

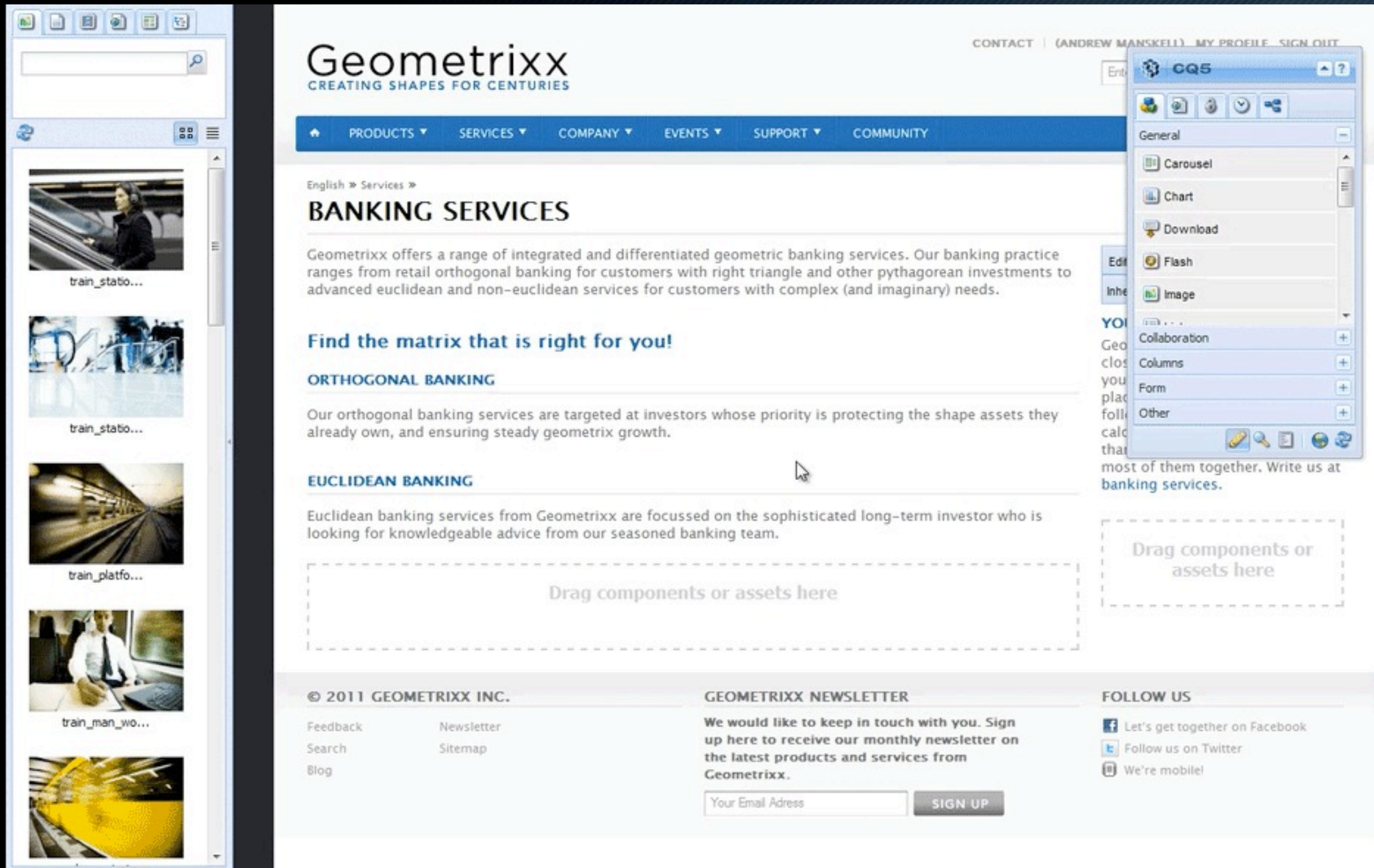
Meet Ellie. Let's make her *love* Drupal!

- Works in marketing
- “*Advanced content editor*”
 - Page layout & implementation (working with designers)
 - Cross browser & device testing
 - Writes content, and..
 - Approves content in workflow from others
 - Manages website image & video library
 - Creates web forms for registration & whitepaper download
 - Creates A/B-multivariate tests to increase conversion rates
 - Tracks conversion rates
 - Drupal: Can create content types & views
 - Not afraid of HTML/CSS
 - Learning jQuery to be able to create more dynamic pages



Persona fully described at
<http://groups.drupal.org/node/183784>

This is what Ellie dreams about



See screencast at <http://is.gd/cq5layout>

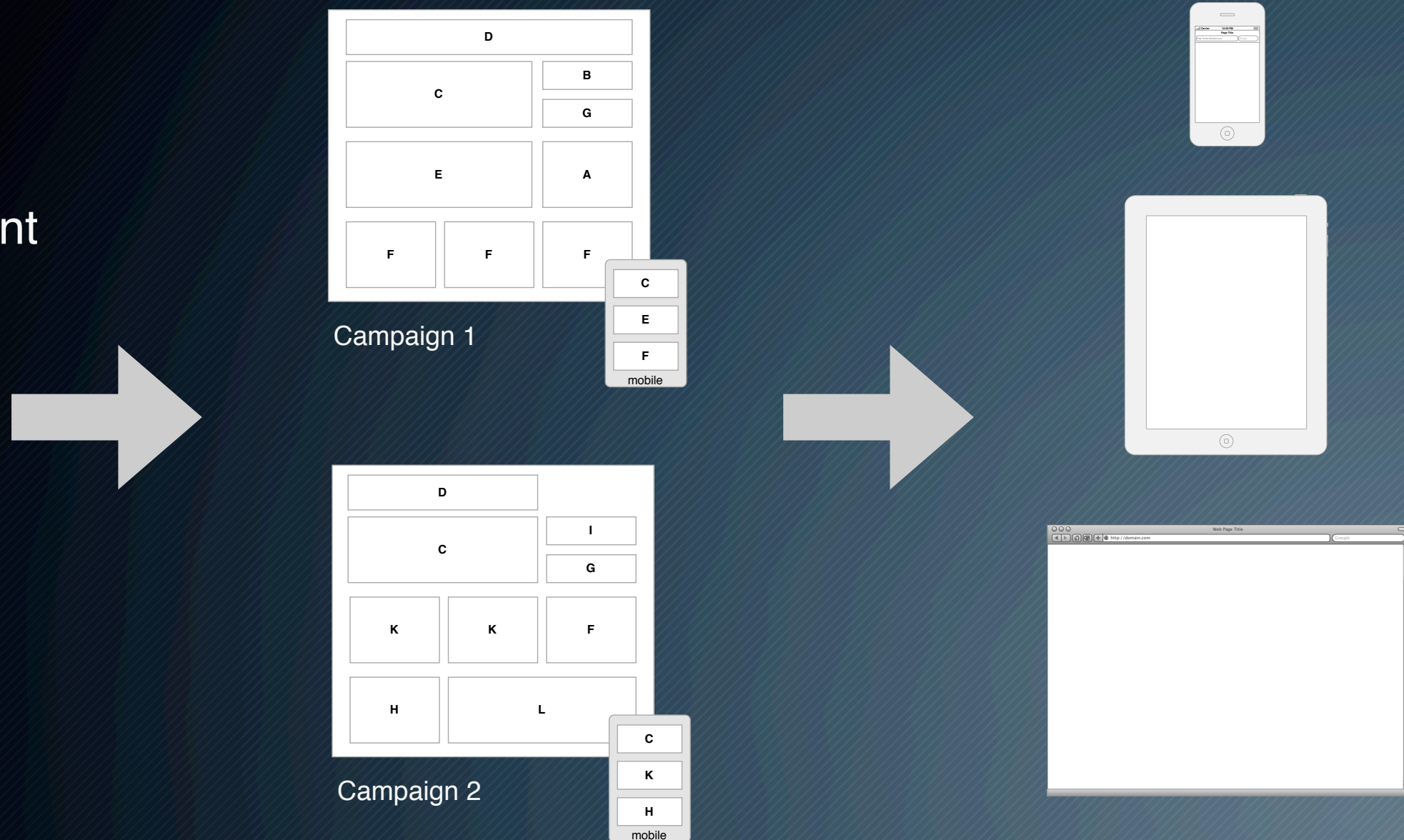
Ellie wants page layout by function

Content
“components”

.. that can be dragged into place
for varying contexts ..

.. for all form
factors.

- A. Comments
- B. Ratings
- C. Video Player
- D. Personalized Content
- E. Related Links
- F. Advertising
- G. Share
- H. Tags
- I. Download
- J. Learn More
- K. RSS Feed



Elie needs that, but done intelligently

- CQ5 is old-school, 1-page-at-a-time
 - Drupal's version needs to think like Drupal does - e.g. site-wide
 - Don't go back to page-by-page, non-semantic styling
- Template-ized, GUI-based page layout
 - Including laying the (different) mobile version
- No HTML formatting in node body
 - Enable the layout to be both portable & semantic
- Client-directed rendering
 - Clients (web, mobile, JSON, ..) building page via REST calls to Drupal


Yay! Drupal's working on UX building!

- WSCCI

- Core context UX
- Let's give this love & help

Core Context UX: Page & Component library

Submitted by [Bojhan](#) on Tue, 2011-07-05 19:59



Drupal's site building user experience currently consists of moving between a lot of different tools and interfaces. Within Drupal 8 we want to unify these experiences (blocks, menus, views, panels...) more.

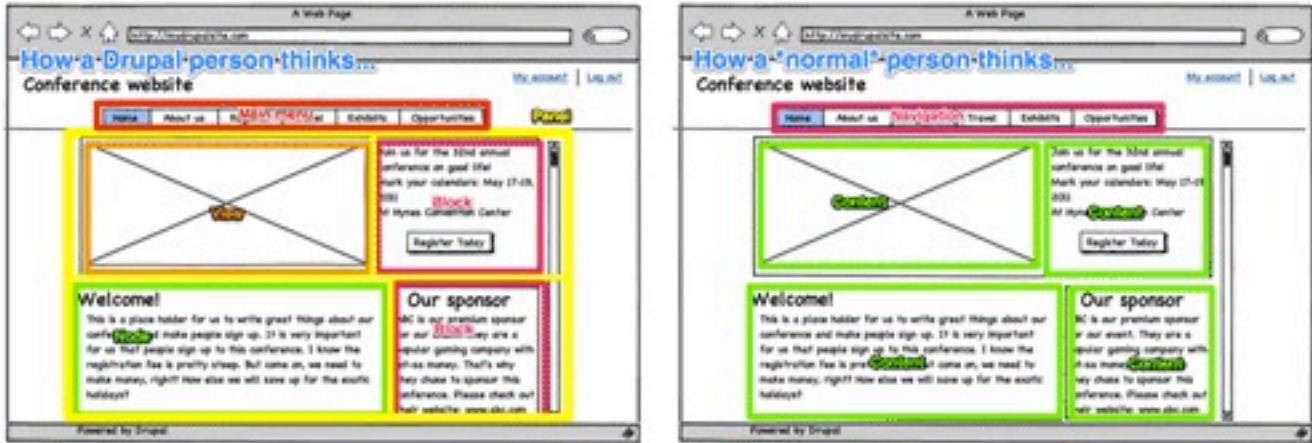
The experience that we are focusing on, is that of creating the front-end of your website - where content, blocks, views, menus are placed on pages and how these can be configured.

The proposal outlined below is for Phase 3/4 of WSCCI which is still some months away - it should be clear that this is just a high-level idea, and all details still need to be discussed. Earlier discussion on this topic can be found at <http://groups.drupal.org/node/137469>.

This post was written by me and yoroy, with feedback from a number of core contributors.

Problems

This brings us to a fundamental problem that new users and even existing users face when they use Drupal: they have to learn "what kind of thing" each part on the page is - is it a block? is it a menu in a block? or is it a element provided by a module?



- <http://groups.drupal.org/node/160144>

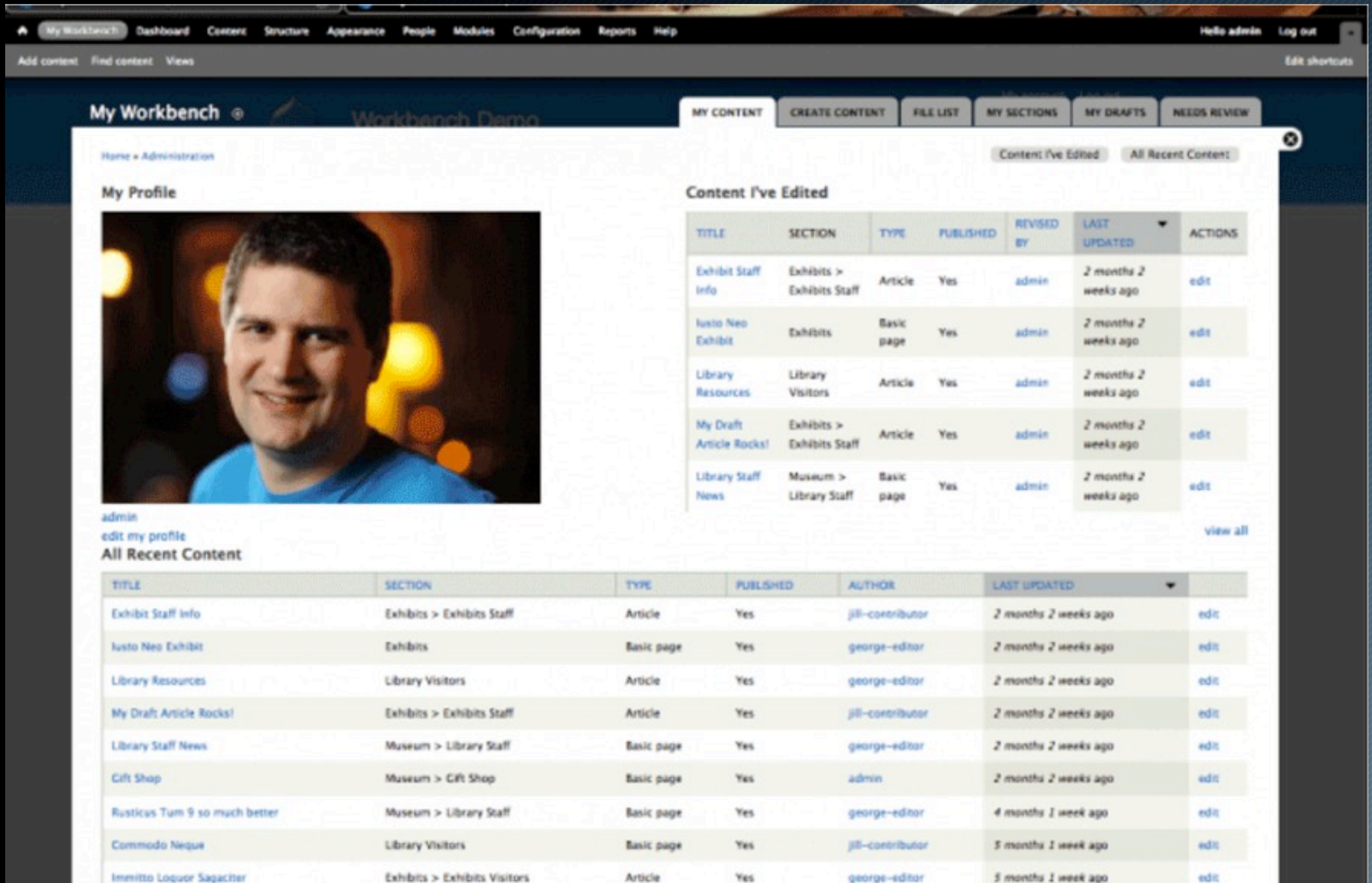
- Responsive design

- All over the place
- Omega, Adaptive Theme, modernizr, labjs, responsive-images, ...

Media as first-class citizen

- Drupal 7 media module got us there. But let's go further
- Mobile media
 - See http://drupal.org/project/responsive_images
- Re-usable media libraries
 - Discovery (taxonomy, search)
 - Workflow (versioning)
 - Library content APIs (for re-use by other systems)
- Rich media
 - <http://drupal.org/project/brightcove> (/ooyala, and MANY modules)
 - We can/should pre-assemble one that works OOTB

Content creation workflows are key in enterprises



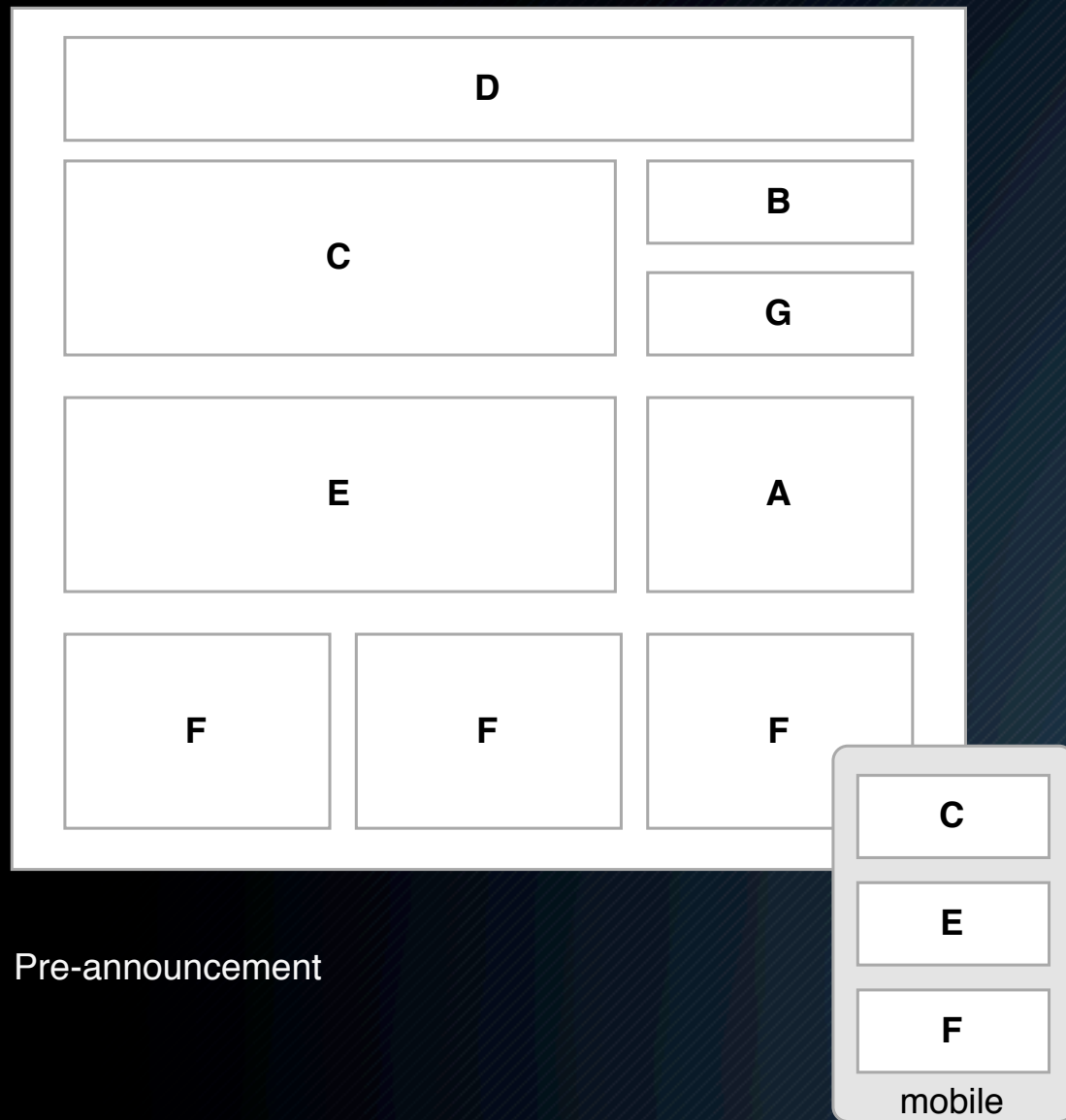
The screenshot displays the Drupal Workbench interface. At the top, a navigation bar includes links like 'My Workbench', 'Dashboard', 'Content', 'Structure', 'Appearance', 'People', 'Modules', 'Configuration', 'Reports', and 'Help'. Below this, a secondary bar shows 'Add content', 'Find content', and 'Views'. The main content area is divided into two sections. On the left, 'My Profile' features a user photo and the name 'admin', with links to 'edit my profile' and 'All Recent Content'. On the right, 'Content I've Edited' shows a table of content items. Below these, a larger table titled 'All Recent Content' lists various content items with their titles, sections, types, publication status, authors, and last update times.

TITLE	SECTION	TYPE	PUBLISHED	REVISOR	LAST UPDATED	ACTIONS
Exhibit Staff Info	Exhibits > Exhibits Staff	Article	Yes	admin	2 months 2 weeks ago	edit
Iusto Neo Exhibit	Exhibits	Basic page	Yes	admin	2 months 2 weeks ago	edit
Library Resources	Library Visitors	Article	Yes	admin	2 months 2 weeks ago	edit
My Draft Article Rocks!	Exhibits > Exhibits Staff	Article	Yes	admin	2 months 2 weeks ago	edit
Library Staff News	Museum > Library Staff	Basic page	Yes	admin	2 months 2 weeks ago	edit

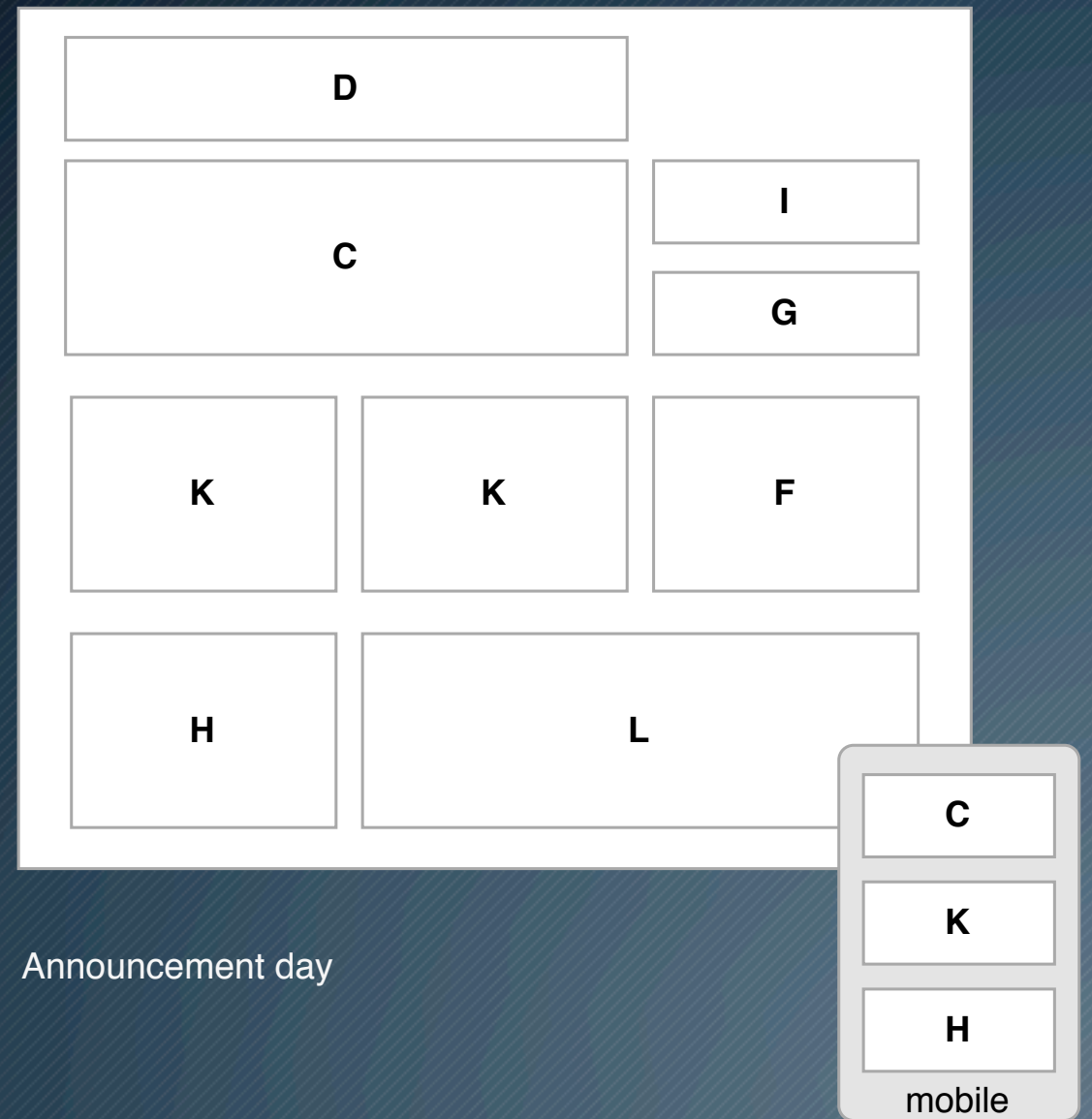
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Library Resources	Library Visitors	Article	Yes	george-editor	2 months 2 weeks ago	edit
My Draft Article Rocks!	Exhibits > Exhibits Staff	Article	Yes	jli-contributor	2 months 2 weeks ago	edit
Library Staff News	Museum > Library Staff	Basic page	Yes	george-editor	2 months 2 weeks ago	edit
Gift Shop	Museum > Gift Shop	Basic page	Yes	admin	2 months 2 weeks ago	edit
Rusticus Tum 9 so much better	Museum > Library Staff	Basic page	Yes	george-editor	4 months 1 week ago	edit
Commodo Neque	Library Visitors	Basic page	Yes	jli-contributor	5 months 1 week ago	edit
Immitto Loquor Sagaciter	Exhibits > Exhibits Visitors	Article	Yes	george-editor	5 months 1 week ago	edit

Yay - Drupal's working on that! <http://drupal.org/project/workbench>

Improved content staging



Pre-announcement

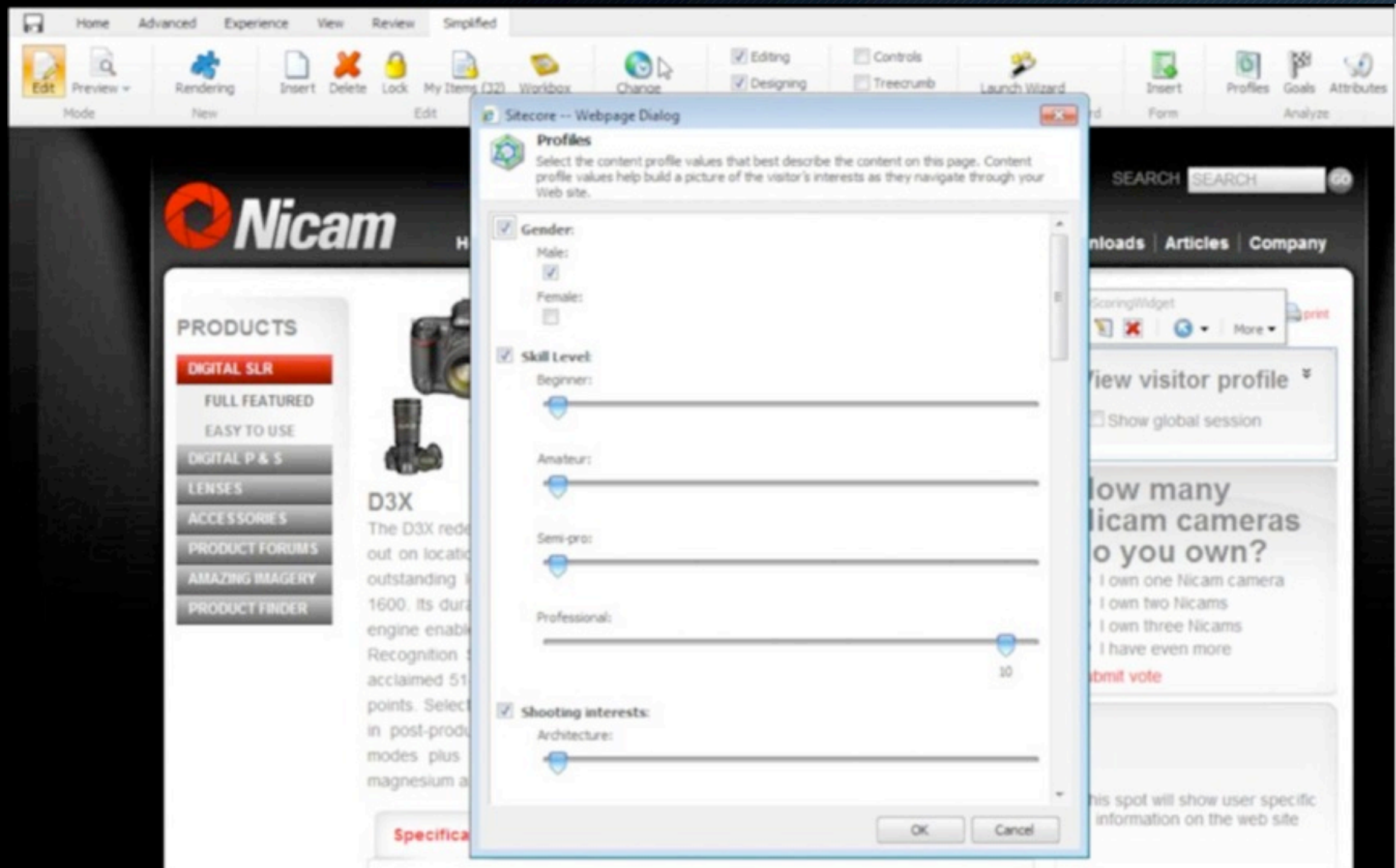


Announcement day

More than simple *unpublished* state

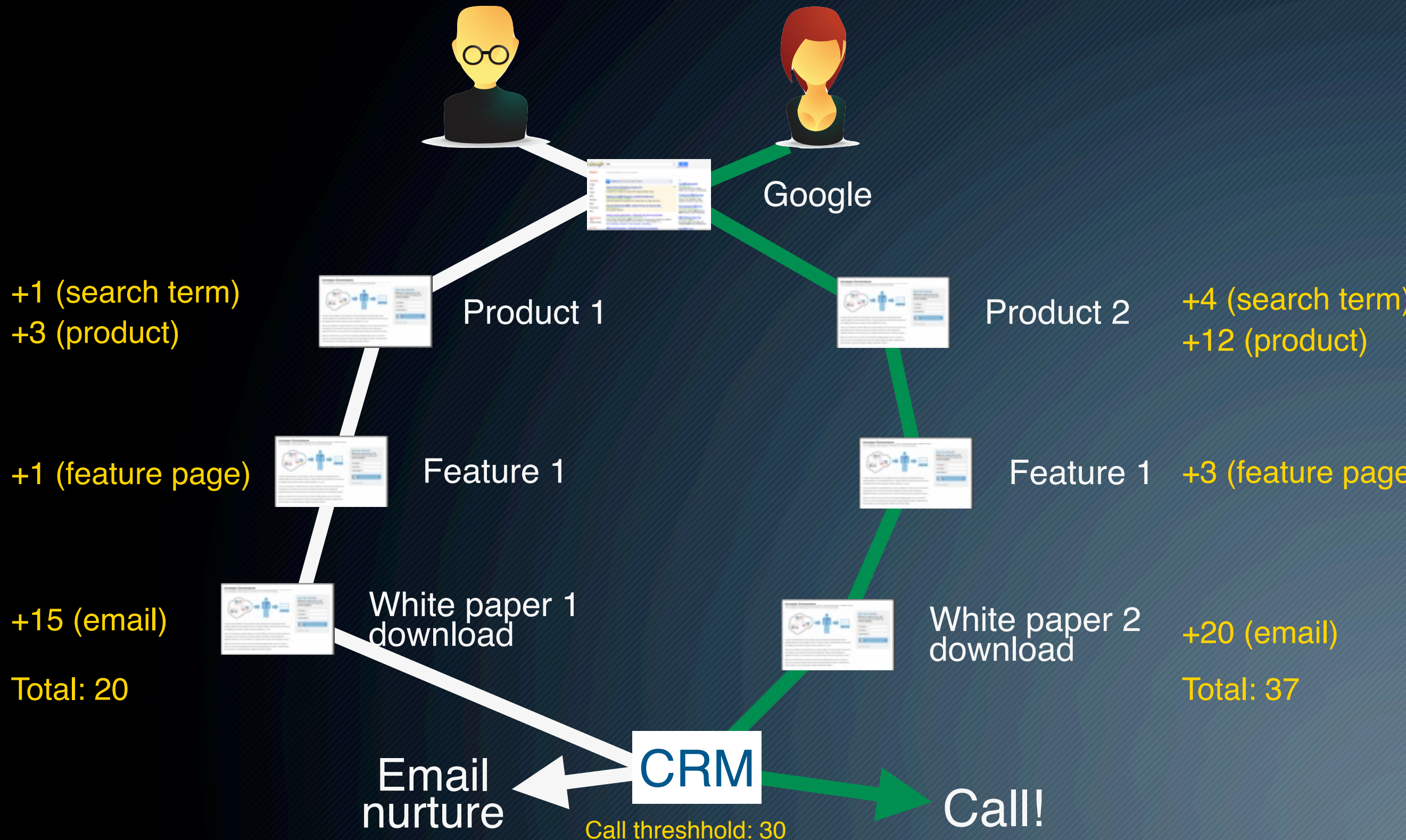
Yay - Drupal's working on that! (Drupal 8 core initiatives)

Real-time personalized content for unauthenticated visitors



Needs Drupal love

Visitor scoring & CRM integration



<http://drupal.org/project/manticore>, and more

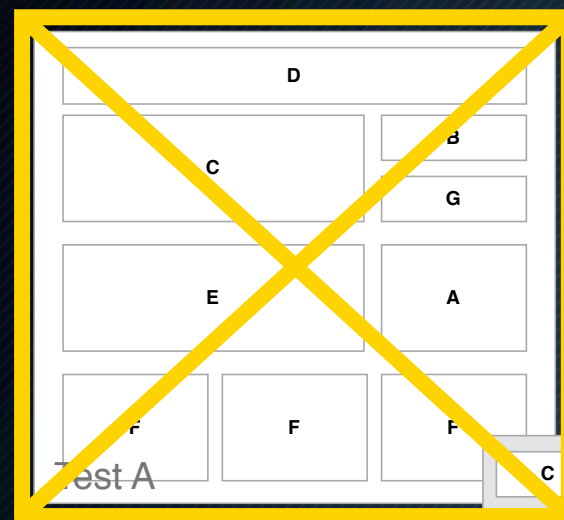
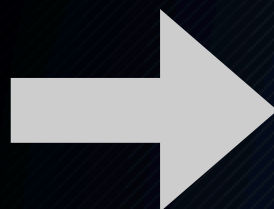
A/B-multivariate tests done easily

Graphic /
text / form
components ..

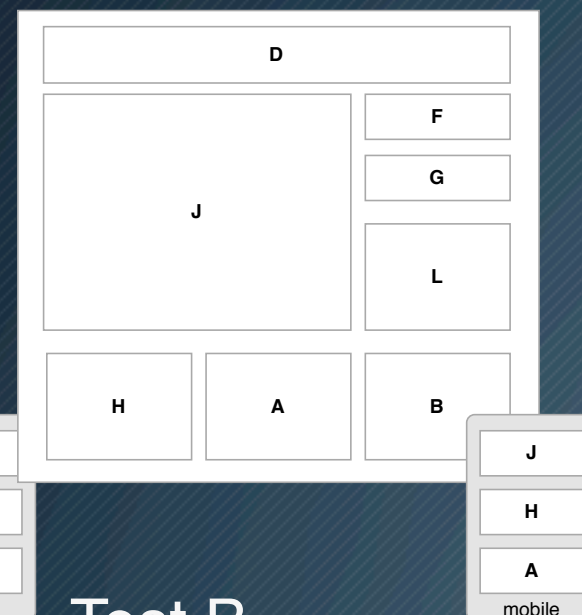
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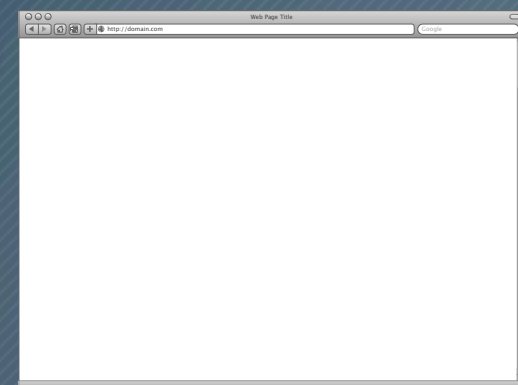
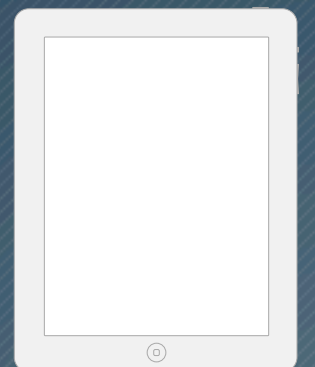


A fails



Test B
*Statistically better
conversions.*

Show to all.



http://drupal.org/project/webform_ab,
but we can/should do more.

Analytics that help convert visitors

- Drupal has a lot already
 - Modules for Google, omniture, woopra, clicky, and many more
- But needs pulled together at “marketers-level”
 - Multi-channel integration
 - Mail, social, search, ..
 - Anonymous visitor segmentation into marketing-relevant categories
 - Country, company, role
 - Lazy (future) connection to auth user account
 - Actions by named / target user segment
 - Content popularity
 - Download / registration conversion rates
 - Average page load times vs. abandon rates
 - Failed searches

Like Dropbox? They used this stuff

New strategy: encourage WOM, viral

- Give users better tools to spread the love
- Referral program w/ 2-sided incentive permanently increased signups by 60% (!!)
 - Inspired by PayPal \$5 signup bonus
- Help from Sean Ellis: Surveys, split tests, landing page/signup flow optimizations, encourage sharing → big wins
- Big investment in analytics



Let's pre-assemble this

- Time for a distribution that's WEM-focused
- We want to do it in tandem with the community
- If these are interesting or important to you - see me
- <http://groups.drupal.org/web-engagement-management>
 - (Being proposed now; awaiting moderator approval)