



— DRUPALCON —

DENVER

MARCH 19-23, 2012

Collaborative Publishing for Every Device

Five Things We Need To Create An Awesome Experience For Content Creators

Presented by Chris Strahl & Angela Byron



@chrisstrahl



@webchick





developers



themers



site builders



dev *ope*

temers

site builders

Content Creators



(aka the "victims" of Drupal)
Also the ones making CMS choices...

*So let's view these products through
the eyes of a content editor...*



Plone®




SQUIZ®



CQ5

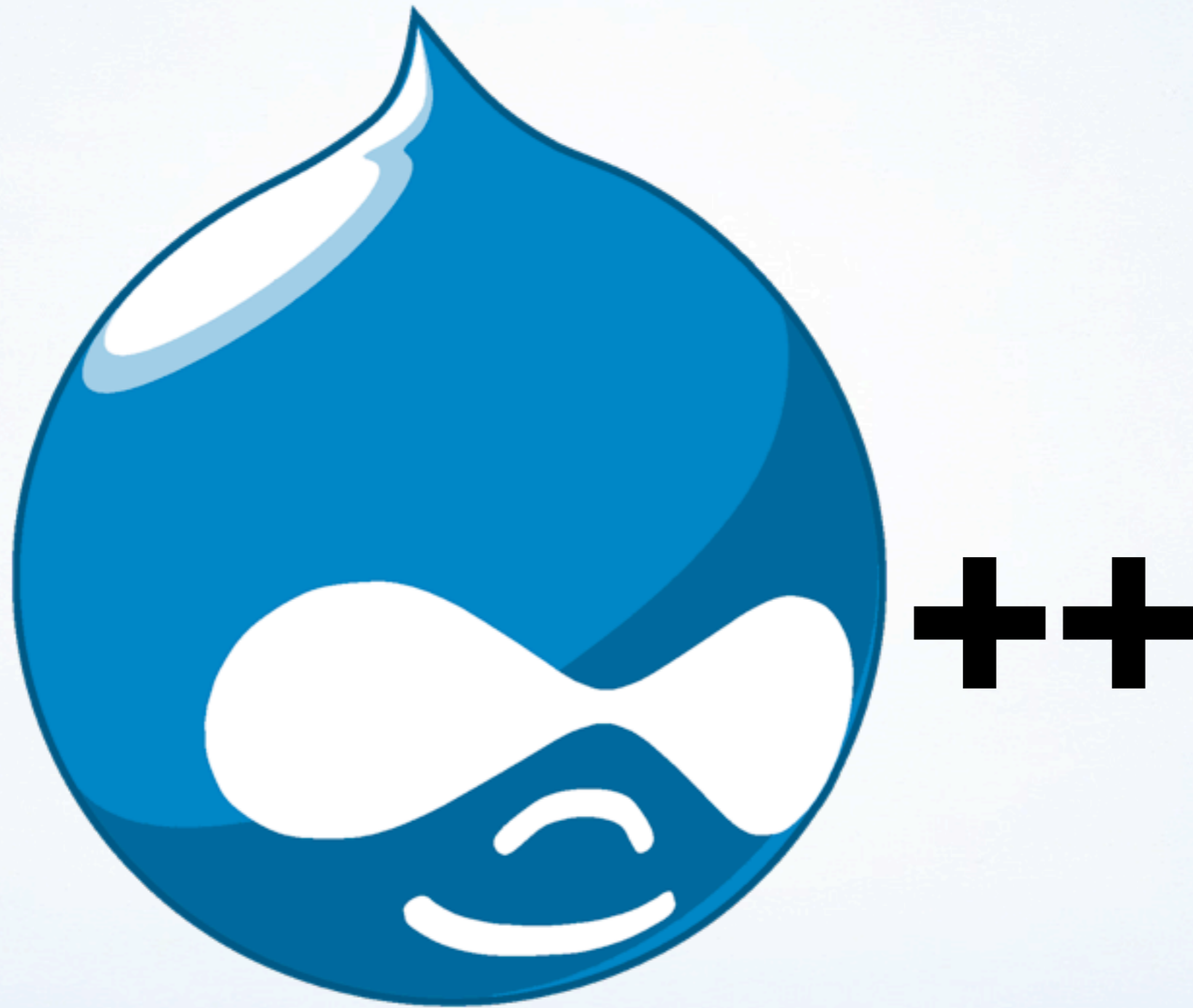
Drupal, out of the box



<http://www.screencast.com/t/YHjViw7UKXzA>

<http://www.screencast.com/t/YHjViw7UKXzA>

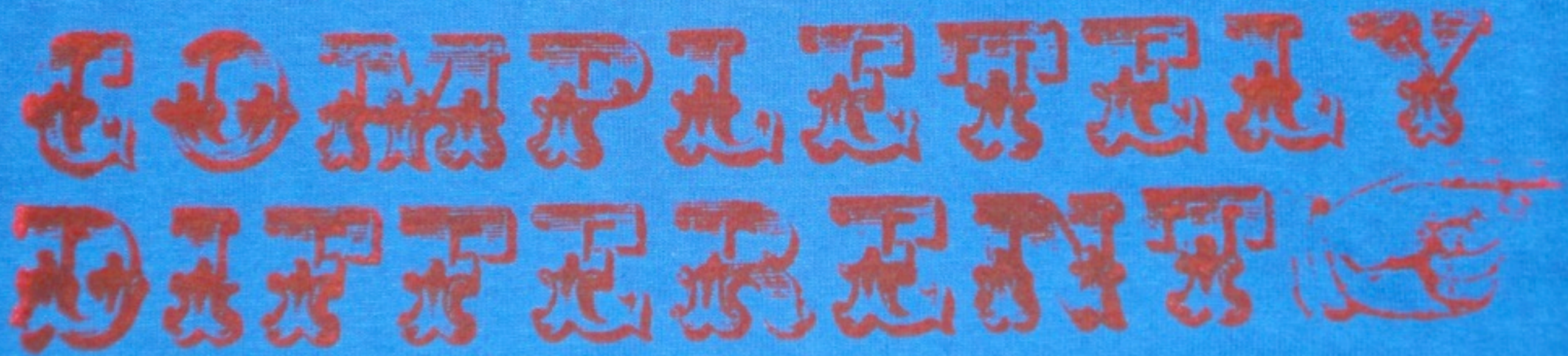
Drupal, plus contrib



<http://www.screencast.com/t/WfAgXbCU>

<http://www.screencast.com/t/WfAgXbCU>

... And now for something





- PHP
- “Open source”
- Strong focus on content editing experience

<http://cms.squizsuite.net/features/inline-editing>

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- Python
- *Actually* open source (GPL)
- Both a CMS and a CMF, like Drupal

<http://blip.tv/robgietema/deco-ui-demo-custom-contenttype-4096718>

<http://blip.tv/robgietema/deco-ui-demo-custom-contenttype-4096718>



- Java-based
- Proprietary; formally Day Software, acquired by Adobe
- Strong out-of-the-box capabilities; fully buzzword compliant
- Probably the best we've seen in terms of a complete editor-focused system

<http://www.adobe.com/products/cq/web-content-management.html>

<http://www.day.com/day/en/resources/video/webcontent-incontext-editing.html#body-video>
<http://www.day.com/day/en/resources/video/mobile-experience-authoring.html>



- Proprietary; SaaS platform
- Simple and awesome UX with a lot of great features and eye candy (even for beta)
- Benchmark for UX in layouts and in-line editing

Demo Time!

beta.sgsp.com



FACEPALM

Even this bear thinks that's ridiculous.

So how do we fix it?



Top 5 things:

1. **Real** WYSIWYG & In-line editing
2. Flexible layout tools
3. Drag and drop **everything**
4. Kick-ass media support
5. ... oh yeah, and customized for any device :-)



Join us.

<http://groups.drupal.org/usability>

<http://groups.drupal.org/media>

<http://groups.drupal.org/mobile>

<http://groups.drupal.org/drupal-8-blocks-layouts-everywhere-initiative>

<http://groups.drupal.org/cms-feature-reviews>

Create Basic page



[Home](#) » [Add content](#)

Title *

Body ([Edit summary](#))

```
<strong>:</strong>
```



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Locate this session on the
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Click the “Take the Survey” link.

Thank You!