

User Experience, Web Design & CRO

Session 4

Building a Digital Product



Session 4

Building a Digital Product

Contents:

1. CMS Basics
2. Headless CMS
3. Building Apps
4. Playing with Mailchimp CMS

Short readings

Session 4 – Building a Digital Product

Other complementary readings are reflected in each slide of the session.

PDFs and other materials are uploaded in the Campus

1. What is a CMS. Techtarget.com.

<https://searchcontentmanagement.techtarget.com/definition/content-management-system-CMS>

Video: <https://youtu.be/Lq8OU65t1Pg>

2. What is a “headless” CMS. Adobe.

<https://business.adobe.com/products/experience-manager/headless-cms.html>

3. What is a “hybrid” CMS. Adobe

<https://www.adobe.com/uk/offer/article/what-is-a-hybrid-cms.html>

4. What is Mailchimp Marketing Platform?.

<https://mailchimp.com/marketing-platform/>

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Why a CMS? (Content Management Systems)

Software Application to create and manage Digital Content

CMSs appear with the expansion of the web content:

- From single web page editors to dynamic Enterprise CMS
- From static content to dynamic content: time, cost and quality
- Increasing content velocity: creation, publication, maintenance, curation and decommission
- From DMS (Document systems of the 70's) around mainframes to new content systems around the web



The New York Times - 1993

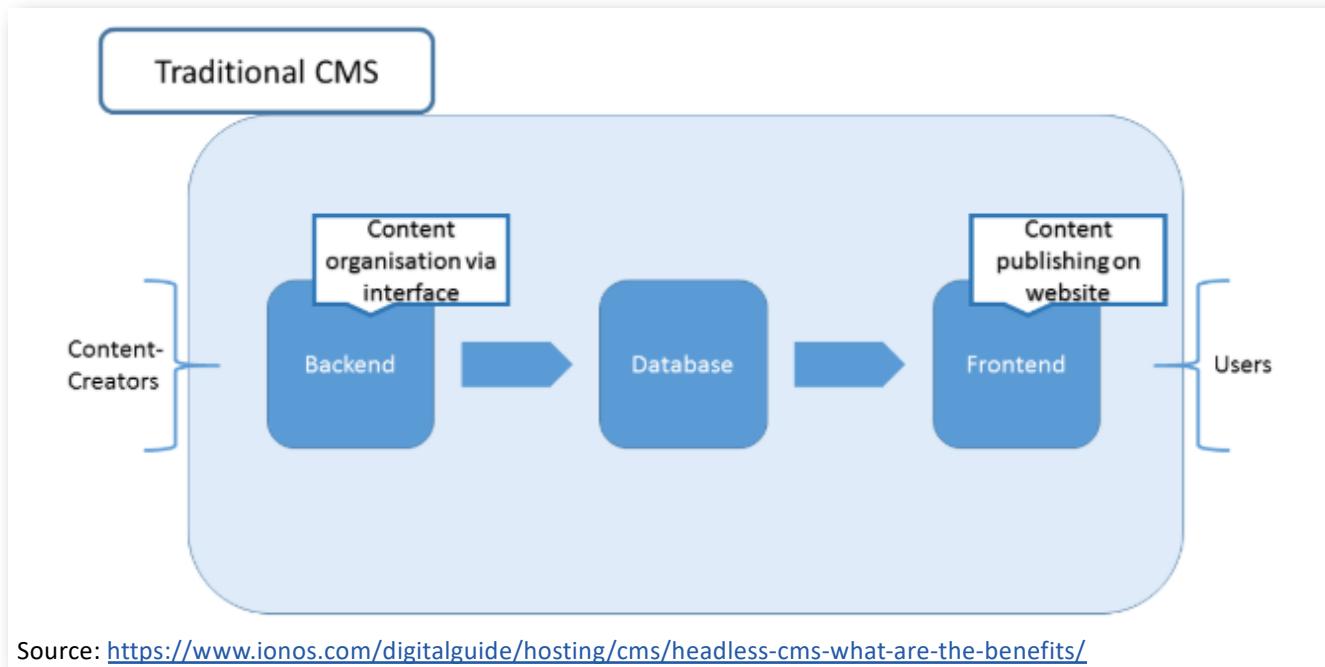


The New York Times - 2021

Activity: explore the differences of building a Digital Product with or without a CMS

What is a CMS

- Content creation via interface (not technical knowledge needed)
- Database to reuse and organize content dynamically
- Content preproduction environments and content publishing functions

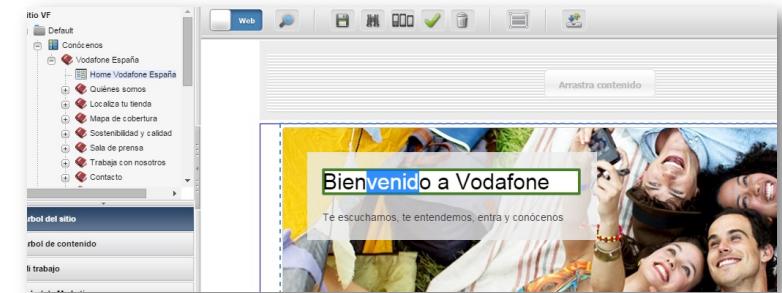


Benefits of a CMS

- Time to Market
- Different teams working in the same portals (even internationally)
- Changing a web portal or app without technical knowledge
- Content reusability
- Splitting structure, content and presentation layers
 - i.e.: Changing the "look & feel" while maintaining the original content
- Managing different portals, apps or channels with a single source of content
- Supporting a content workflow with different roles (administration, developers, contributors, publishers, etc...)
- SEO friendliness (organic positioning)

Key elements of a CMS

- Contribution interface
- WYSIWYG editor (What you see is what you get)
- Content workflow
- Check in-out capabilities to avoid clashes
- Version control
- Metadata – content search capabilities
- Common content Database for reusability
- Multimedia content integration (images, video, audio, etc...)
- Developers framework to extend Templates
- Portal management (multi site CMS)
- Others: Multilanguage, Internal Search capability, Personalization...



Wysiwyg – What you see is what you get

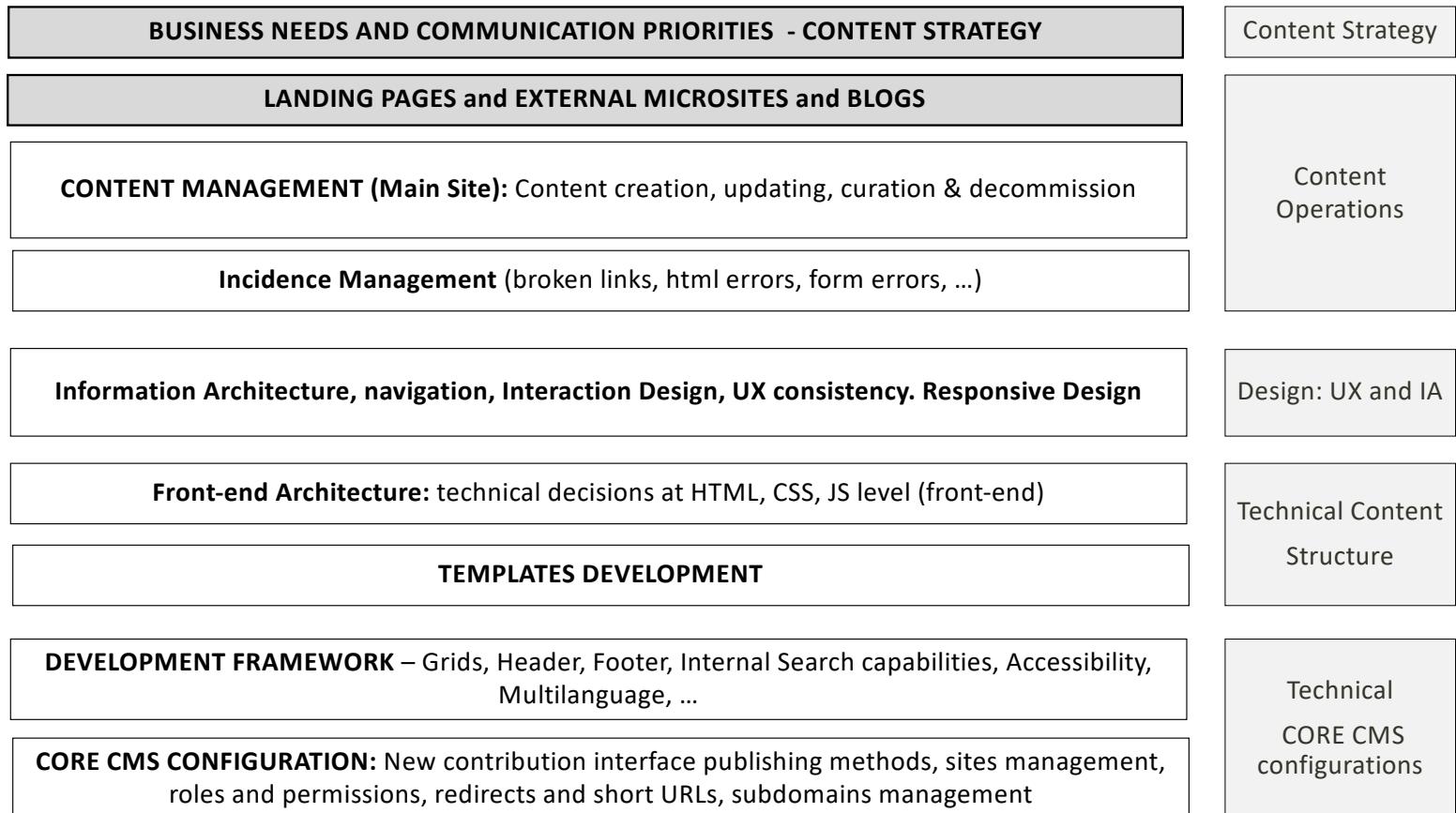
Source: <https://www.ionos.com/digitalguide/hosting/cms/headless-cms-what-are-the-benefits/>

Main components of a CMS

BUSINESS



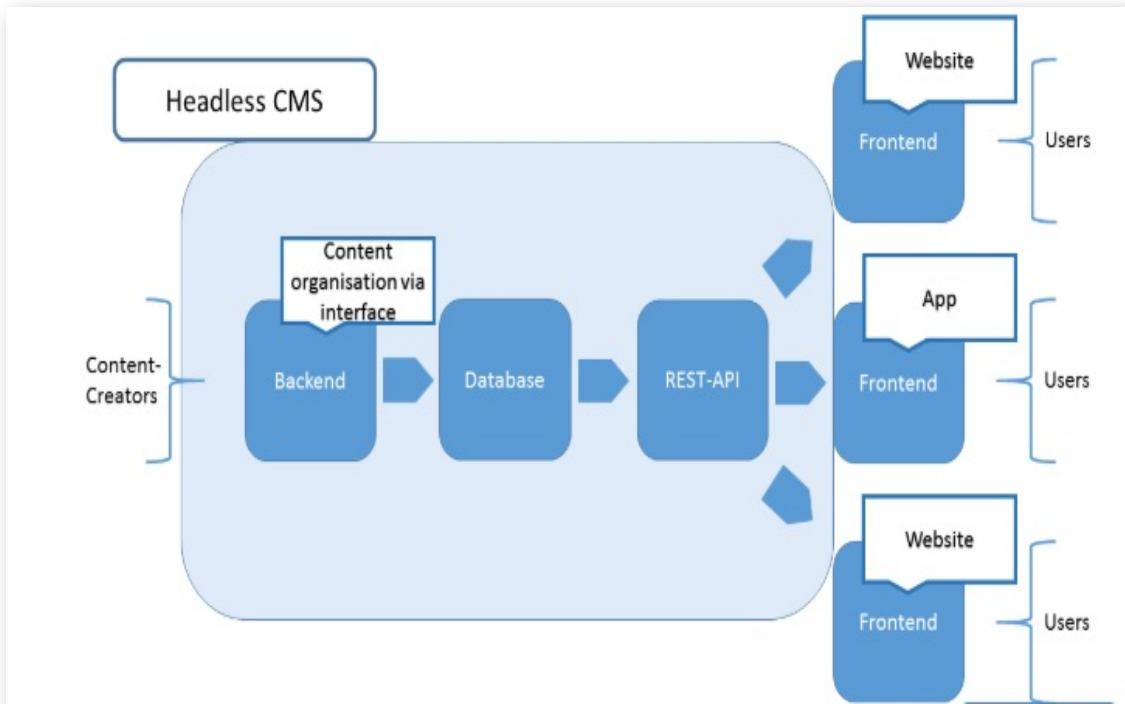
TECHNOLOGY



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Headless CMS



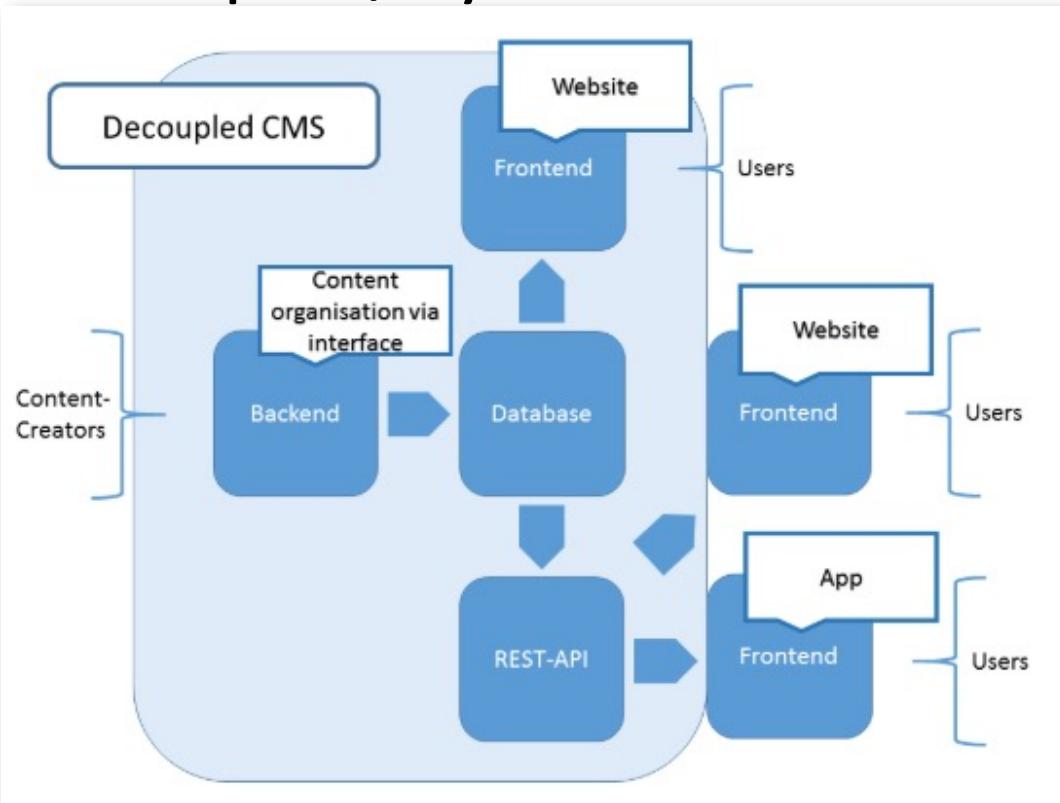
- A CMS where the content is consumed via API in the destination interface (there is no presentation logic in the CMS)
- The content is consumed in different interfaces (web, app, touch screens, info panels, etc...)
- Requires more technical support and integration but provides higher levels of reusability

Video: What is a headless CMS: https://www.youtube.com/watch?v=-Uor3I0n_vQ

Example of Headless CMS / eCommerce: <https://www.contentful.com/>

Source: <https://www.ionos.com/digitalguide/hosting/cms/headless-cms-what-are-the-benefits/>

Decoupled/Hybrid CMS



- Combining both:
 - the classic CMS to support the presentation of content in a given format (generally web and app)
 - the API based content consumption in different formats, screens or places (retail screens, connected cars, etc...)

ADOBÉ Hybrid CMS: <https://www.adobe.com/es/experience-cloud/topics/headless-cms.html#ma088ce1016332c45ef2f4c16efb46485>

Source: <https://www.ionos.com/digitalguide/hosting/cms/headless-cms-what-are-the-benefits/>

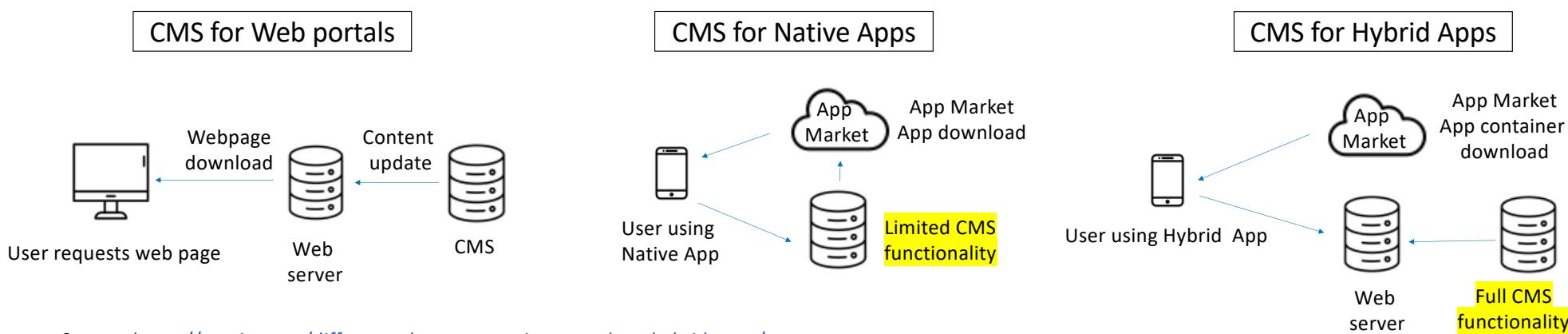
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Building Apps

The role of CMS with Apps

- Native Apps → the content is downloaded into the mobile device. CMS are very limited to manage content change
- Hybrid Apps (web apps) → the App is a web within a native frame. CMS can be fully functional (like web) but may have some design and technology limitations (not able to use the mobile device hardware)



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Mailchimp Marketing Platform

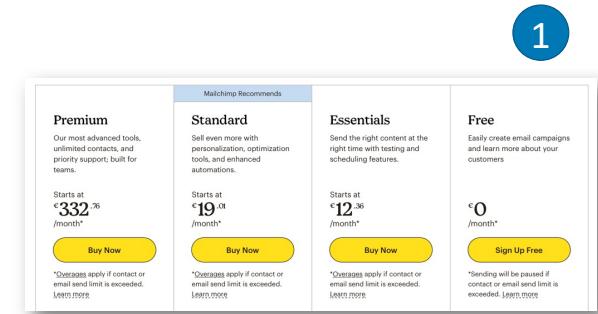
- Founded in 2001 with eMail Marketing at the core, nowadays Mailchimp is a very popular, versatile and cost efficient Marketing Platform for small business

The screenshot shows the Mailchimp Marketing Platform. At the top, it says "Do it all with Mailchimp". Below that, a sub-headline reads "Bring your audience data, marketing channels, and insights together so you can reach your goals faster—all from a single platform." On the left, a dark sidebar features the text "Get your business online" and "Give your brand a home with a custom domain. Then create a website with built-in marketing tools to help you launch it." A yellow button labeled "Websites and domains →" is present. To the right, a preview window titled "Manage Site" shows a website for "Elementary Eyewear" with the tagline "Great looks for any personality" and a "CHOOSE THE SHOP" button. It also includes a search bar for "Custom domains" and a "Search for a domain" input field.

<https://mailchimp.com/marketing-platform/>

Mailchimp: create an account

1. From "Signup" Choose the Free Plan 1
2. Use a generic group Gmail account for convenience
3. Once you have validated your email account continue with setting up your Free plan
4. Add your Name, Business name and Address
5. Go through the rest of the "options" (type of business and so on)
6. A default "Audience" will be created with the name of the Business with one contact (your signup email)
7. Go to the "Audience / All Contacts" and you will see your first Audience created with 1 contact (your account) 2



The screenshot shows the Mailchimp Audience dashboard under the "All contacts" tab. It displays the following information:

- Audience: DCE2005
- Your audience has 1 contacts. 1 of these are subscribers.
- Overview, Manage contacts, Add contacts, Subscriber preferences, Settings, Export Audience buttons.
- Filter by Tags, View Segment, New Segment dropdown.
- A table with columns: Email Address, First Name, Last Name, Address, Phone Number, Birthday, Tags, Email Marketing.
- One contact listed: dce2005@yahoo.es, DCE, 2005, DCE2005 Calle De Maria De Molina 2.

Main Menu: key functionalities for the Group Project



Main menu key options:

- Create: for instance “Landing Pages”
- Campaigns: here is where the “Landing Page is created”
- Audience: Landing Pages are created for “Audiences”. Leads captured will appear under “Audiences”
- Other secondary functions:
 - Website: to create your own “Digital Product” website

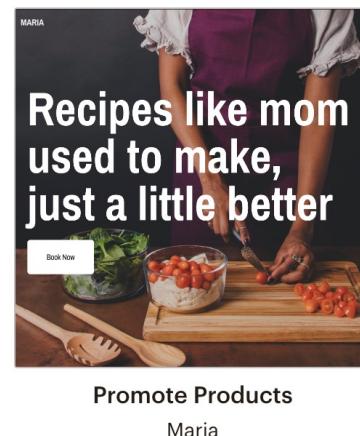
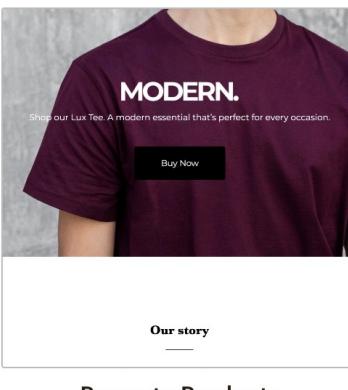
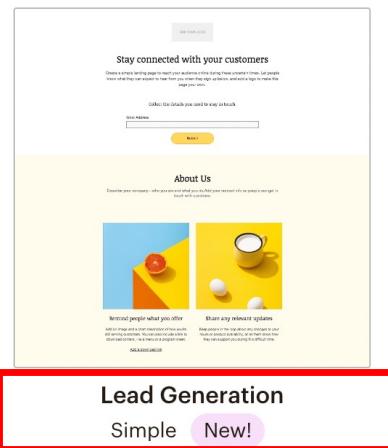
Creating a Landing Page

The screenshot shows the Mailchimp interface. On the left, a sidebar lists various marketing tools: Create, Campaigns, Audience, Automations, Analytics, Website, Content, Integrations, and Search. The 'Create' option is highlighted with a red box. A secondary window titled 'Stand out with designs made for your brand' is open, featuring a 'Start Creating' button and a preview of a landing page for 'Sawyer's Bakeshop'. A third window titled 'Landing page' is open, prompting the user to enter a 'Landing Page Name' (which is also highlighted with a red box) and select an audience ('Audience 1 Test IE').

1. From Main Menu
2. "Create"
3. Choose "Landing Page"
4. Provide "Landing Page name"

Selecting a Template

Select a template



There are many templates:

- For eMail campaigns
- For paid media campaigns
- For SEO traffic capture
- For selling and payments
- Etc...
- All of them are highly configurable
- Choose “Lead Generation” for today’s example

Working with Templates: editing DESIGN

The screenshot shows a web editor interface. On the left, a preview window displays a landing page with a logo at the top, followed by a dark header bar with a text input field and three icons. Below the header is a main section containing the text "Stay connected with your customers". Underneath this, there is a paragraph about reaching an audience online during uncertain times, and a smaller note about signing up below. On the right side of the interface is a sidebar titled "Blocks" (which is highlighted with a red box and a circled number 1) and "Style". The "Blocks" section contains nine items arranged in a 3x3 grid: Text, Boxed Text, Divider, Image, Image Group, Image Card, Image + Text, Share, and Social Follow. Each item has a small preview icon and a descriptive label. A circled number 2 points to the "Text" block in the grid.

- 1 On the Edit section (right-hand side) edit at Page level (Style) or Block level

- 2 Click to edit a specific block

Editing Blocks

The screenshot shows a web editor interface. At the top, there's a toolbar with three tabs: 'Content' (which is highlighted in blue), 'Style', and 'Settings'. Below the toolbar are standard rich-text editing buttons for bold, italic, underline, etc. A large text area contains the heading 'Stay connected with your customers' and two paragraphs of text. To the left of the text area, a blue circle with the number '1' indicates the first step. To the right, another blue circle with the number '2' indicates the second step. The entire text area is enclosed in a red box.

Logo

Stay connected with your customers

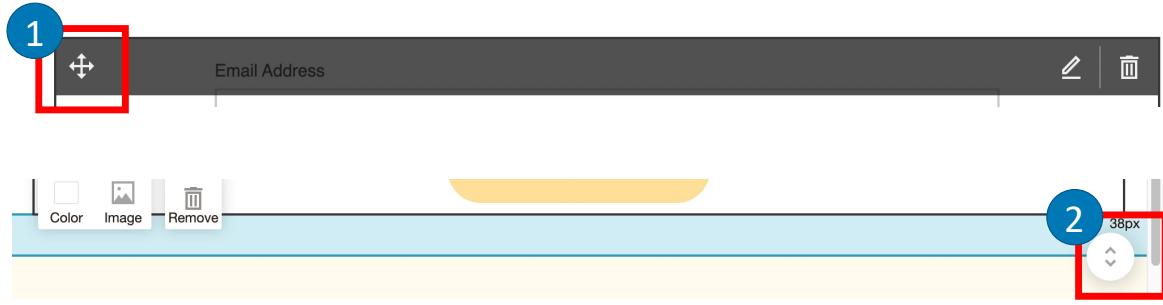
Create a simple landing page to reach your audience online during these uncertain times. Give an update on what business will look like moving forward, how you're keeping your customers and employees safe, and what you're doing to help your community.

Let people know what they can expect to hear from you when they sign up below, and add a logo to make this page your own.

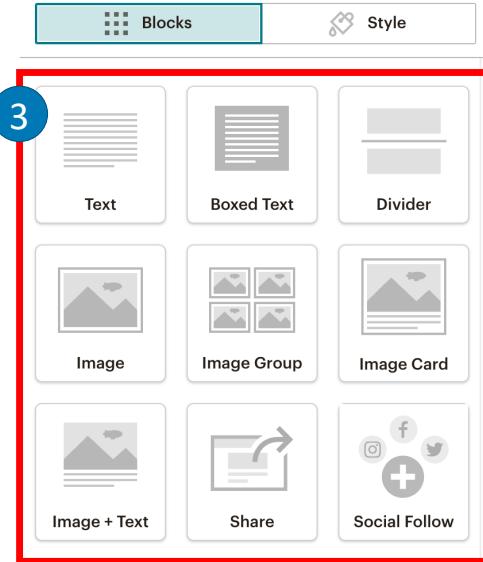
1 Editing this Block of text

2 On the Edit section (Right-hand side) edit all properties at Block level for that Block of text

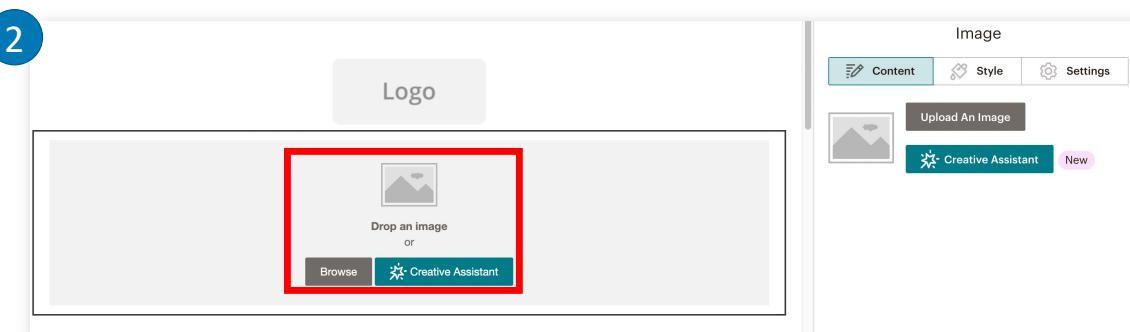
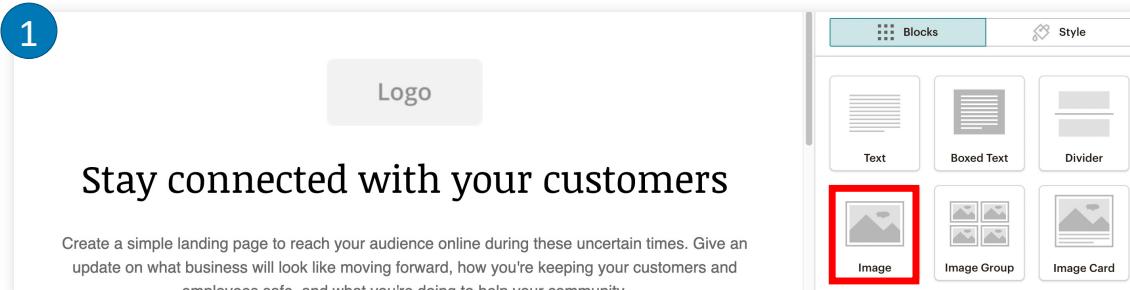
Rearranging and adding new Blocks



- 1 Drag and Drop to rearrange Blocks in the Page
- 2 Use the arrows icon to modify the space between MAIN Blocks
- 3 On the Edit section (left-hand side) Drag and Drop new blocks to the page



Uploading images in a new block



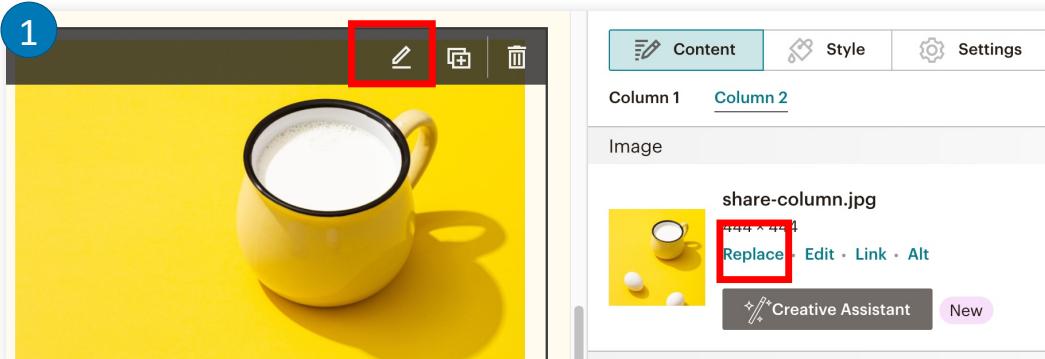
1

- Add a new “Image” block

2

- Drag and Drop a new image or alternatively
- Go to “Browse” existing images in “Content Studio”
- Dragged images will appear also in “Content Studio”

Uploading images for an existing block



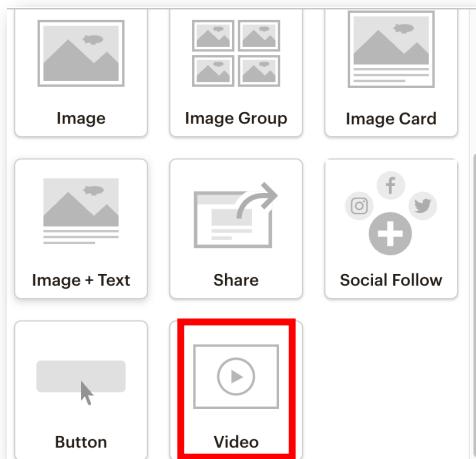
- 1
- Edit a Block
- Select a image to be uploaded or replaced



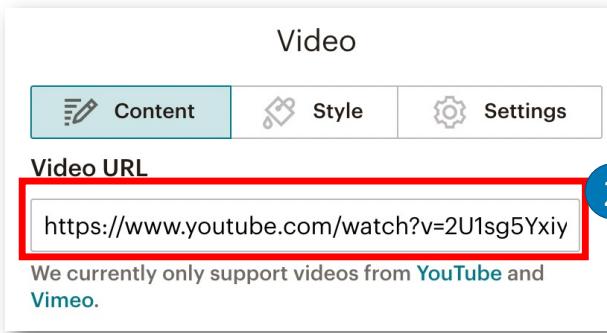
- 2
- In "Content" / "My files" select existing images or Upload a new one
- Select the new image for the Block

Free images (Pexels):
<https://www.pexels.com/>
Free logos: (Looka)
<https://looka.com/onboarding>

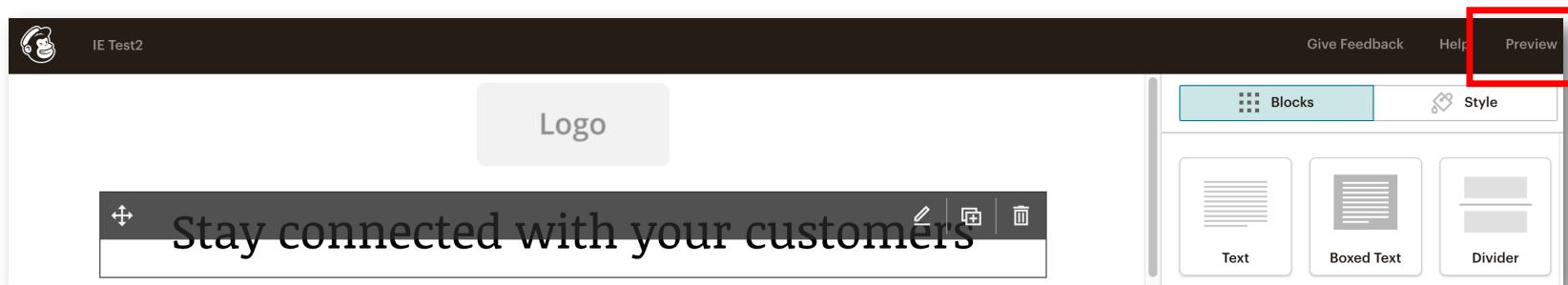
Linking videos (YouTube) by adding video Blocks



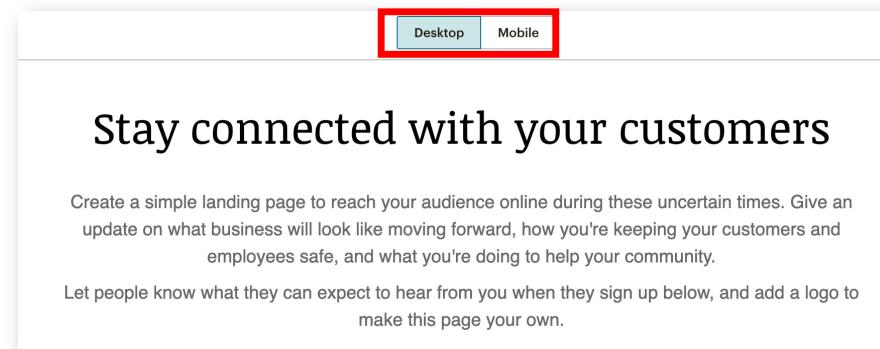
1. Add a Video Block from the left hand side section
2. Copy a URL from YouTube or Vimeo
3. The video will appear in your page



Preview and navigate your Landing Page



- Click on “Preview” (right hand side) of the Title bar and preview your landing page in Desktop or Mobile visualizations



Managing and Publishing your Landing Page

Campaigns

Audience 1 Test IE

Your audience has 3 contacts. 3 of these are subscribers.

List View Calendar View

View by Status

- All
- Ongoing
- Draft
- Completed

View by Type

- Emails

Sort by Last updated

Find a campaign by name or type

This Week (4)

IE Test2

Landing page - Audience: Audience 1 Test IE
Edited Tue, December 29th 2:56 pm by you

Draft

Edit

Ready to publish! Draft

Don't worry, no one will see it until you share the URL. You can make changes to a published landing page at any time.

IE Test2

Page Title: IE Test2

URL: https://mailchi.mp/78bc95d55f4a/e-test2

Audience and Tags: Contacts will be added to Audience 1 Test IE

Content: After signup form is submitted, visitors will see a confirmation message.

Push later Publish

- 1
- You can access all your landing pages from the "Campaigns" section in the main menu ("All Campaigns" option)
 - Click "Edit" to change your Landing Page or to Publish your landing page

- 2
- In the landing page edit section you can select the URL and Publish it in Internet by clicking "Publish" in the right upper corner

Key Takeaways from Session 4

1. CMS are software to create and manage Digital content. As Internet evolved CMS were becoming more critical
2. Main benefits of CMSs are Time to Market, content reusability, splitting structure from presentation and scalability
3. Key CMS elements are: User interface and WYSIWYG editor, content workflow and a technical backoffice for the evolution of templates
4. Headless CMS are designed to consume content in many channels, not only websites (Retail touch screens, connected cars, etc...)
5. Apps can also have CMSs to manage their content, but the functionality is different if you have a native or a hybrid App
6. Mailchimp is a very versatile and popular Marketing Platform for small businesses which includes basic CMS functionality to create websites and landing pages