



Technology by CMS - Powered by People

The human side of
content management

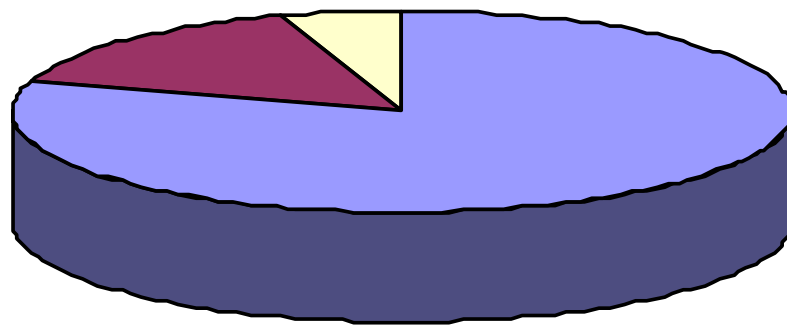


Typical CMS project

What does that look like?

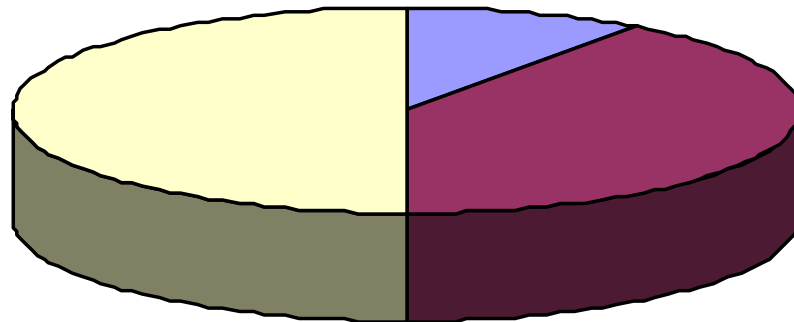


Theoretical



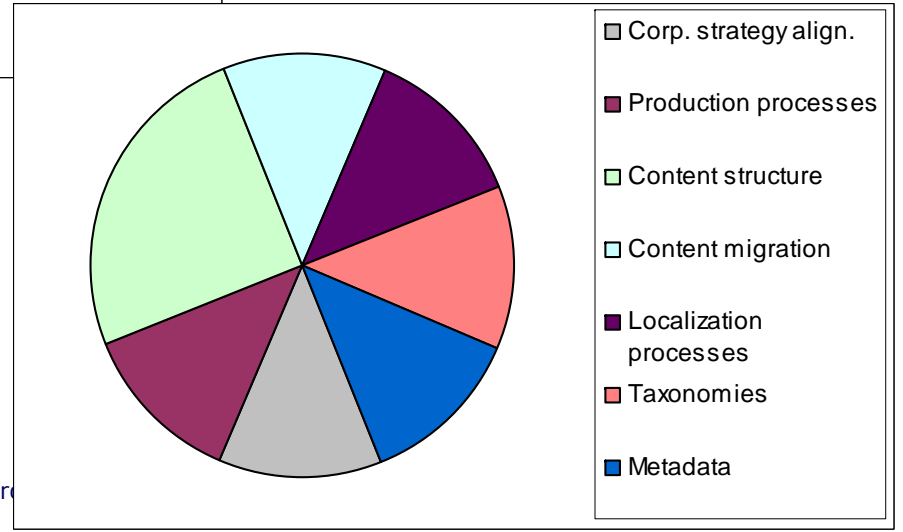
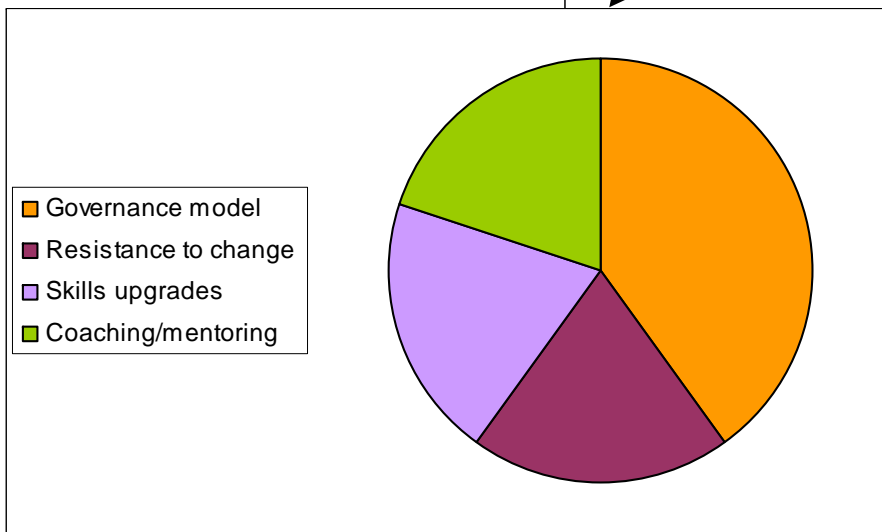
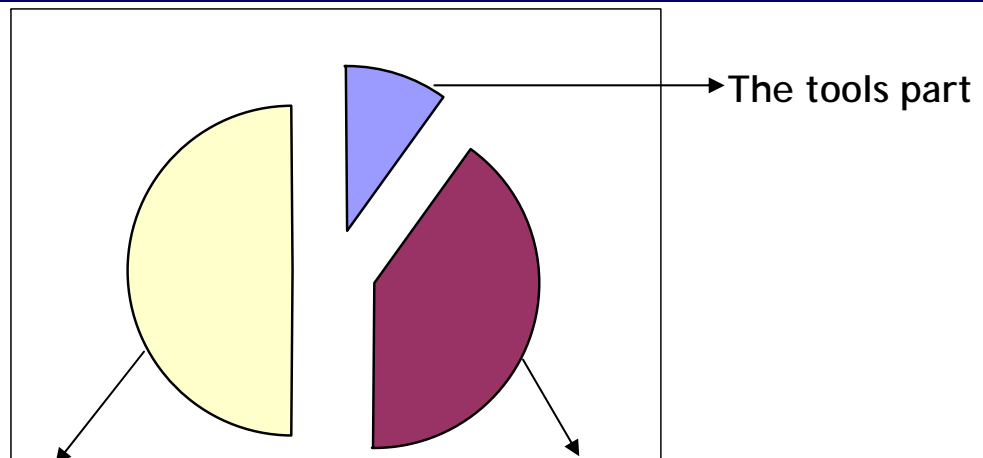
- Finding the right tool
- Changing production processes
- Change management

Actual



- Finding the right tool
- Process control
- Change management

Actual



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Change management issues

Who will own the budget ?

Who will enforce the processes ?

Is there enough political will ?

Who will own the process ?



Who owns the content ?

Will our staff cope ?

Process control issues

Will we
change
production
processes ?

Will our
docs get
restructured ?

What
about our
translations ?

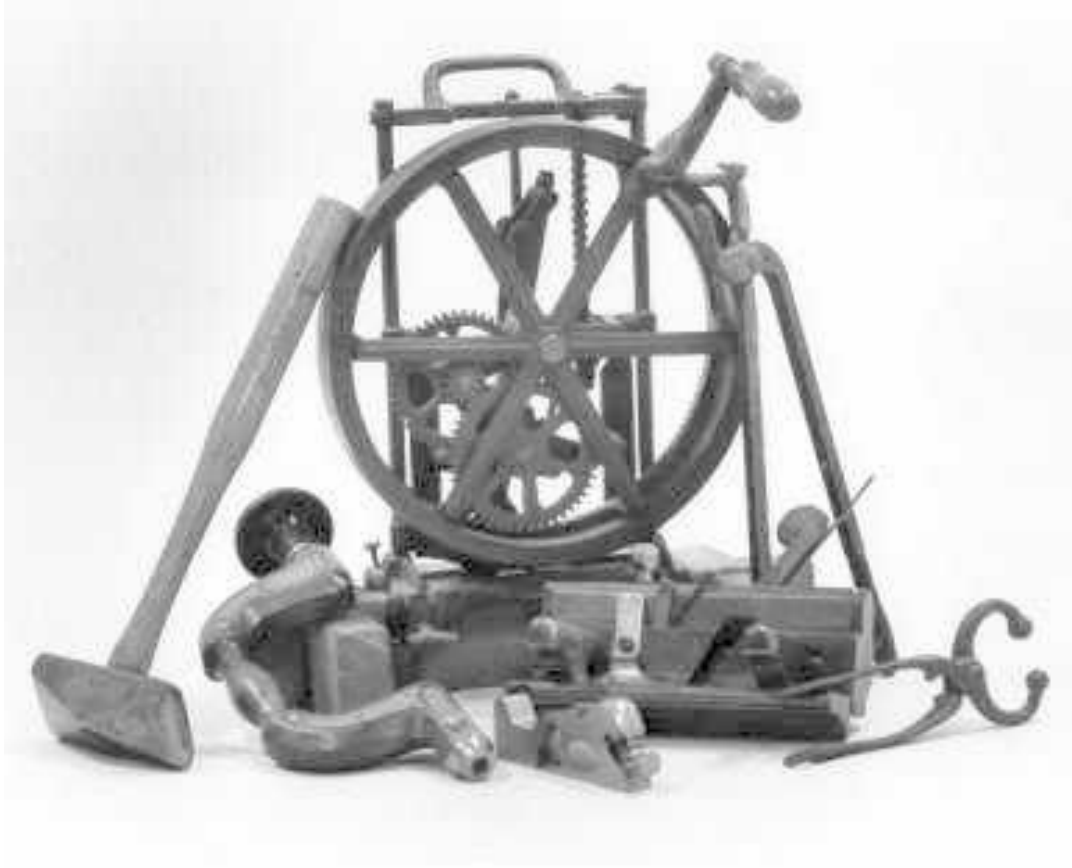
Where will
it all live ?

Do we
mesh with our
corporate strategy ?



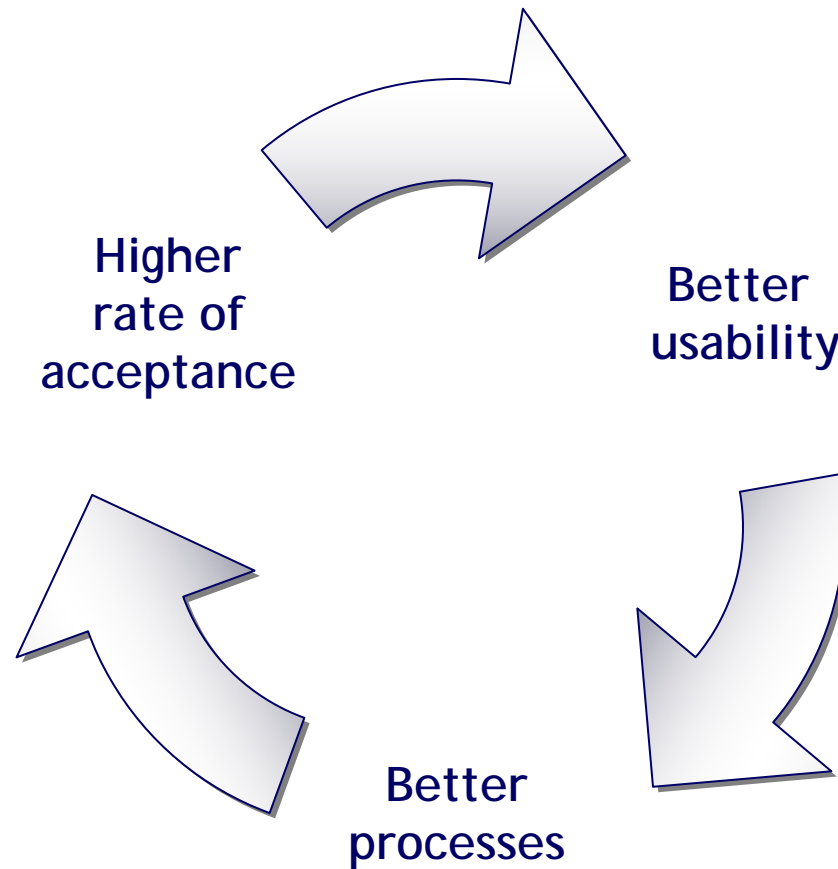
I have to
tag everything ?

Tools selection





The UX of CM





UX gone wrong

One example of why staff avoided using their CMS at all costs*

- ✦ Content must be cut and pasted manually into various areas of the CMS.
 - ✦ Unable to change content in certain areas of the site, or add sections to or delete sections from the site.
 - ✦ Making certain [light] changes requires a change order (and \$\$,\$\$\$) and must be carried out by the integrators.
 - ✦ Check content in/out is involuntary; save automatically checks in a file.
 - ✦ Can't "save as draft"; must "save to preview"; if missing info midway, user must abandon the workflow or invoke workaround in order to save.
 - ✦ The character recognition does not work properly for things like accents; can't spell check inside the CMS.
 - ✦ Unable to reliably paste and save HTML into the CMS.
- ... and that's just for the content creation process! There were pages and pages of these types of problems uncovered.

* Used with the understanding that none of the parties would be identified.

CM lifecycle: planning for CM



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The UX of CM

All clear about
hows and whys

Plan, decide,
communicate

Make it easy,
easy, easy

Get cross-dept
buy-in

Get exec.
commitment



Training,
follow-up,
evangelize,
iterate



Discussion

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