
Content Models

The Design Tool You Never Considered

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FORUM ONE™

Nice to meet you!



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Tell me about you!

In the chat, share your
name and **location**



About Forum One

We've been at this for 25 years.

We've partnered with more than 1,000 organizations and government agencies.

We've helped them better reach their mission on over 2,000 projects.

We are experts in digital strategy, creative, technology, data, and user experience.

We create experiences that make an impact.





Today's Agenda



The Team & Challenge

The Hypothesis

Content Model

The Results & Lessons Learned

Questions & Answers

The Team

The Team



**Project
Manager**



**Back-End
Developer**



UX Designer



**Front-End
Developer**



**Visual
Designer**

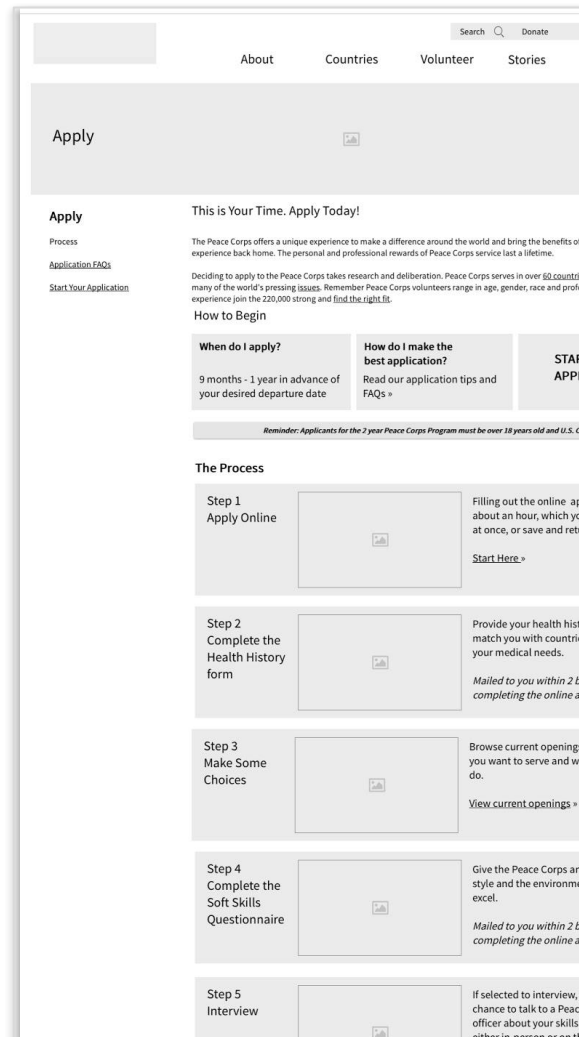
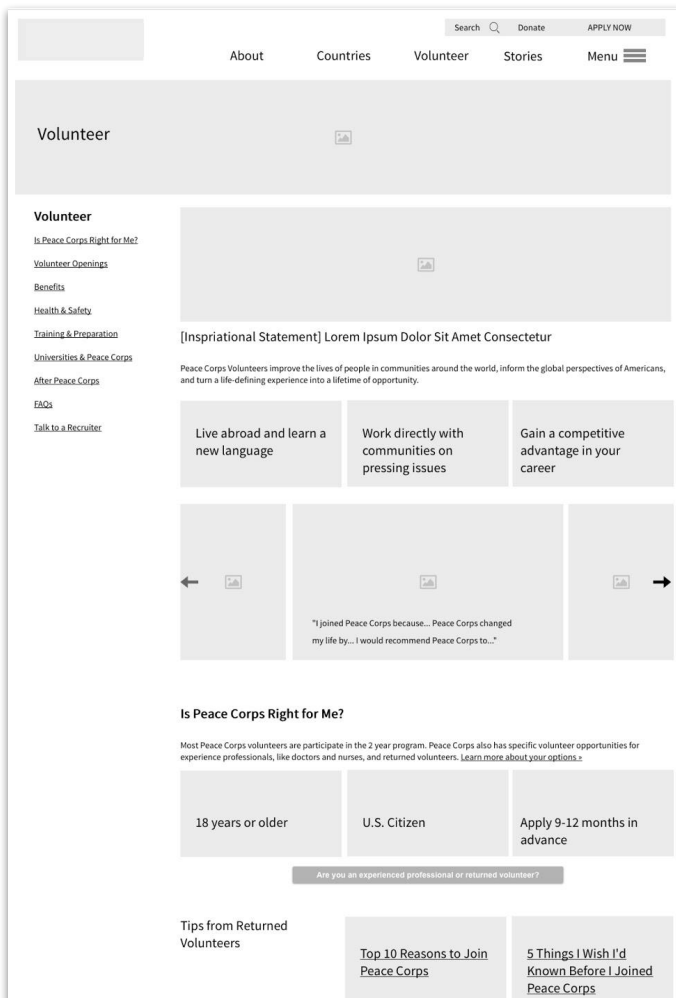


UX Designer

Responsibilities

- **Discovery Activities**
Goals, audiences, KPIs
- **Research**
Usability testing, audience interviews
- **Content Inventory**
- **Content Model**
- **Site Map**
- **Wireframes**
- **Prototyping**
- **Collaboration with team**
Design support, backlog grooming, QA

Wireframes

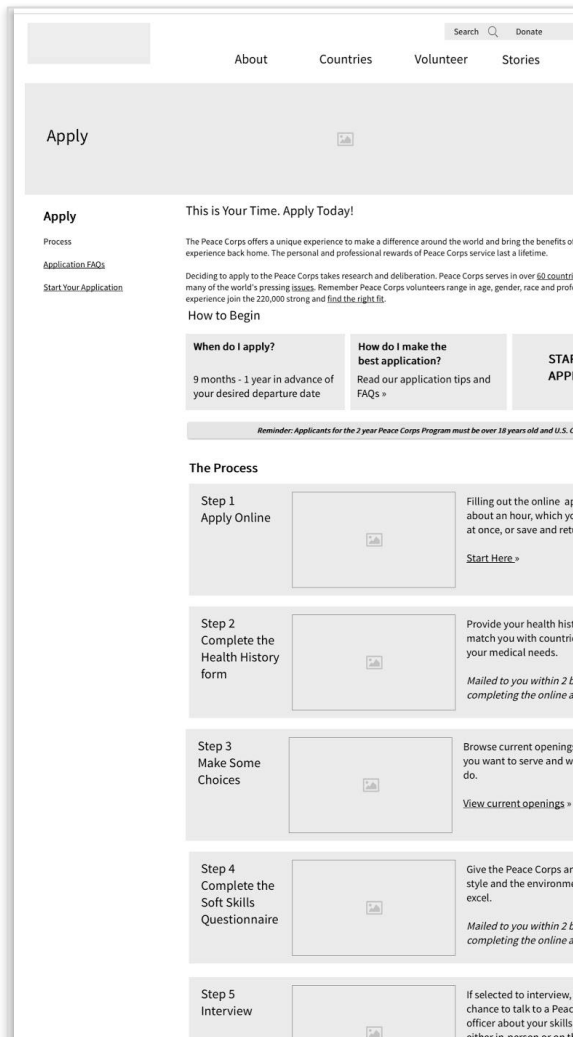
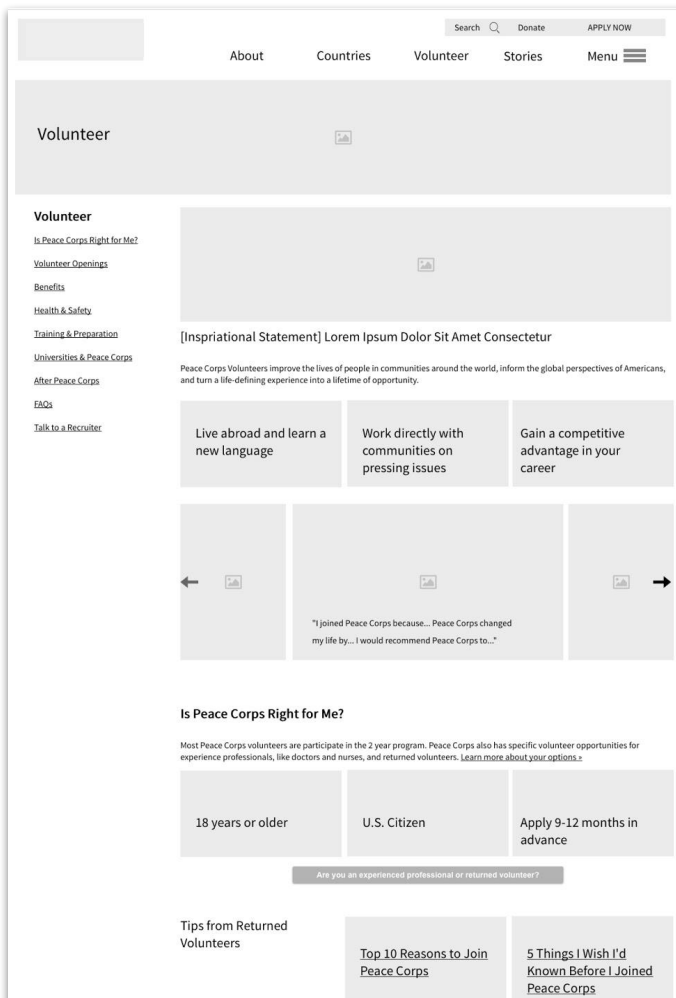


The Challenge

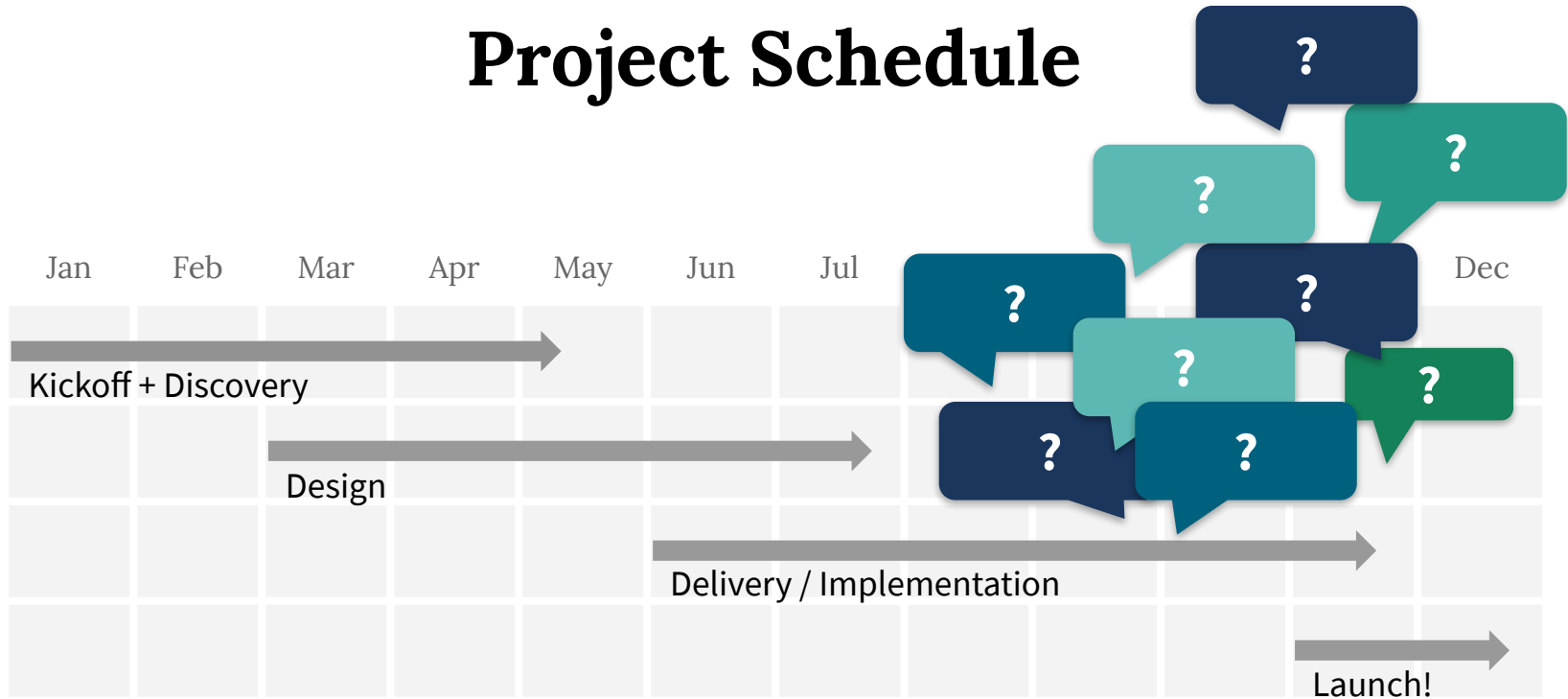
Do we really need 2 nearly identical card styles?

Is this list dynamic?

Where do the photos (in the slider) pull from?



Project Schedule



Most Common Questions

1

Do we really need 2 components that are nearly identical?

2

From where does this component pull data?

3

Is this populated manually or dynamically?

The Challenge

*How do we get
answers earlier?*

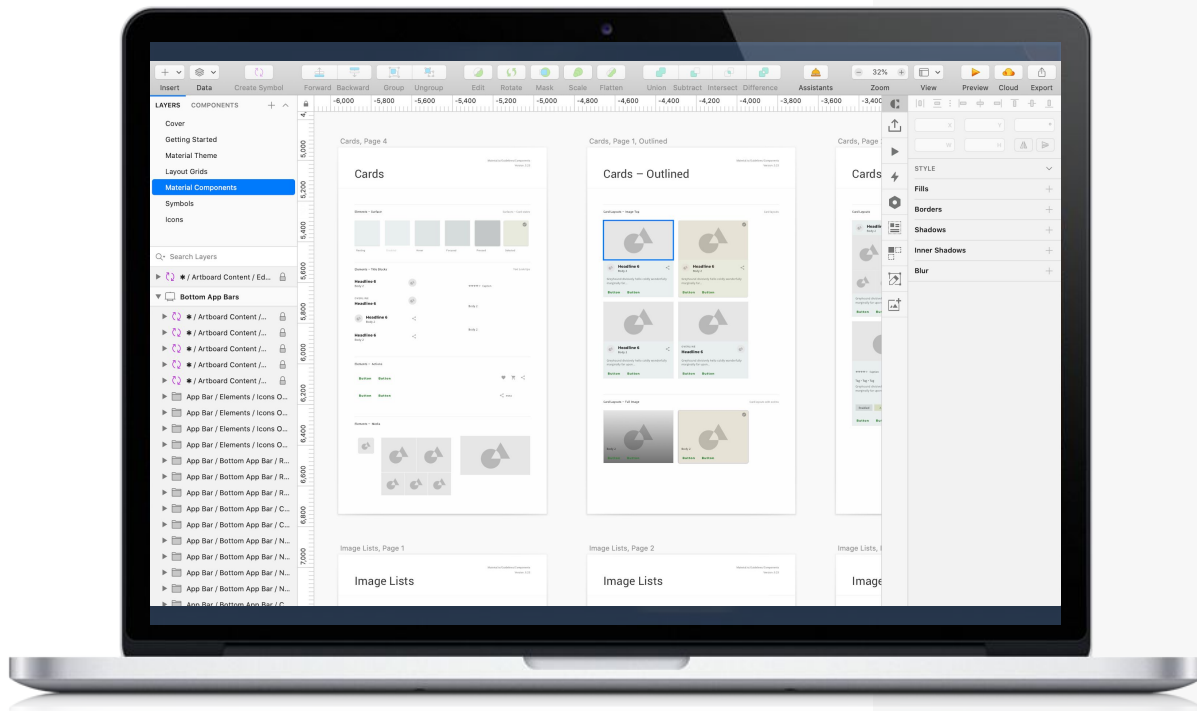
The Hypothesis

The Hypothesis

*If designers front load work,
everyone would save time.*



How can I make your job
as a developer easier?



#1 Prototype

Documentation in the design (Sketch) file.

- ✓ It worked.
- ✓ It was helpful.
- ✗ Only I can edit.
- ✗ Not efficient process (load program, add text, save, send)

**Where should we document
component information?**



**Project
Manager**



**Back-End
Developer**



UX Designer



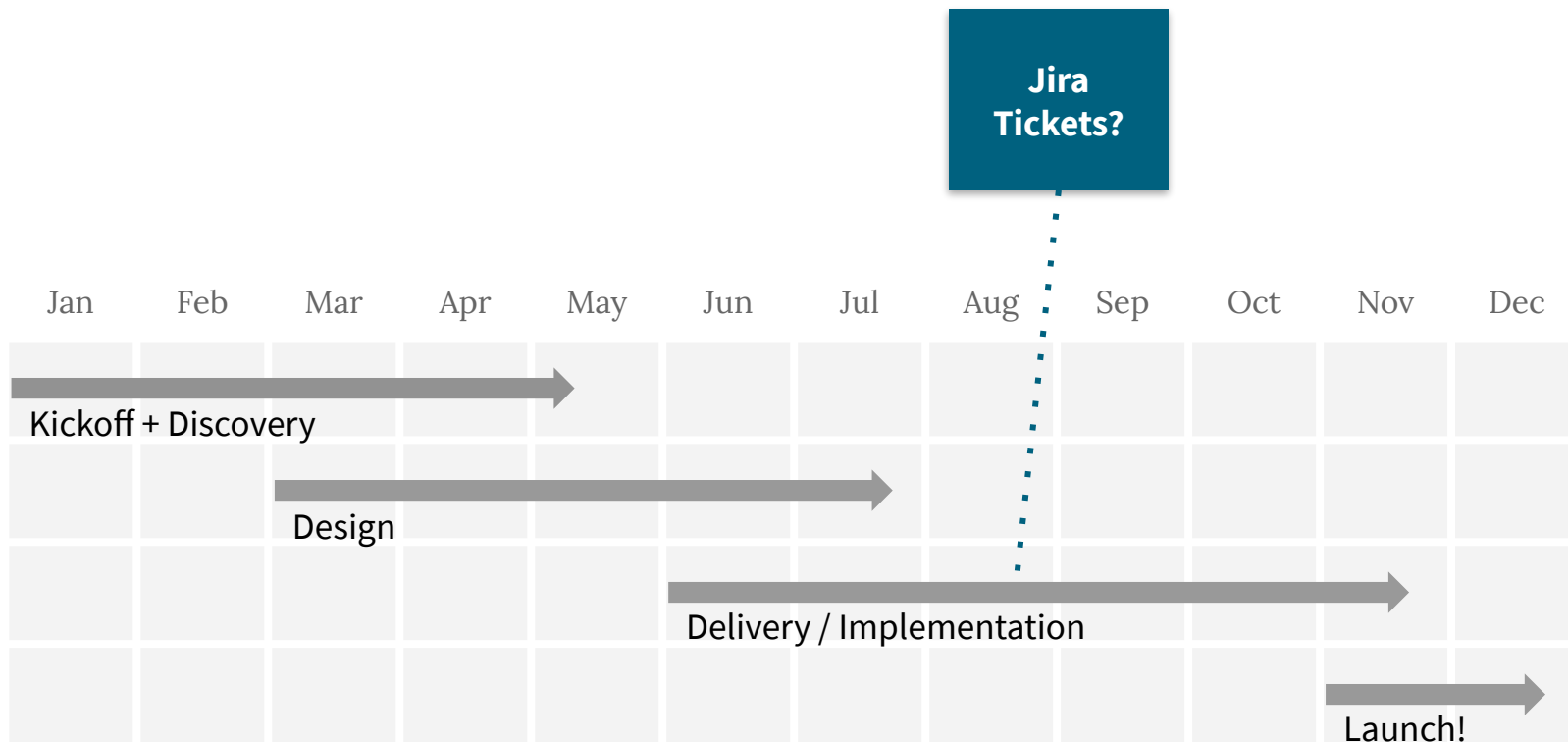
**Front-End
Developer**

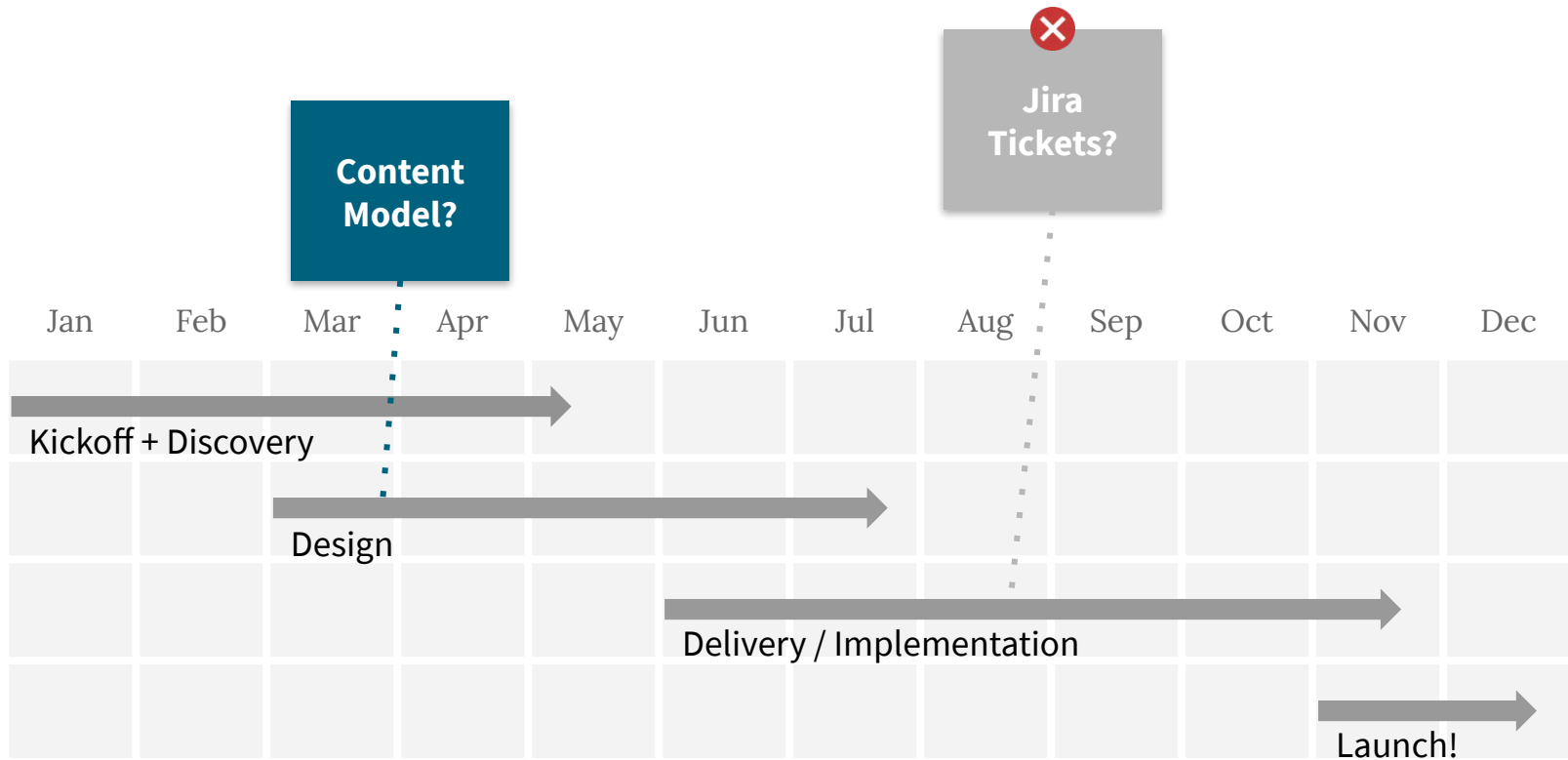


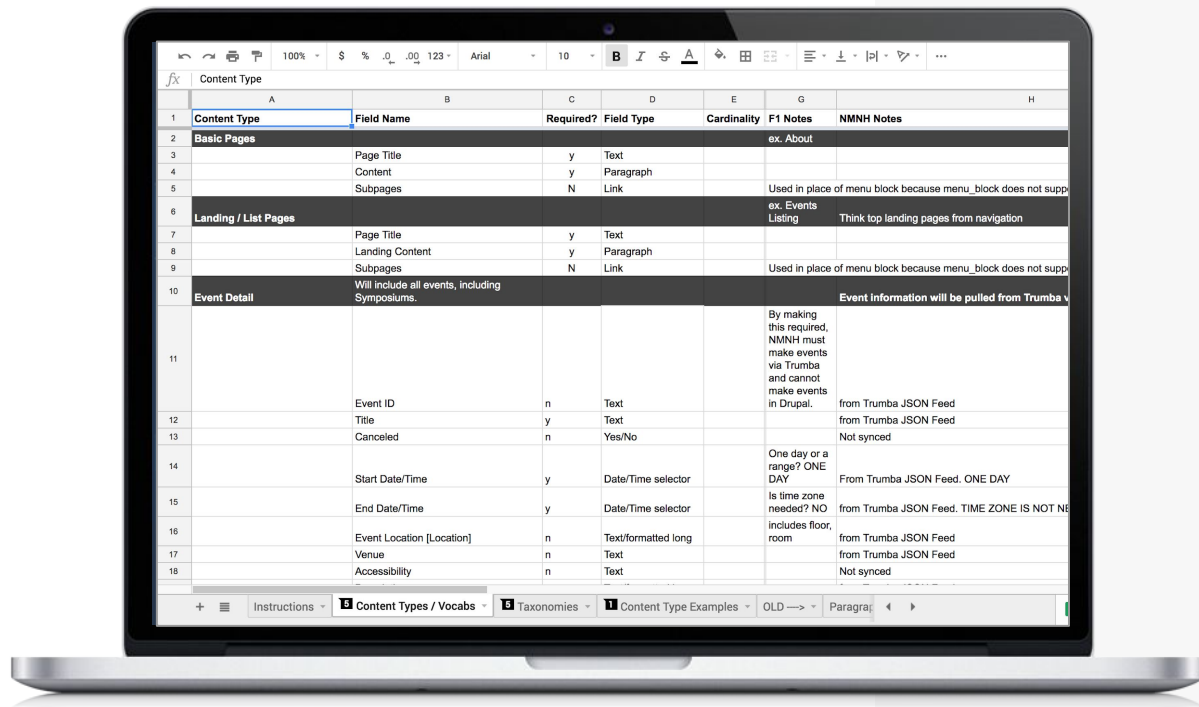
**Visual
Designer**



Document it in the
place closest to
implementation.







#2 Prototype

Documentation in the content model

The Content Model

The Content Model

Content Model Template - 2020

File

Edit

View

Insert

Format

Data

Tools

Add-ons

Help

Last edit was made on August 3 by Julia Bradshaw

Share

fx

	A	B	C	D	E	F	G	H	I	J	
1	Instructions: A content type is a reusable collection of content such as metadata, workflow, behavior, and other settings for a category of items. Create content types for content that needs structure, will have a detail page, indexed by search engine, and has more than 10 pieces of content.										
2	Content Types		Fields				Displays			Notes	
3	Name	Field Name	Required?	Type	Reference Types	Cardinality	Show on Detail page	Show on Teaser view	Indexed for Search?	Forum One	Client
4	Content Type										
5											
6											
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9											
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11											
12											
13	Content Type										
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20											
21											
22	Content Type										
23											

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Intro

Current Content Types

Content Types

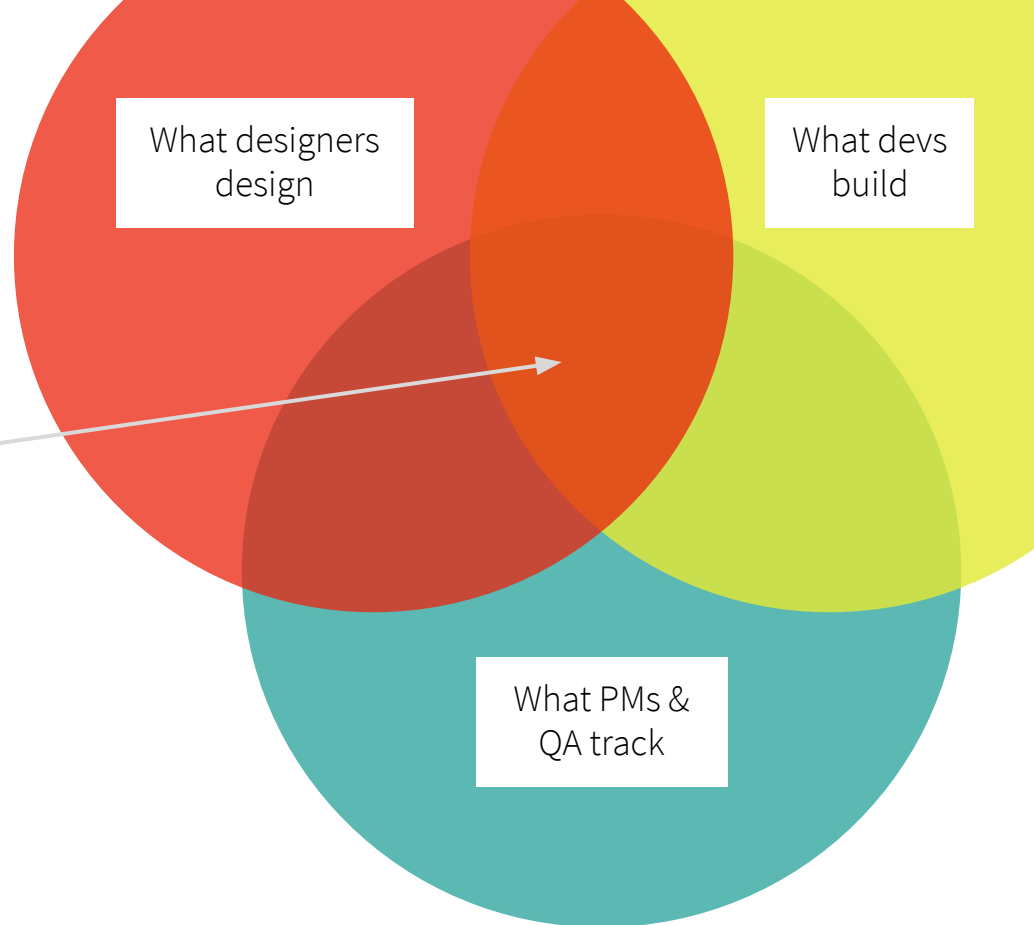
Taxonomy

Content View Modes

Dynam

Content Model

The content model unites us!



Event

Field Name	Required?	Field Type
Basic Information		
Title	y	Text
Date	y	Date select
Time	n	Time select
Location	n	Text
Online	n	Boolean y/n
Image	n	Image
Primary Link	n	Link
Body	y	WYSIWYG w/ summary
Event Speakers	n	Entity Reference
Organization/Host	n	Text
Logo	n	Image upload
Tagging		
Topic	y	Taxonomy
Marketlinks Event	n	Boolean y/n

Mainstreaming the Minimum Economic Recovery Standards for Improved Market-Based Programming

MARKETLINKS EVENT



Credit: The SEEP Network

Wednesday, February 19, 2020 - Thursday, February 20, 2020
9:00 a.m. - 10:30 a.m. EST
Online

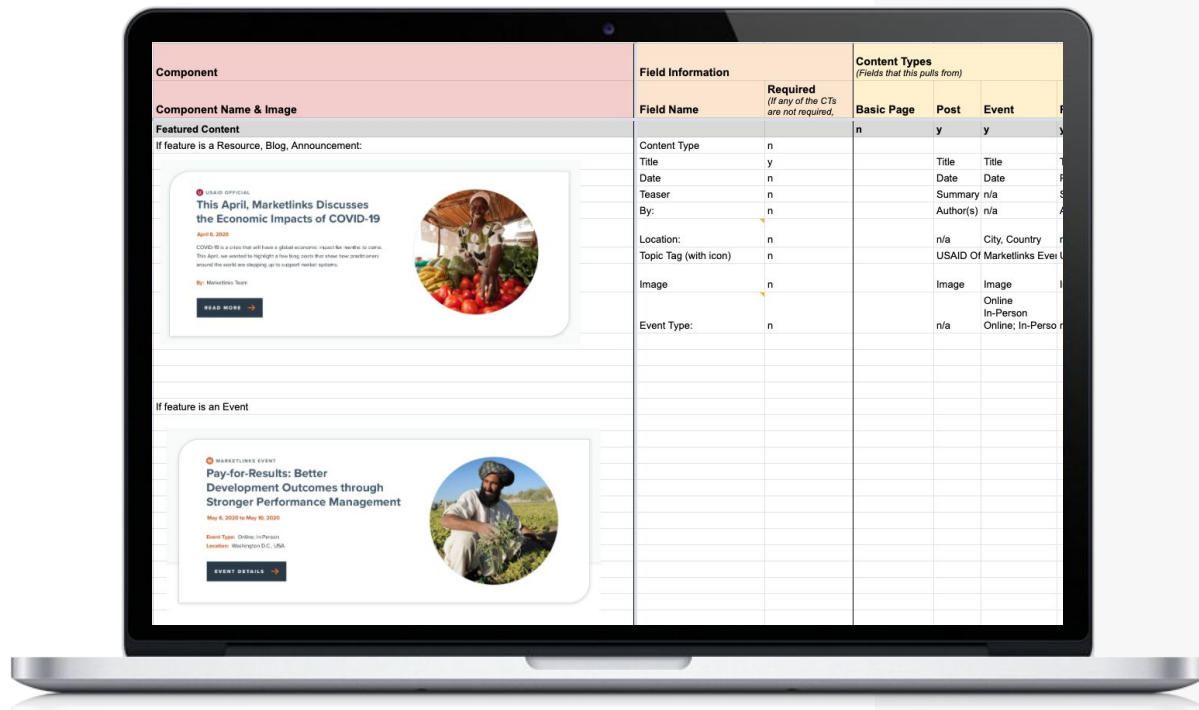
REGISTER

Drawing from the accumulated experience of the world's leading humanitarian agencies and economic development practitioners, the Minimum Economic Recovery Standards (MERS) represent an industry consensus on economic recovery for the humanitarian and development sector. With support from USAID's USAID Office of U.S. Foreign Disaster Assistance (USAID/OFDA), the SEEP Network has led the development and revision processes of the MERS since 2007. Now available in the third edition, the standards are well-recognized as core guidance for market-oriented approaches in economic recovery programming. The MERS are designed to provide humanitarian and development practitioners with a clear understanding of what good economic recovery programming looks like, and the final results that implementers should be working towards.

In 2017-2019, with funding from the USAID/OFDA, the SEEP Network supported practitioners and

Side by Side Review

Reviewing the content type fields beside the design reinforced the connection between the pieces you see and how each one will work.






Content View Modes

To inspire system-wide thinking earlier in the project and to have earlier conversations with the tech lead since they're the ones that actualize the designs!

Content View Modes

	A	B	C	D	E	F	G	H	I	J
1		Field Information	Content Types (Fields that this pulls from)							Notes
2	Component Name & Image	Field Name	Basic Page	Post	Event	Resource	Wiki	Profile	Topic (Taxonomy)	Notes (F1)
3	Featured		n	y	y	y	n	n	n	
4	If feature is a Resource, Blog, Announcement:	Content Type								Display Post Type Taxonomy Term, not "Post"
5		Title		label	label	label	label			
6		Date		node.created	field_date	node.created	node.created			
7		Summary		field_body.summary		field_body.summary	field_body.summary			
8		By:		field_authors		field_authors				
9		Location:			field_location					4/17: Kim updated to reflect latest thinking. Ca
10		Topic Tag (with icon)		field_usaid_official	field_marketlinks_event	field_usaid_official				Detail pages would display the full address if t
11		Image		field_image	field_image	field_image	field_image			Each of the two tags will have its own icon
12		Event Type:			content.field_type					Ensure there's a default image if there isn't an
13										determined.
14										4/17: Kim updated to reflect the design, which
15										have "Event Type" display on cards. Options v
16										In-Person.
17										
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33										
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35										
36										
37	Narrow card with image		n	y	y	y	n	n	n	
38		Image		field_image	field_image	field_image				Need to define a default image
39		Date		node.created	field_date	node.created				
40		Title		label	label	label				
41										
42										
43										
44										
45										



	A	B	C	D	E	F	G	H	I	J
1			Content Types (Fields that this pulls from)							Notes
2	Component Name & Image	Field Information	Basic Page	Post	Event	Resource	Wiki	Profile	Topic (Taxonomy)	
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4	If feature is a Resource, Blog, Announcement:		Content Type							Display Post Type Taxonomy Term, not "Post"
5			Title	label	label	label	label			
6			Date	node.created	field_date	node.created	node.created			
7			Summary	field_body.summary		field_body.summary	field_body.summary			
8			By:	field_authors		field_authors				
9			Location:		field_location					4/17: Kim updated to reflect latest thinking. Ca
10	The card height will begin with the height of the image. If the height of the left content area grows larger than the image then the height will grow and the image will align vertically towards the top		Topic Tag (with icon)	field_usaid_official	field_marketlinks_event	field_usaid_official				Detail pages would display the full address if ti
11			Image	field_image	field_image	field_image	field_image			Each of the two tags will have its own icon
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16	If feature is an Event									In-Person.
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29										
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31										
32										
33										
34	Link to Homepage which shows both variations									
35	Link to PatternLab									
36										
37	Narrow card with image		n	y	y	y	n	n	n	
38		Image		field_image	field_image	field_image				Need to define a default image
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40		Title		label	label	label				
41										
42										
43										
44										
45										

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☰

Content Types ▾

Taxonomy ▾

Taxonomy Fields ▾

Paragraph Components ▾

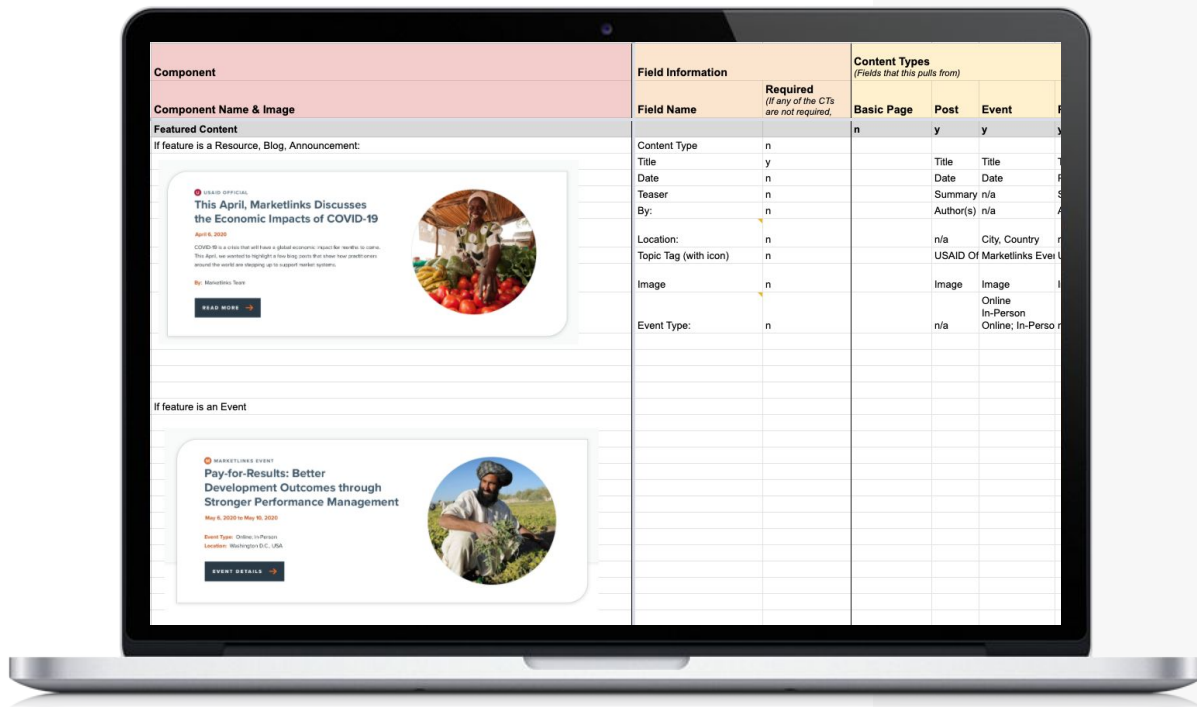
Blocks ▾

Content View Modes ▾

Dynamic v. Manual ▾

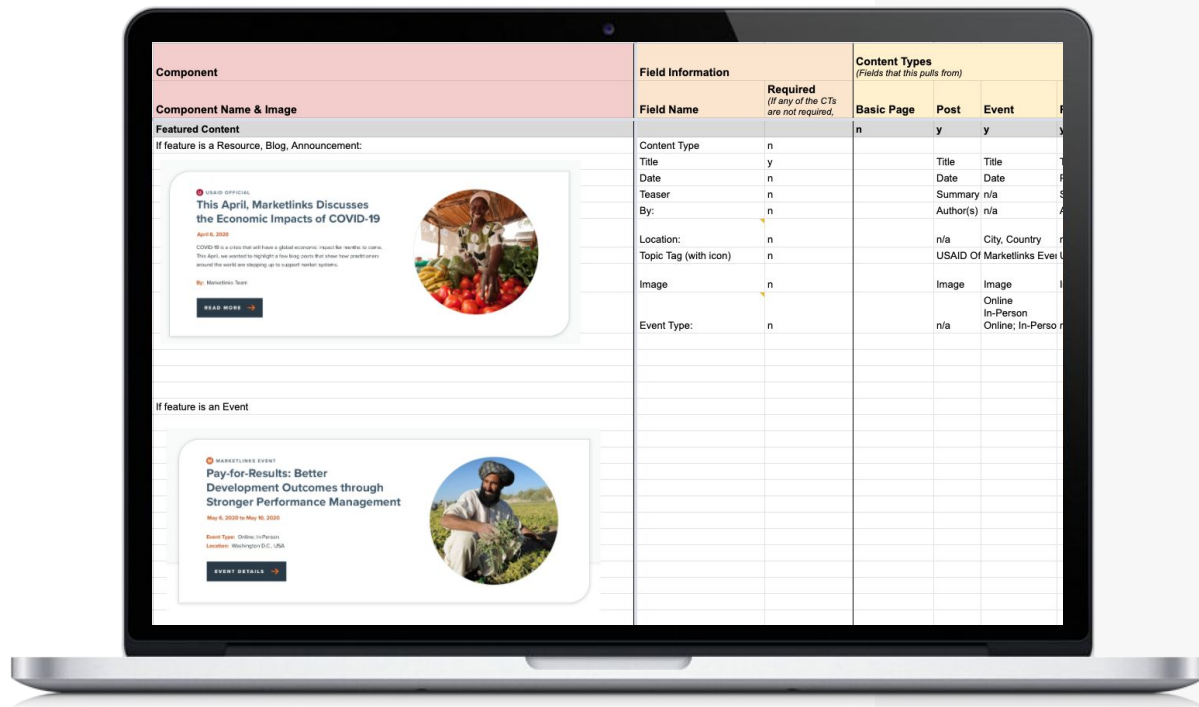
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The Results



#2 Prototype Documentation in the content model

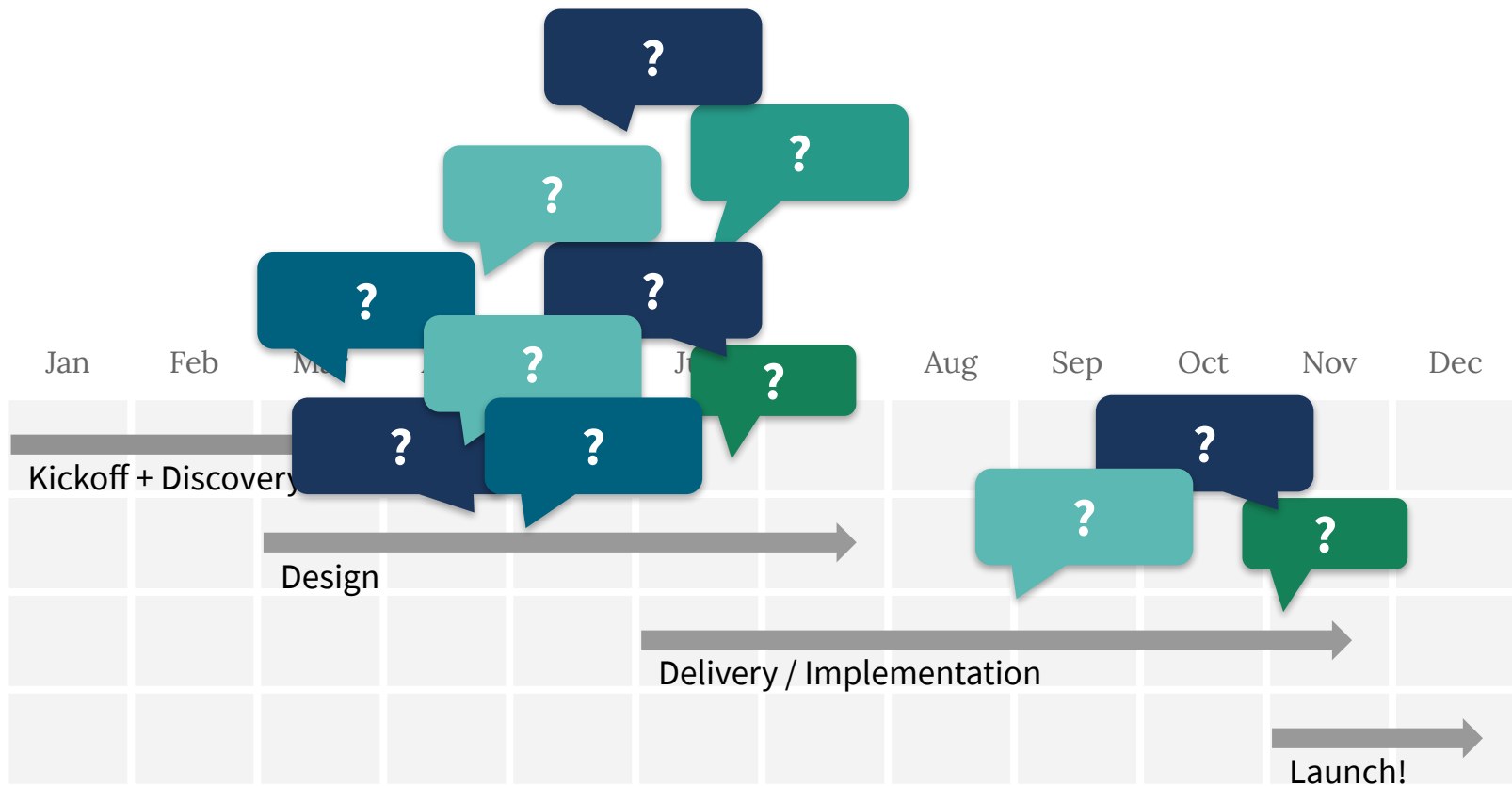
- ✓ It worked.
- ✓ It was helpful.



#2 Prototype

Documentation in the content model

- ✓ It worked.
- ✓ It was helpful.
- ✓ Team can edit.
- ✓ Reduced time answering questions.
- ✓ Rave reviews from devs.



Most Common Questions

1

Do we really need 2 components that are nearly identical?



Catch early.
Check the
content model

2

From where does this component pull data?



Check the
content model

3

Is this populated manually or dynamically?



Check the
content model

Benefits

- ✓ Designers and developers speaking the same language.
- ✓ Time savings. Fewer questions. Better documentation.
- ✓ Better review meetings with other stakeholders because of alignment.

Lessons Learned & Resources

Lessons Learned

1. Ask your devs what they need. Common questions.
2. Set up a cadence to review the content model.
3. Note major changes in the content model.
4. Decide when you will no longer keep screenshots updated.
5. Set a handoff date with dev.
6. Define the source of truth for each phase and who maintains it.
7. Be flexible and adapt as needed.

Lessons Learned

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**Don't boil the
ocean.**

Lessons Learned

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**Always takes
longer than
expected.**

Lessons Learned

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**You'll forget later.
Make a note.**

Lessons Learned

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**Labor intensive.
Are outdated
eventually.**

Lessons Learned

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6. Define the source of truth for each phase and who maintains it.
7. Be flexible and adapt as needed.

**I thought you
were doing that.**

Lessons Learned

1. Ask your devs what they need. Common questions.
2. Set up a cadence to review the content model.
3. Note major changes in the content model.
4. Decide when you will no longer keep screenshots updated.
5. Set a handoff date with dev.
6. Define the source of truth for each phase and who maintains it.
7. Be flexible and adapt as needed.

**Eventually Jira or
Pattern Lab were
our source of
truth.**

Lessons Learned

1. Ask your devs what they need. Common questions.
2. Set up a cadence to review the content model.
3. Note major changes in the content model.
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6. Define the source of truth for each phase and who maintains it.
7. Be flexible and adapt as needed.

**We're all learning
here!**

Content Model Resources

[Content Model Spreadsheet](#) (Built Spec 1.0) • Palantir

[Developing Drupal Sites: Plan or Parish](#) • Palantir

[Content Modeling: A Master Skill](#) • A List Apart

[One True Content Model](#) • Jeff Eaton (video)

[Useful Guide to Content Types, Part 1](#) • UXBooth

[Useful Guide to Content Types, Part 2](#) • UXBooth

[Managing Enterprise Content: A Unified Content Strategy](#) • Ann Rockley

Questions?

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<https://www.linkedin.com/in/clarkcourtney>



Thank you!

UNION





FORUM ONE