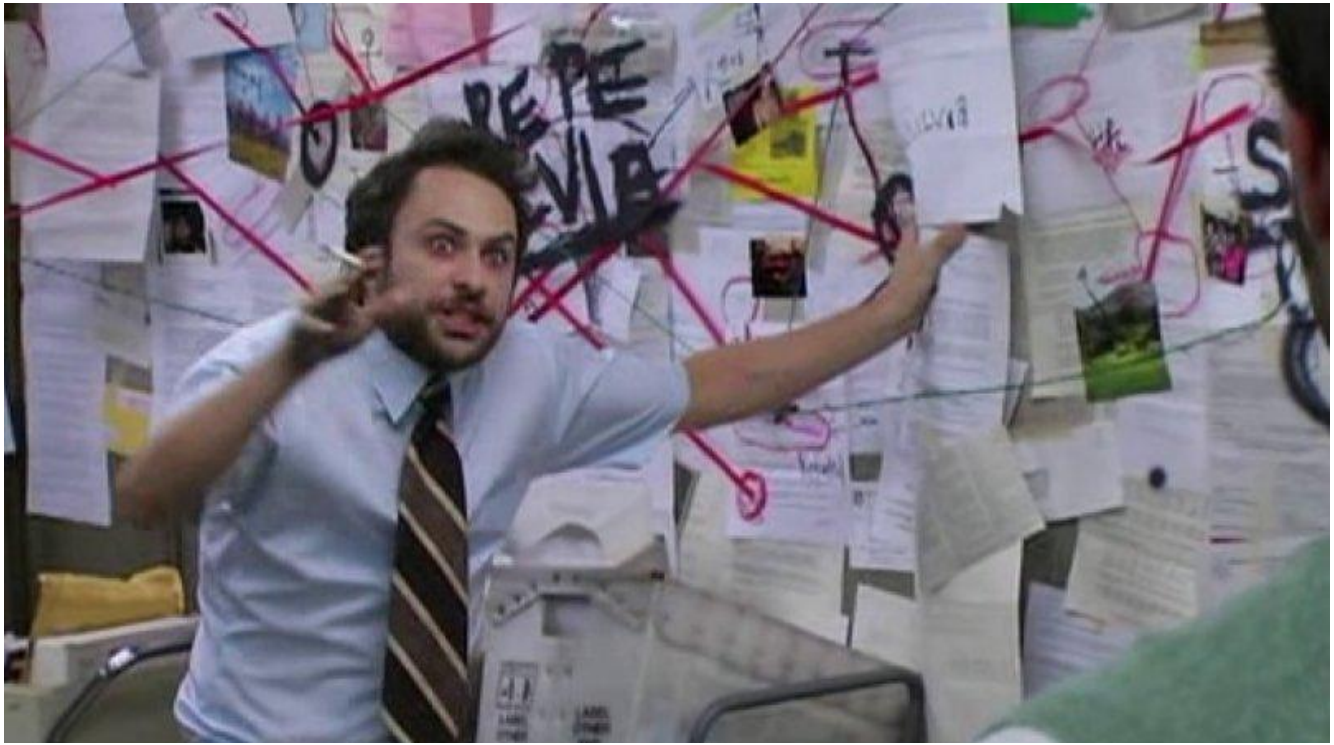
Why Does this Matter?

Content Management,
not Website Management

Keep the Tools Out of the Way of the Editor

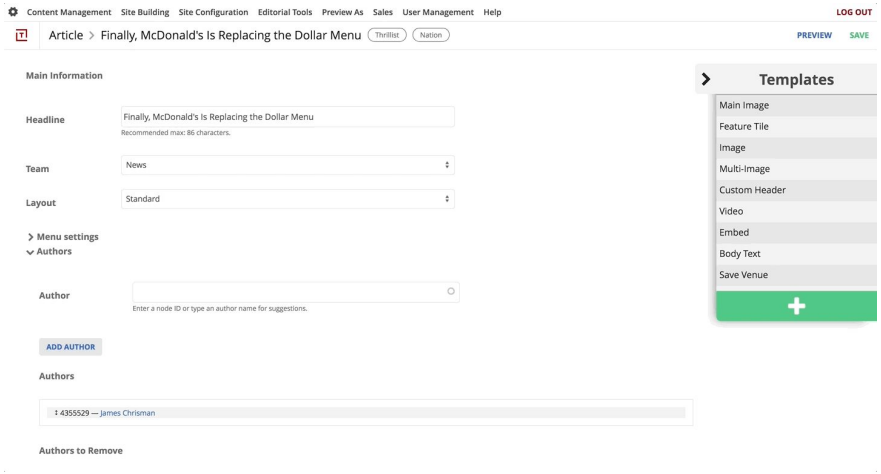


Simplify Editorial Workflows

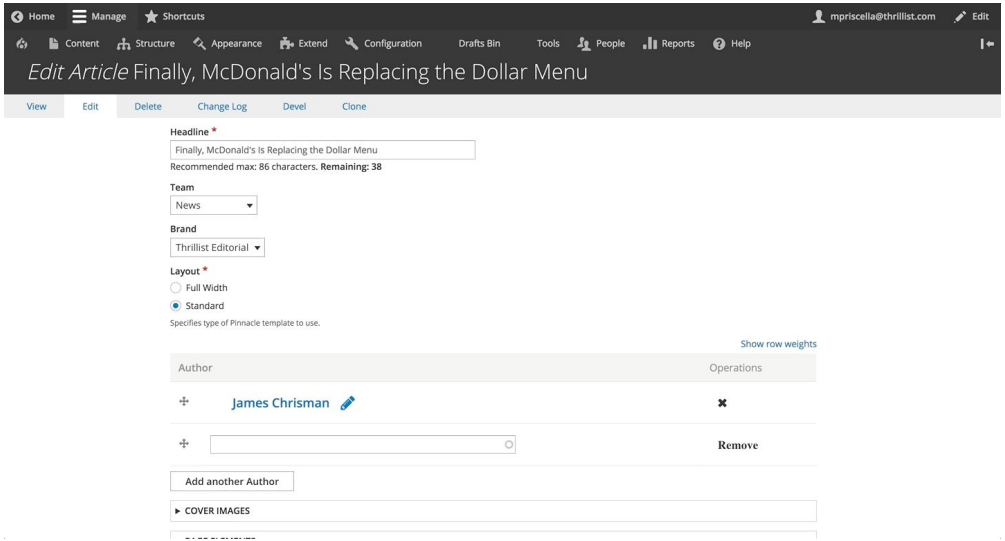


Do Editors really care how the tools look?

JET



Drupal 8



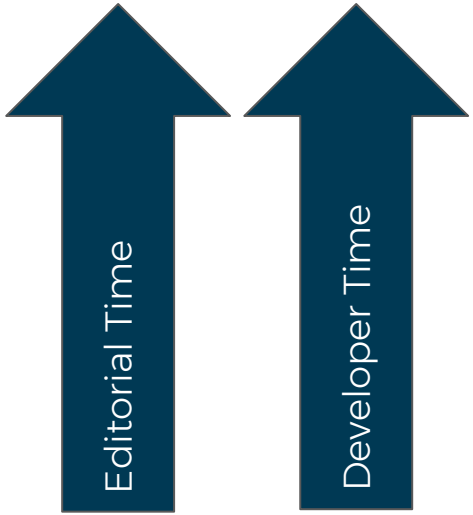
Why Does this m

- Your CMS shouldn't be
- User facing is replaceab
- JS Frameworks are debuting often

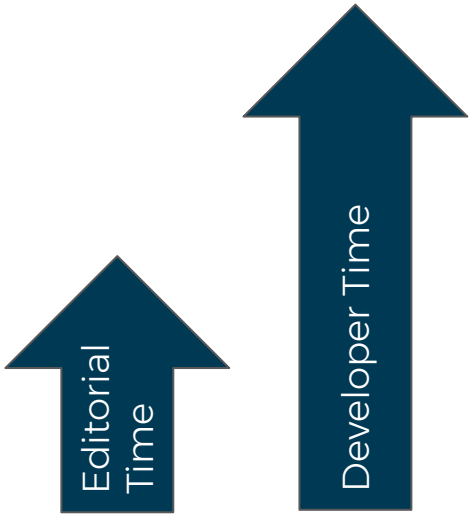
Contrib to the Rescue

Contrib to the Rescue

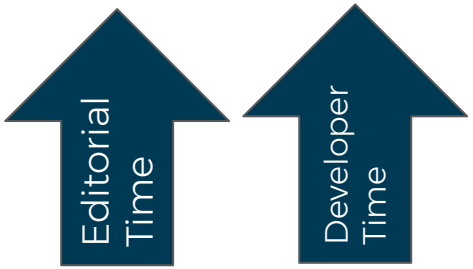
Pre Jet



Post Jet



Drupal 8



PARAGRAPHS

Schwarmy Poodles

Collapse

hobdoodles

test

+ ADD

Sobay Defunites

Collapse

Email Whamjangers

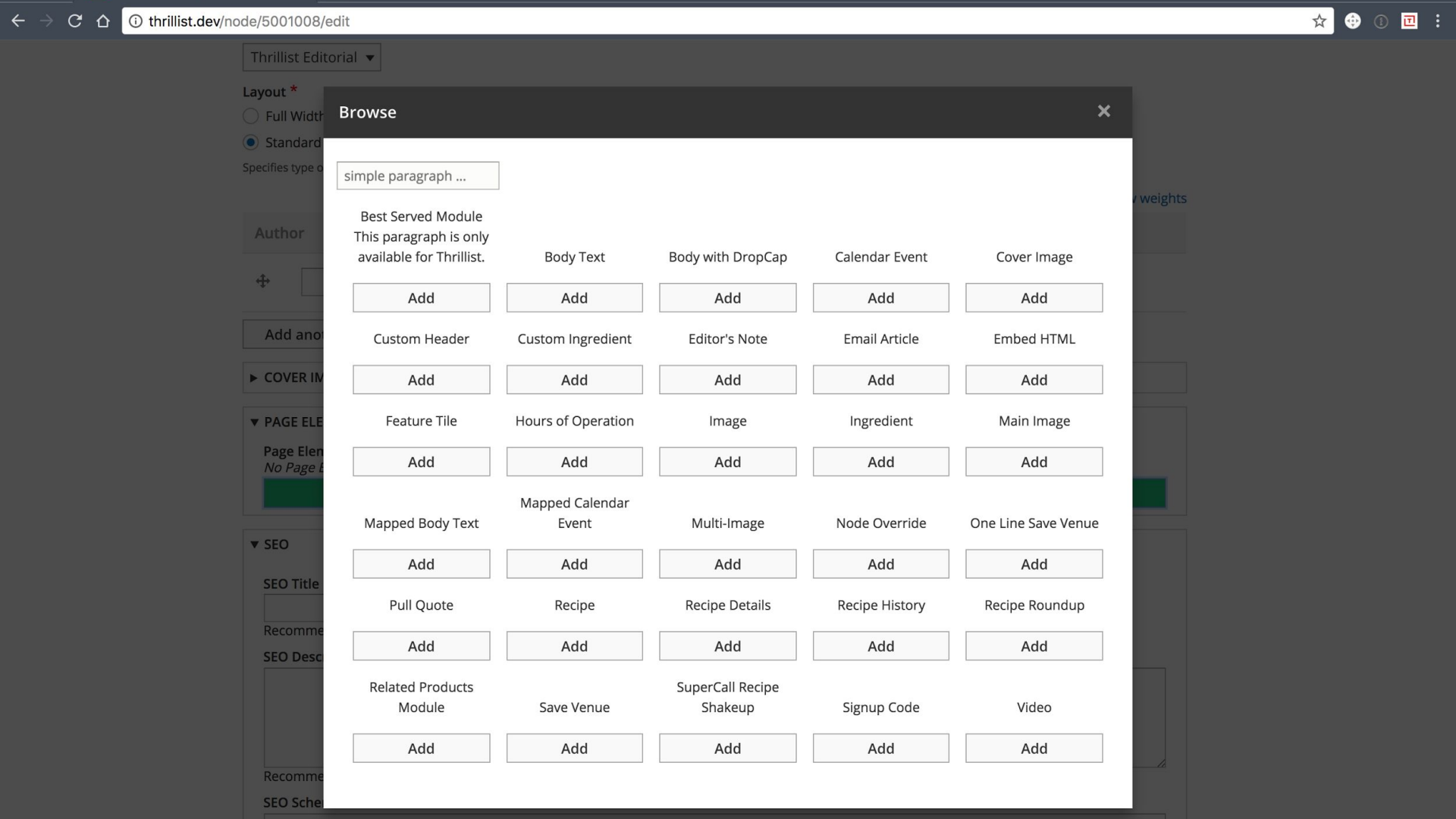
Sobay Defunites

Collapse

Email Whamjangers

Sobay Defunites

Collapse

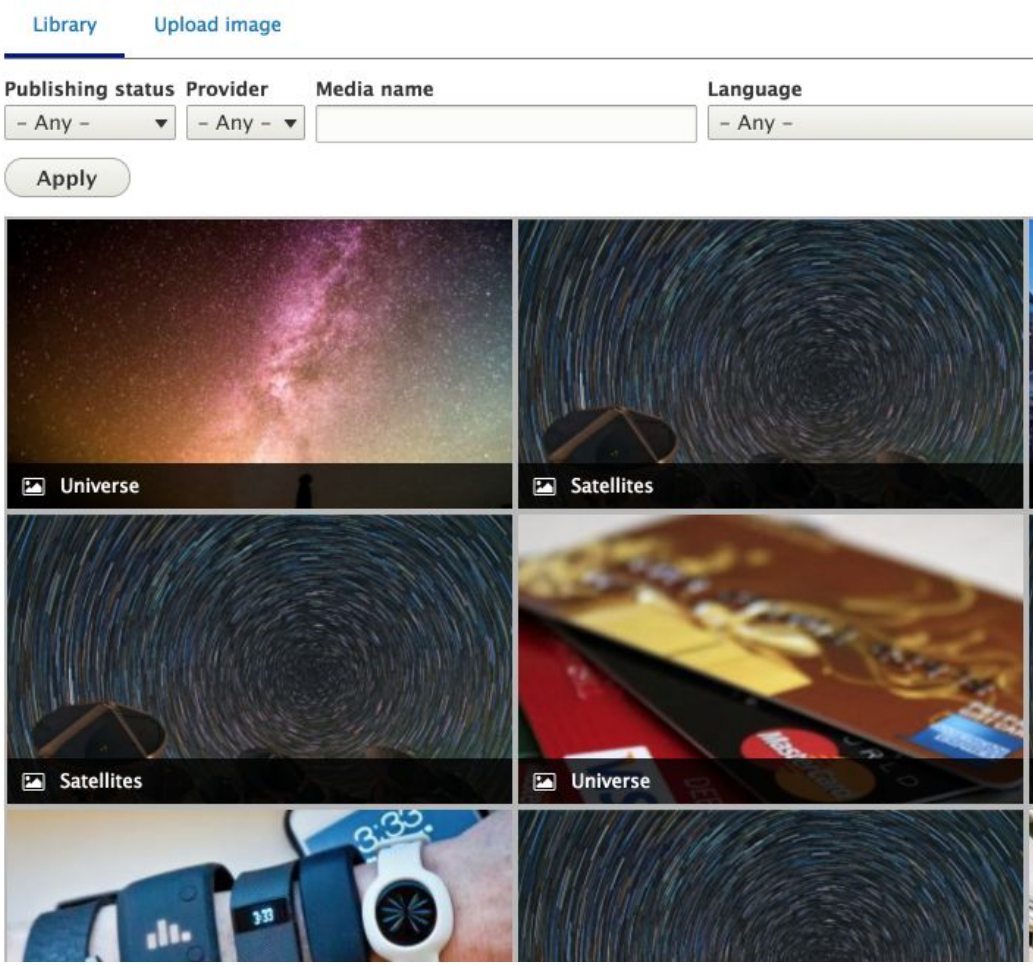

thrillist.dev/node/5001008/edit
Thrillist Editorial
Layout *
Full Width
Standard
Specifies type o
weights
Author
Add ano
COVER IM
PAGE ELE
Page Elem
No Page E
SEO
SEO Title
Recomme
SEO Desc
Recomme
SEO Sche
Browse
simple paragraph ...
Best Served Module
This paragraph is only available for Thrillist.
Body Text
Body with DropCap
Calendar Event
Cover Image
Add
Custom Header
Custom Ingredient
Editor's Note
Email Article
Embed HTML
Add
Feature Tile
Hours of Operation
Image
Ingredient
Main Image
Add
Mapped Body Text
Mapped Calendar Event
Multi-Image
Node Override
One Line Save Venue
Add
Pull Quote
Recipe
Recipe Details
Recipe History
Recipe Roundup
Add
Related Products Module
Save Venue
SuperCall Recipe Shakeup
Signup Code
Video
Add

Autocomplete all the things

- Autocomplete deluxe
- Inline entity form
- Linkit
- Entity Browser

Media

- Entity browser
- Focal point
- Multi upload (DropZoneJS)
- Acquia Lightning



Forms/General Admin

- Field group
- Override node options
- Menu Per Role/Admin Toolbar
- Adminimal Theme
- Dashboards (Total Control)

Custom Considerations

Custom Considerations

DON'T

- Make editors remember fallbacks
- Make editors think of how the content is going to be displayed

DO

- Think in terms of what the best content is for this field
- Eliminate unnecessary actions

Custom Paragraphs

- Entity Clone for content type templates
- Sane paragraph structures
    - Parameterized content vs free form.
- Class variation (Classy paragraphs)
- Paragraph Variations

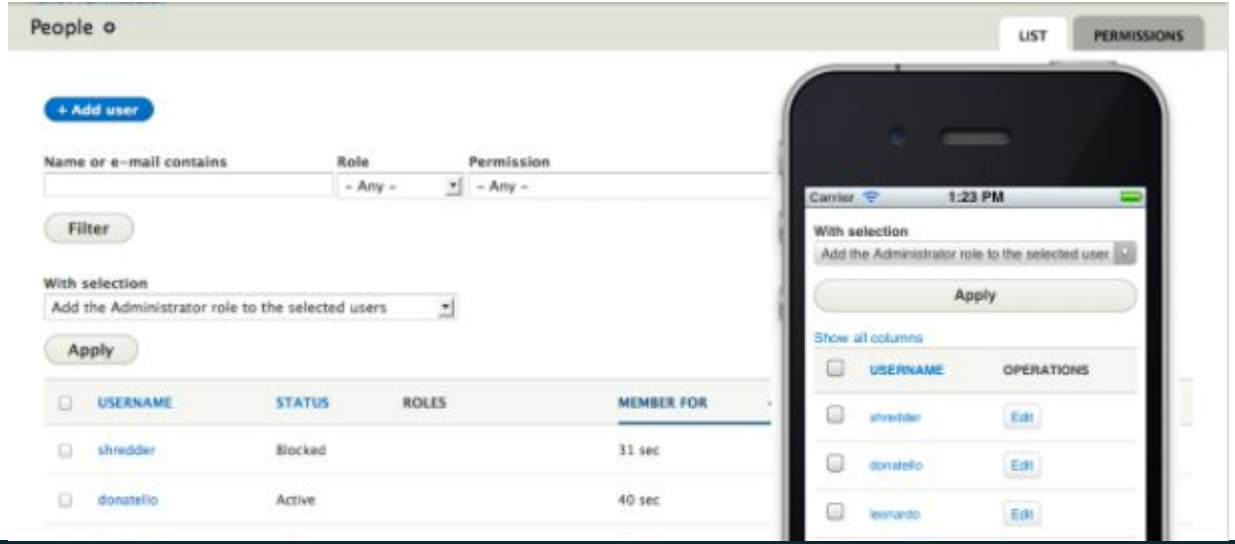
Future Thinking

Future

- Preview in context vs In Context editing
- Don’t show what you don’t need
- Keep the editor *on the page*
- Decoupled Editing (CardStack, Contena, etc)

Future

- Lightweight mobile first editing
- How can I utilize phone's camera for my media?



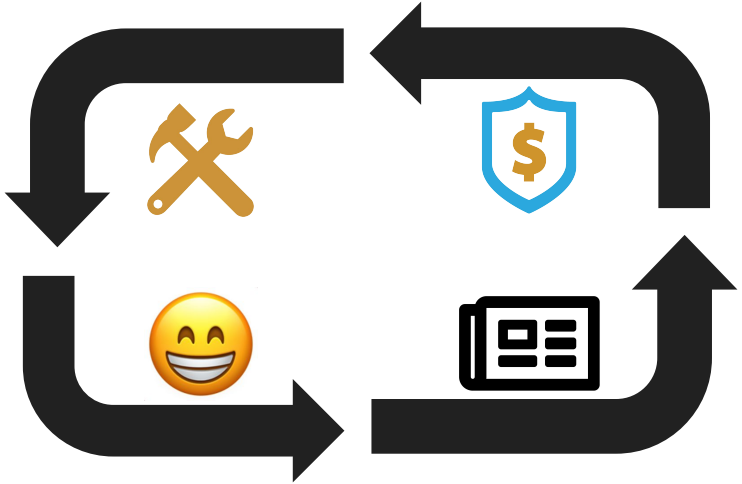
Operating System	Acquisition Users
	39,282 % of Total: 100.00% (39,282)
1. iOS	**13,487** (34.26%)
2. Windows	**10,854** (27.57%)
3. Macintosh	**10,221** (25.96%)
4. Android	**4,512** (11.46%)
5. Chrome OS	**184** (0.47%)
6. Linux	**76** (0.19%)
7. Windows Phone	**21** (0.05%)
8. BlackBerry	**11** (0.03%)
9. Nintendo Wii	**1** (0.00%)

Future

How do I do this?

TALK TO YOUR EDITORS

How do I propose this to my Boss?



Thank you!

Mediacurrent

group nine media

@Mediacurrent

@GroupNineMedia