



Shifting User Experience to Editorial Experience



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.



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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.



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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



About Medicurrent

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?

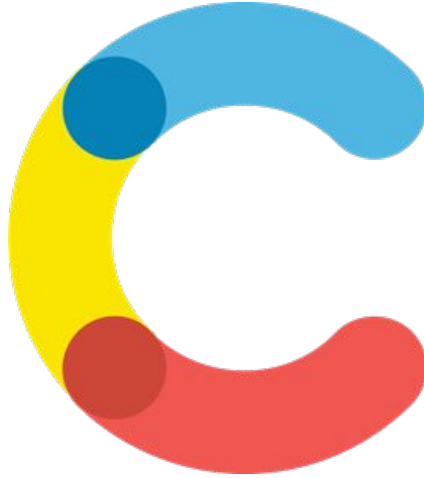
Understanding the Shift



Team Differences



Competition





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

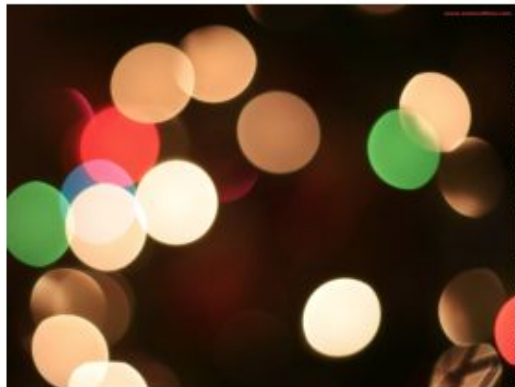
I'm Feeling Lucky

[Report inappropriate predictions](#)

Wysiwyg

Wysiwyg

B *I* S x^2 x_2 I_x          Normal    Source



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 Grunsfeld. "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.

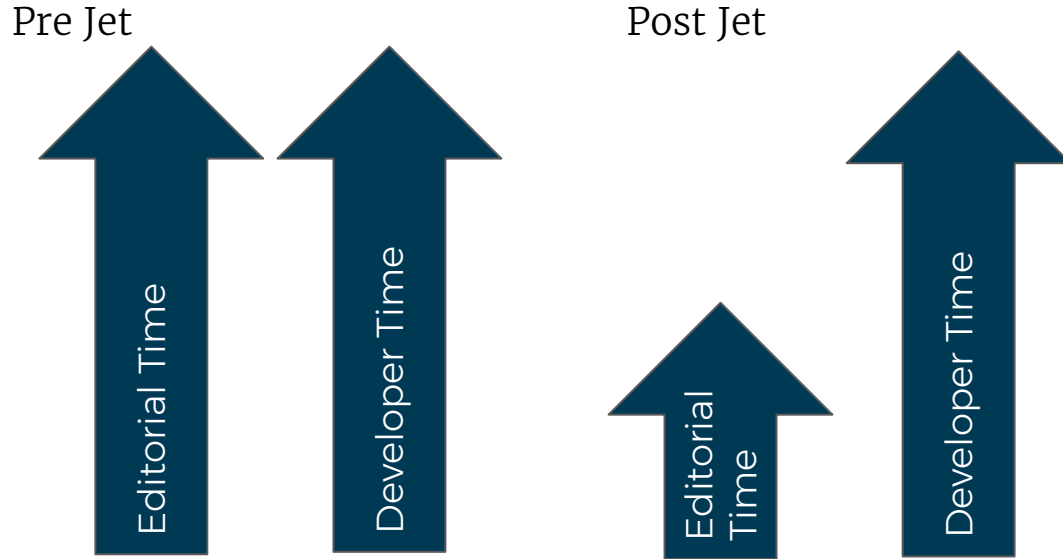
Why Does this Matter?





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

The screenshot shows the JET (Drupal 8) article editing interface. The top navigation bar includes links for Content Management, Site Building, Site Configuration, Editorial Tools, Preview As, Sales, User Management, and Help. The article title is "Finally, McDonald's Is Replacing the Dollar Menu" with tags "Thrillist" and "Nation". The main information section includes fields for Headline, Team, and Layout. A sidebar on the right shows a list of templates: Main Image, Feature Tile, Image, Multi-Image, Custom Header, Video, Embed, Body Text, and Save Venue. The bottom section shows the Authors list with a table containing the author's ID, name, and a remove button.

Content Management Site Building Site Configuration Editorial Tools Preview As Sales User Management Help

Article > Finally, McDonald's Is Replacing the Dollar Menu Thrillist Nation

LOG OUT

PREVIEW SAVE

Main Information

Headline Finally, McDonald's Is Replacing the Dollar Menu
Recommended max: 86 characters.

Team News

Layout Standard

> Menu settings
v Authors

Author
Enter a node ID or type an author name for suggestions.

ADD AUTHOR

Authors

Authors
4355529 — James Chrisman

Authors to Remove

The screenshot shows the Drupal 8 article editing interface. The top navigation bar includes links for Home, Manage, and Shortcuts. The article title is "Finally, McDonald's Is Replacing the Dollar Menu". The main information section includes fields for Headline, Team, Brand, and Layout. A sidebar on the right shows a list of templates: Main Image, Feature Tile, Image, Multi-Image, Custom Header, Video, Embed, Body Text, and Save Venue. The bottom section shows the Authors list with a table containing the author's name, email, and a remove button.

Home Manage Shortcuts

Edit Article Finally, McDonald's Is Replacing the Dollar Menu

View Edit Delete Change Log Devel Clone

Headline *
Finally, McDonald's Is Replacing the Dollar Menu
Recommended max: 86 characters. Remaining: 38

Team
News

Brand
Thrillist Editorial

Layout *
☐ Full Width
☒ Standard
Specifies type of Pinnacle template to use.

Show row weights

Author	Operations
James Chrisman	
	Remove

Add another Author

COVER IMAGES

Why Does this matter?

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



Dries.js now available

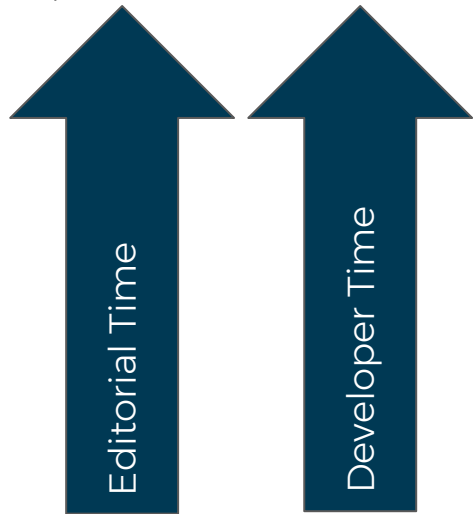
[Download now](#)

Contrib to the Rescue

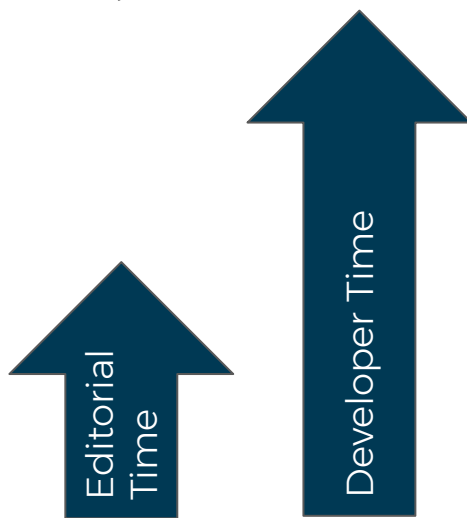


Contrib to the Rescue

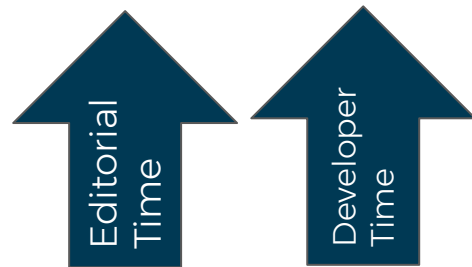
Pre Jet



Post Jet



Drupal 8



PARAGRAPHS



Schwarmy Poodles

Collapse ▾

hobdoodles

test

I



+ ADD

Sobay Defunites

Collapse ▾

Email Whamjangers



Sobay Defunites

Collapse ▾

Email Whamjangers



Sobay Defunites

Collapse ▾

Thrillist Editorial

Layout *

- Full Width
- Standard

Specifies type of

Author



Add and

COVER IM

PAGE ELE

Page Ele
No Page E

SEO

SEO Title

Recomm

SEO Desc

Recomm

SEO Sche

Browse

simple paragraph ...

Best Served Module

This paragraph is only available for Thrillist.

Add

Body Text

Add

Body with DropCap

Add

Calendar Event

Add

Cover Image

Add

Custom Header

Add

Custom Ingredient

Add

Editor's Note

Add

Email Article

Add

Embed HTML

Add

Feature Tile

Add

Hours of Operation

Add

Image

Add

Ingredient

Add

Main Image

Add

Mapped Body Text

Add

Mapped Calendar Event

Add

Multi-Image

Add

Node Override

Add

One Line Save Venue

Add

Pull Quote

Add

Recipe

Add

Recipe Details

Add

Recipe History

Add

Recipe Roundup

Add

Related Products Module

Add

Save Venue

Add

SuperCall Recipe Shakeup

Add

Signup Code

Add

Video

Add

Autocomplete all the things

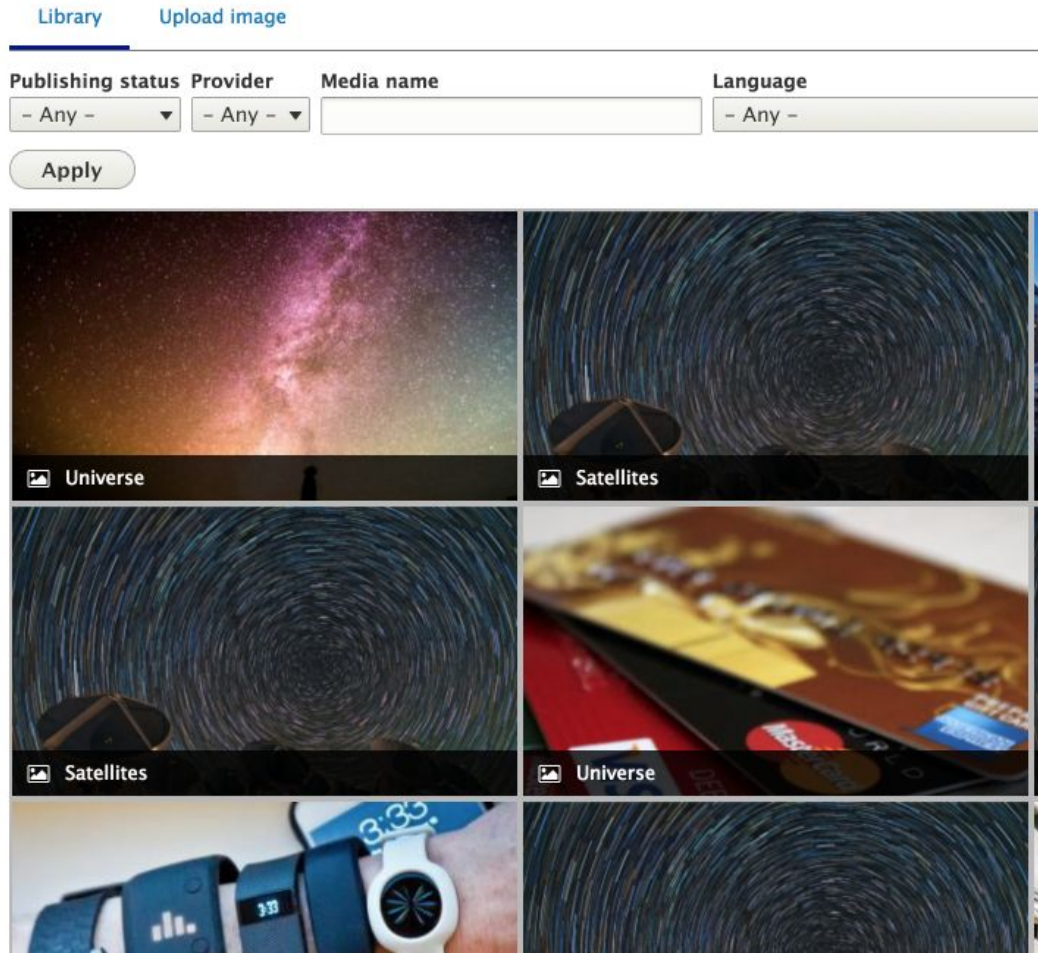
- Autocomplete deluxe
- Inline entity form
- Linkit
- Entity Browser



The screenshot shows a web form with several sections. At the top, there is a language selector dropdown currently set to "British, English" with a red 'X' icon. Below it is a text input field containing "bar", which has triggered an autocomplete dropdown menu. The menu lists several suggestions: "bar" (highlighted in blue), "coolness", "Date", "foo", "German, Austrian", "German, Germany", "One Tag", "Radler", and "root". To the left of the dropdown is a label "Some help text.". Below the language selector, there are four expandable sections: "Menu settings" (with subtext "Not in menu"), "Revision information" (with subtext "No revision"), "URL path settings" (with subtext "No alias"), and "Comment settings". To the right of the autocomplete menu, there is a checkbox labeled "Provide a menu link".

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

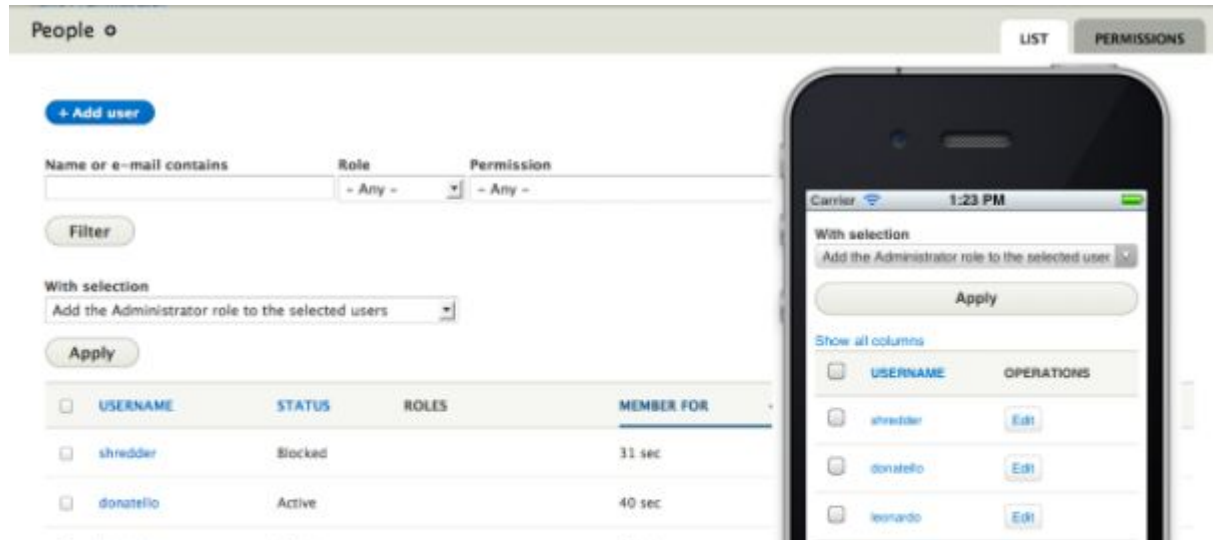



Future

- 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?



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

Future

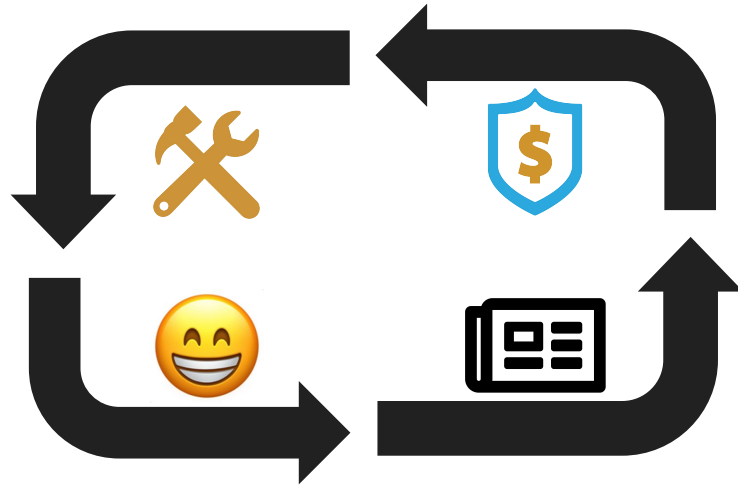


How do I do this?



TALK TO YOUR EDITORS

How do I propose this to my Boss?





Thank you!



@Mediacurrent



@GroupNineMedia

