

To design a CMS or not to design a CMS?
Shakespearean Dilemma of CMS proportions



1/12/2023

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to be

~~or not to be?~~



To Summarize

Over the course of 6 months, an entire Digital Experience Team quit

Out of the Box CMS

0 Expertise on Wordpress

Website with between 20-30 requests for text updates a day



Spirit Science

Life is too
short to argue
with stupid
pie.

UGLY CMSES



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GOALS

Redesign the entire CMS for better efficiency



*per quarterly Visitor Satisfaction or exhibition specific survey

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Learning #1: Design Matters

Endless Scroll of DOOM

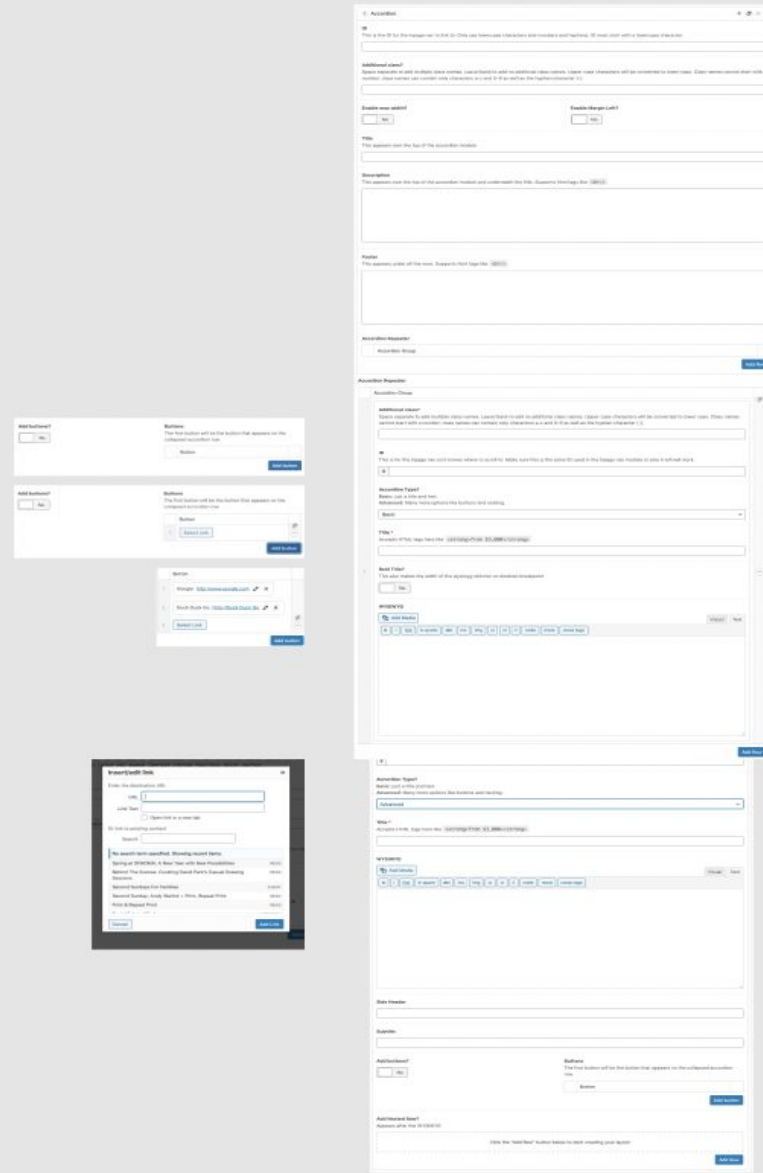


Before



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Current Module



1 Accordion + □ - ▲

ID
This is the ID for the inpage nav to link to. Only use lowercase characters and numbers and hyphens. ID most start with a lowercase character.

Additional class?
Space separate to add multiple class names. Leave blank to add no additional class names. Upper case characters will be converted to lower case. Class names cannot start with a number. class names can contain only characters a-z and 0-9 as well as the hyphen character (-).

Enable max width? No

Enable Margin Left? No

Title
This appears over the top of the accordion module

Description
This appears over the top of the accordion module and underneath the title. Supports html tags like `
`

Footer
This appears under all the rows. Supports html tags like `
`

Accordion Repeater

Accordion Group	<input type="checkbox"/>
-----------------	--------------------------

[Add Row](#)

Accordion Repeater

Accordion Group	<input type="checkbox"/>
-----------------	--------------------------



Accordion Repeater

Accordion Group

Additional class?

Space separate to add multiple class names. Leave blank to add no additional class names. Upper case characters will be converted to lower case. Class names cannot start with a number. class names can contain only characters a-z and 0-9 as well as the hyphen character (-).

ID

This is for the inpage nav so it knows where to scroll to. Make sure this is the same ID used in the inpage nav module or else it will not work.

Accordion Type?

Basic: just a title and text.

Advanced: Many more options like buttons and nesting.

Title *

Accepts HTML tags here like `from $3,000`

Bold Title?

This also makes the width of the wysiwyg skinnier on desktop breakpoint

 No

WYSIWYG

 Add Media

Visual Text

b *i* [link](#) **b-quote** **del** **ins** **img** **ul** **ol** **li** **code** **more** **close tags**

Add Row



Accordion Type?

Basic: just a title and text.

Advanced: Many more options like buttons and nesting.

Advanced

Title *

Accepts HTML tags here like `from $3,000`

WYSIWYG

Add Media

Visual Text

b i link b-quote del ins img ul ol li code more close tags

Side Header

Subtitle

Add buttons?

No

Buttons

The first button will be the button that appears on the collapsed accordion row.

Button

Add button

Add Nested Row?

Appears after the WYSIWYG

Click the "Add Row" button below to start creating your layout

Add Row



After



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The Analytical Engine 1 0 + New Howdy, Ada

No Time to Rest!

Save Draft | Status: **Draft** Edit | Visibility: **Public** Edit | Publish: **Immediately** Edit

Revisionize Preview Publish

MODULE BUILDER Open All Collapse All

WYSIWIG No Content

Add Media Make it wide? No

Paragraph **B** *I* [List] [List] [Quote] [List] [List] [List] [Link] Visual Text

Word count: 0

Add Module



Making the backend look like the front end



No Time to Rest!





Save Draft | Status: **Draft** Edit | Visibility: **Public** Edit | Publish: **Immediately** Edit

MODULE BUILDER Collapse All No

Image Module No Label

Single Multiple

Number of Images 2 3 4




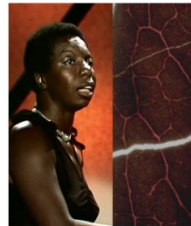
Image 1	Image 2	Image 3	Image 4
			
Image URL <input type="button" value="Select Link"/>	Image URL <input type="button" value="Select Link"/>	Image URL <input type="text" value="https://staging.sfmoma.org/cta-tests/"/> <input type="button" value="✎"/> <input type="button" value="✕"/>	Image URL <input type="button" value="Select Link"/>
Caption Override Yes <input checked="" type="checkbox"/>	Caption Override Yes <input checked="" type="checkbox"/>	Caption Override No <input type="checkbox"/>	Caption Override No <input type="checkbox"/>
<div style="border: 1px solid #ccc; padding: 5px; min-height: 100px;">This will replace the image's current captions</div>	<div style="border: 1px solid #ccc; padding: 5px; min-height: 100px;">This will replace the image's current captions</div>		

sfmoma.org/exhibition/no-time-to-rest/

Menu Tickets Search

SF MO MA

Other Films in the Series

			
NOVEMBER 11-17, 2020 PAST EVENT - PROGRAM ONE: Eve Fowler	NOVEMBER 18-24, 2020 PAST EVENT - PROGRAM TWO: Jeanne C. Finley	DECEMBER 2-8, 2020 PAST EVENT - PROGRAM THREE: Kelly Gallagher	DECEMBER 9-15 PAST EVENT - PROGRAM FOUR: Ja'Tovia Gary



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Learning #2: CMS = UX

CMS conversations actually FIX UX issues



Learning #3: Let the Debate roll

Turns out...a lot was broken?



JIRA

How to Raise a Bug



Learning #4: Use every opportunity to build teams

Even small things can bring a team together





Low High

- What is most used
- What is your highest priority
- What is most complex to implement

- Sylvia
- Audrey
- Julie
- Noah
- Alexandra
- Janice
- Jack

	Inpage tabs	Media module	Media library	CTA module	Aesthetic changes	Image modules
Sylvia	●● ■ ◆◆◆	● ■ ◆◆◆	● ■ ◆◆◆	● ■ ◆◆◆	● ■ ◆◆◆	● ■ ◆◆◆
Audrey	● ■ ◆◆◆	● ■ ◆◆◆	● ■ ◆◆◆	● ■ ◆◆◆	● ■ ◆◆◆	● ■ ◆◆◆
Julie	●● ■ ◆◆◆	●● ■ ◆◆◆	●● ■ ◆◆◆	● ■ ◆◆◆	● ■ ◆◆◆	● ■ ◆◆◆
Noah	● ■ ◆	● ■ ◆	● ■ ◆	● ■ ◆	●● ■ ◆	● ■ ◆
Alexandra	●●● ■ ◆◆◆	●●● ■ ◆◆◆	●●● ■ ◆◆◆	●●● ■ ◆◆◆	●●● ■ ◆◆◆	●●● ■ ◆◆◆
Janice	●●● ■ ◆◆◆	●●● ■ ◆◆◆	●●● ■ ◆◆◆	●●● ■ ◆◆◆	●●● ■ ◆◆◆	●●● ■ ◆◆◆
Jack	●●● ■ ◆◆◆	●●● ■ ◆◆◆	●●● ■ ◆◆◆	●●● ■ ◆◆◆	●●● ■ ◆◆◆	●●● ■ ◆◆◆

1. Image module
2. Media module
3. CTA module
4. Media Library
5. Aesthetic changes
6. Inpage tabs



Five Team members all used the CMS in 5 different ways. Working together created an amazing training opportunity!



Learning #5: Was it worth it?

I dunno? This experiment cost me a lot of money



**Sometimes it isn't about money.
Let's hear from the users!**



I personally say **YES!!** As we have been doing a module/feature at a time, every time something gets updated and I use it for the first time, I feel something close to euphoria lol. I can't speak to the budget, but I would say that **ALL of our mental health has GREATLY improved** when it comes to working with the CMS. And, being able to celebrate together when we encounter something that is suddenly SO much easier to do due to the changes, that also **creates more team bonding :) - Julie Lamb**



Since the website is an important point of entry for audiences, and we update webpages every day, **improving the CMS was crucial to us**, and doing it in a phased approach really highlighted what was serving the team and the website, and ultimately the museum at large. When it is difficult or time consuming to build pages because of a cluttered CMS, then goals like keeping a website up-to-date, collaborating with other departments, and keeping new content flowing for audience members will not happen easily or quickly. However, once the CMS was ...



redesigned, developed, and ultimately deployed, it truly allowed our workflow and content goals to become more clear. Plus, when we saw enhancements taking shape within the CMS it was easier and really exciting to see what else we could upgrade around the site, and that **started the ball rolling on all the other possibilities for a better user experience, not only internally, but for audience members as well.** The CMS redesign was a great and integral catalyst for opening other improvement doorways. **Worth it for sure!**
– Sylvia Castillo



Future: DIA

Repeat of 2019? → Drupal (ugh)



Fin



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