Experience Matters.

Tuesday, October 23
DotCMS Cross Department Collaboration

Sales
Customer Satisfaction
Marketing
Design
Technology
Management
Table of Contents

01. Intro
02. Experience Success Latter
03. Experience Matters
04. Design Process & UX Strategy
05. Design System Demo
To take products and services from good to great, we have to go beyond functional requirements and deliver usable, comfortable experiences that not only delights users, but also affect their lives on a deeper level.

Ward Andrews
design.org
Functional

Instead of being designed based on user needs, functional experiences are engineering- or development-driven, and often heavily influenced by internal preferences and politics.
Usable

Overcoming usability issues and identifying ways to make your product or service more intuitive for users, not for designers or developers.
Comfortable

Comfortable experiences are intuitive and familiar. They just “feel right.”
Delightful

Delightful experiences stem from having a deep understanding of your users, having conversations over the life of the product or service, consistently testing and proactively planning ways to make them think, “Wow, you really know me!”
Meaningful experiences change the user’s life and create long-lasting success for the company’s teams who designed them.
From functional to meaningful

01. Make users part of your process.

02. Understand their needs, motivations and desires.

03. Test often and early. Gather user feedback at any time.
Experience Matters
User Needs

UX

Business

Technology
How do we do it?

Research & Understanding

User-centered Design Process

Feedback & Testing
Research & Understanding

We need to know you, we need to talk more often.

Understand user needs, pain points, motivations and desires
1:1 Interviews

Understand User Context & Environment

Observe User Behavior
User Personas & Empathy Maps

"I'd like to easily create themes and templates using dotCMS, so I can keep my tasks and content architect's requests up to date."

Elizabeth
WEB DEVELOPER (SITE BUILDER)

New York, United States
38 years old
Married

PAIN POINTS
- Frustration
- Impatience
- Sadness
- Failure
- Disappointment
- Inadequacy
- Anger

EMPATHY MAP

SAY & DO
- "She wakes up every day hoping that they will find the best treatment and information to increase the chances."
- "Looks for support and reassurance."
- "Looks the web looking for success stories and testimonials."
- "We were prepared to resign ourselves to the fact that we would just never have children."
- "Looks for information on social media."

RATING
- Increase
- Make sense
- Find information
- Find a good doctor
- Learn about it

EMOTIONS
- A baby
- Achievement
- Achieve better
- Getting help
Design Process
<table>
<thead>
<tr>
<th>Title</th>
<th>Status</th>
<th>Label</th>
<th>Label</th>
<th>Label</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>about-us</td>
<td></td>
<td>Workflow Step</td>
<td><a href="mailto:vta.rogahn@gmail.com">vta.rogahn@gmail.com</a></td>
<td>South Africa</td>
<td>809-754-6551</td>
</tr>
<tr>
<td>Amazing Kinetic Car Sculpture</td>
<td></td>
<td>Workflow Step</td>
<td><a href="mailto:vta.rogahn@gmail.com">vta.rogahn@gmail.com</a></td>
<td>South Africa</td>
<td>809-754-6551</td>
</tr>
<tr>
<td>Speed IMAX Trailer</td>
<td></td>
<td>Workflow Step</td>
<td><a href="mailto:vta.rogahn@gmail.com">vta.rogahn@gmail.com</a></td>
<td>South Africa</td>
<td>809-754-6551</td>
</tr>
<tr>
<td>Sample SWF file</td>
<td></td>
<td>Workflow Step</td>
<td><a href="mailto:vta.rogahn@gmail.com">vta.rogahn@gmail.com</a></td>
<td>South Africa</td>
<td>809-754-6551</td>
</tr>
<tr>
<td>The Node by Murat Pak</td>
<td></td>
<td>Workflow Step</td>
<td><a href="mailto:vta.rogahn@gmail.com">vta.rogahn@gmail.com</a></td>
<td>South Africa</td>
<td>809-754-6551</td>
</tr>
<tr>
<td>The Ghost Train (1941)</td>
<td></td>
<td>Workflow Step</td>
<td><a href="mailto:vta.rogahn@gmail.com">vta.rogahn@gmail.com</a></td>
<td>South Africa</td>
<td>809-754-6551</td>
</tr>
<tr>
<td>The Secret - Planet Earth</td>
<td></td>
<td>Workflow Step</td>
<td><a href="mailto:vta.rogahn@gmail.com">vta.rogahn@gmail.com</a></td>
<td>South Africa</td>
<td>809-754-6551</td>
</tr>
</tbody>
</table>
A little up-front UX research and testing can save you hundreds of engineering hours and thousands of dollars.

Ward Andrews
design.org
UI/UX: Customer Feedback Workshop

Tomorrow at 11:30 am
Colors

Documentation
This is not real copy, this is just dummy text, and it is not meant to read it, it’s just placed here as a placeholder.

Primary

- #C336E5
  Main Actions

- #54428E
  Secondary Actions

- #C336E5
  Hover / 75% Opacity

Uses

Main Actions gradient must be used only on primary buttons (big, icon, small), highlighted navigation section, and floating buttons.

Secondary Actions color must be used only on secondary buttons (big, icon, small), contextual actions (icon+text), and in-line links.

Text

- #0A0729
  Black - Headlines

- #524E5C
  Dark Gray - Subheadlines/Caption

- #767A86
  Gray - Labels/Icons/Caption
The R&D of the design system
Build fast

- Quality features
- Release fast as possible
Regular dropdown

Select City

- New York
- Rome
- London
- Istanbul
- Paris

DotCMS Rest Endpoint
Site Selector

demo.dotcms.com

Search

demo.dotcms.com
more.demo.dotcms.com
Container selector

Add a Container

Search

Banner Carousel - demo.dotcms.com
Blank Container - demo.dotcms.com
Default 2 (Page Content) - demo.dotcms.com
Default 3 (Page Content) - demo.dotcms.com
Default 4 (Page Content) - demo.dotcms.com
Promotions (Homepage) - demo.dotcms.com
Action button + menu

- Content
- Widget
- File
- Page
- Key/Value
- Vanity URL
- Form
- Persona
Title: Bear Mountain

Url: index

Host or Folder: bear-mountain

Template: Custom Page Layout

Language: English (US)

Lock for Editing

Workflow: System Workflow
Step: Published
Assignee: Admin User
<table>
<thead>
<tr>
<th>Content Type Name</th>
<th>Variable</th>
<th>Description</th>
<th>Entries</th>
<th>Last Edit Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>Banner</td>
<td>Hero image used on homepage and landing pages</td>
<td>4</td>
<td>2 days ago</td>
</tr>
<tr>
<td>Contact Us</td>
<td>ContactUs</td>
<td>General contact form</td>
<td>1</td>
<td>2 days ago</td>
</tr>
<tr>
<td>Language Variable</td>
<td>Languagevariable</td>
<td>Default Content Type for Language Variables</td>
<td>0</td>
<td>2 days ago</td>
</tr>
<tr>
<td>Content (Generic)</td>
<td>pageTitle</td>
<td>Default Content Type for Vanity URLs</td>
<td>28</td>
<td>2 days ago</td>
</tr>
<tr>
<td>Vanity URL</td>
<td>Vanityurl</td>
<td>Default Content Type for Vanity URLs</td>
<td>2</td>
<td>2 days ago</td>
</tr>
<tr>
<td>Persona</td>
<td>persona</td>
<td>Default Structure for Personas</td>
<td>4</td>
<td>2 days ago</td>
</tr>
<tr>
<td>Event</td>
<td>calendarEvent</td>
<td>Calendar and events</td>
<td>9</td>
<td>2 days ago</td>
</tr>
<tr>
<td>Comments</td>
<td>Comments</td>
<td>Comments structure for all content</td>
<td>13</td>
<td>2 days ago</td>
</tr>
<tr>
<td>File Asset</td>
<td>FileAsset</td>
<td>Default structure for all uploaded files</td>
<td>716</td>
<td>2 days ago</td>
</tr>
<tr>
<td>Simple Widget</td>
<td>SimpleWidget</td>
<td>Use this as your default velocity container</td>
<td>21</td>
<td>2 days ago</td>
</tr>
<tr>
<td>Forms</td>
<td>forms</td>
<td>Forms</td>
<td>2</td>
<td>2 days ago</td>
</tr>
<tr>
<td>Host</td>
<td>Host</td>
<td>System hosts Information</td>
<td>3</td>
<td>2 days ago</td>
</tr>
</tbody>
</table>
Layout designer

Add a Container

- Large Column (lg-1)

Add a Container

- Medium Column (md-1)
But we can’t build this component without rest endpoints
Rest endpoints

10 NEW

Will be available to use
Page Resource
https://documenter.getpostman.com/view/3028555/RW86LqCJ

Nav Resource
https://documenter.getpostman.com/view/3028555/RW8DnT63

freddy@dotcms.com
What’s next?
DDK

DotCMS Development Kit

```javascript
componentDidMount() {
  var query = {
    query: "+contentType:News",
    limit: 10,
    orderBy: "news.sysPublishDate"
  }
  var cms = new dotCMS();
  cms.contentClient().pullJson(query).then(myData => {
    this.setState({ news: myData });
  });
}
```
Thank you!

Experience Matters