



# PRODUCT OWNER: CMS

**Case Study** | RevZilla's internally-built Content Management System



# CONTENT MANAGEMENT SYSTEM

**Challenge** | The replatform and redesign of RevZilla required the ability to easily manage marketable assets across the top of the shopping funnel. Legacy's Admin structure couldn't account for the new landing pages, and stakeholders were reluctant to purchase a CMS.

**Goal** | Create an internally-built CMS that could kickoff the merchandising strategies for the site redesign and allow current employees to easily schedule and update assets on the landing pages. Account for reusable and one-time-use assets, one-off page layouts, and templated page layouts.

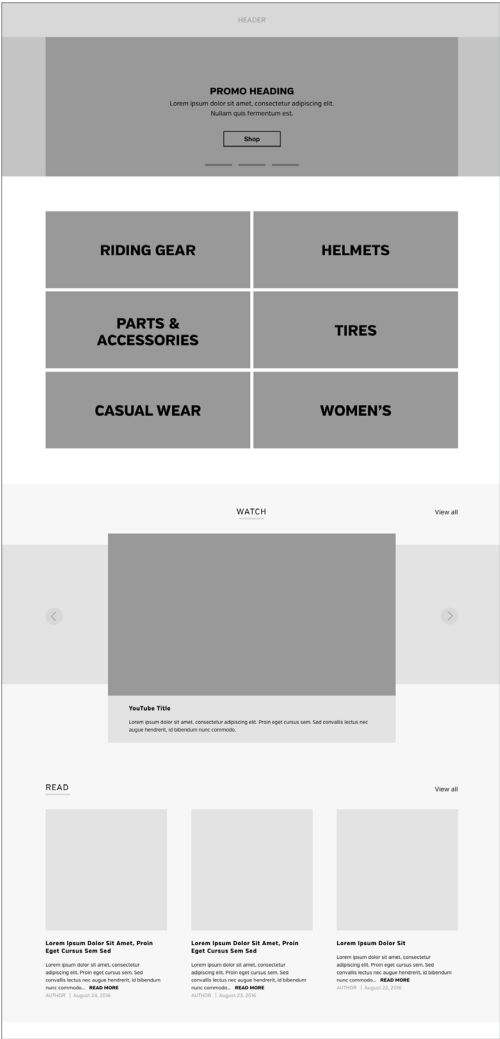
**Strategy** | Assess the direction of the top-level pages and define components along with the requirements necessary to implement a CMS. Utilize a UI Component Library and Framework to cut-down build and design time in order to reduce lift and launch the site replatform and redesign on schedule.



## CMS Planning and Requirements Strategy

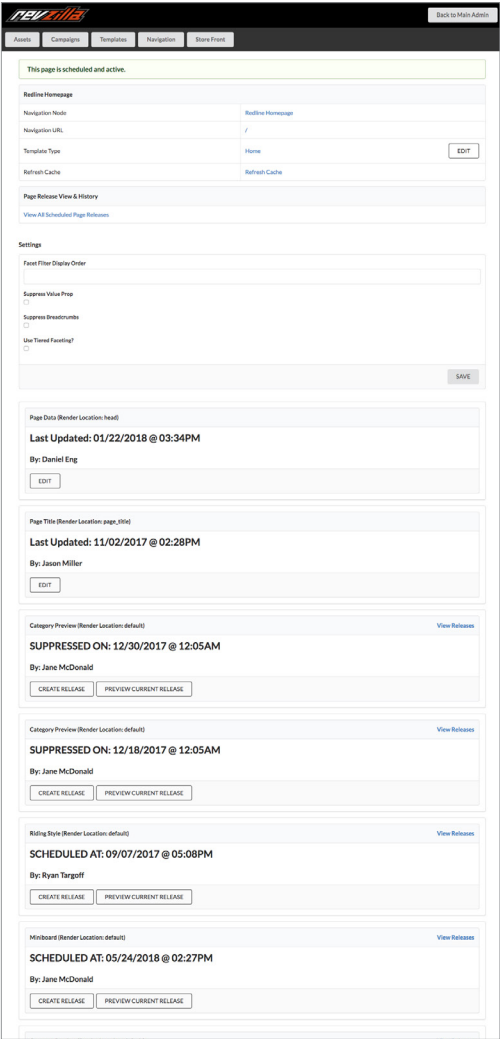
### INITIAL HOME PAGE WIREFRAME

When creating the first-passes at top-level landing pages, it was necessary to account for ‘components’ that could be treated like reusable building blocks. Depending on the merchandising goals, components would be displayed (or not displayed at all) in different sections.



### CMS PAGE BREAKDOWN

With a general idea of the design direction established, it was easier to identify component patterns and begin writing requirements for how the backend would need to function in order to support the display of the frontend. Each component on the site has specific optional and required fields. The backend system not only stores assets, but also serves up assets that are requested on the content page; it also captures versions of each page according to every new asset or component scheduled.

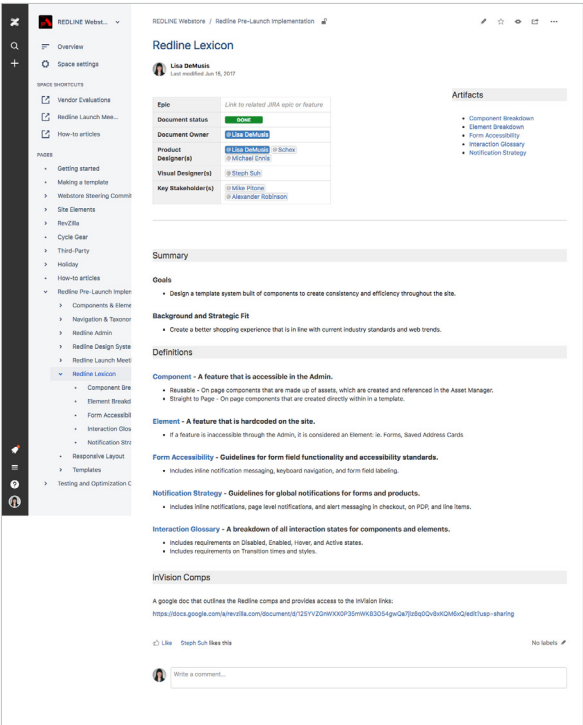




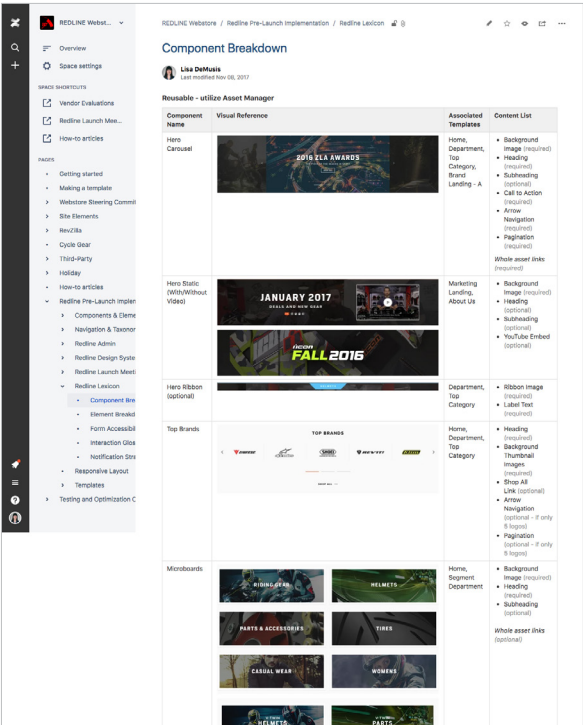
## Documentation

### DOCUMENTATION OF COMPONENTS

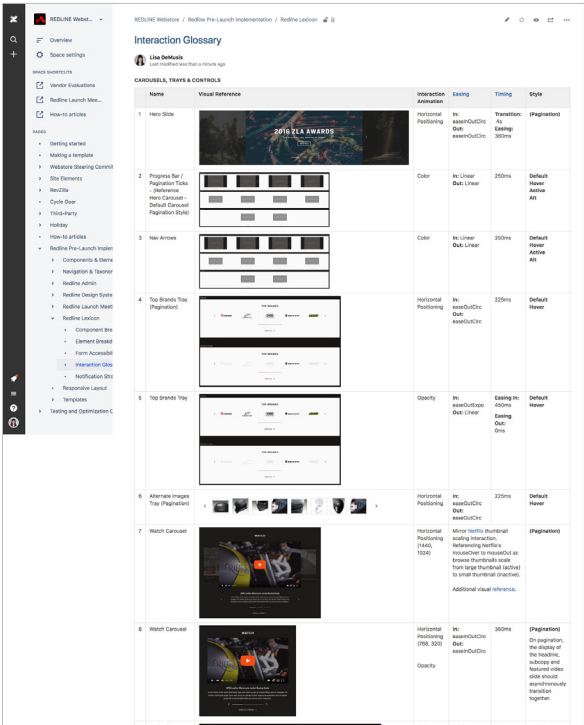
None of the sections on the landing pages existed in this manner before the redesign was launched. With hundreds of new features rolling out, it was important to attempt documentation for others to reference through launch. In an effort to keep everyone on the same page, a ‘lexicon’ was created and component attributes were captured.



CMS LEXICON



COMPONENT BREAKDOWN



COMPONENT INTERACTIONS



## Results

CMS: RELEASE 1

The initial, and currently standing, release of the CMS continues to serve up the content that is visible on top-level pages; these pages include anything ‘above’ a Product Browse page, as well as all of the support pages on the website. Pages have multiple managers, and users have different permissions according to the tasks they need to accomplish to perform their jobs.

Asset Preview	Name	Campaigns	Active	Creation Date	Instances	Actions
	VanoudfireCatPreviewMentorCat_20180522_MKCT-799		true	05/23/2018	1	<a href="#">🔗</a> <a href="#">🗑️</a>
	BMWNewRiderRiderCollection_20180522_REDLINE-7998		true	05/23/2018	1	<a href="#">🔗</a> <a href="#">🗑️</a>
	DucatScorcherRiderCollection_20180522_REDLINE-7997		true	05/23/2018	1	<a href="#">🔗</a> <a href="#">🗑️</a>
	MidwayRiderCat_20180518_Redline-741		true	05/14/2018	1	<a href="#">🔗</a> <a href="#">🗑️</a>
	SummerCloseCatPreview_20180416_Redline-7379		true	04/16/2018	1	<a href="#">🔗</a> <a href="#">🗑️</a>
	MiniMaxCatPreview_20180322_MKCT-420		true	03/19/2018	1	<a href="#">🔗</a> <a href="#">🗑️</a>
	DaytonaCatPreview_20180226_Redline-4289		true	02/25/2018	1	<a href="#">🔗</a> <a href="#">🗑️</a>
	DaytonaCatPreview_20180227_Redline-4341		true	02/21/2018	1	<a href="#">🔗</a> <a href="#">🗑️</a>
	ShedCloseCatPreview_20180214_Redline-4902		true	02/15/2018	1	<a href="#">🔗</a> <a href="#">🗑️</a>
	FXRNewHolidayCatPreview_20171227_HOLIDAY-1543	2017 Holiday	true	12/27/2017	2	<a href="#">🔗</a> <a href="#">🗑️</a>
	AuthenticCatPreview_20171228_HOLIDAY-1539	2017 Holiday	true	12/23/2017	2	<a href="#">🔗</a> <a href="#">🗑️</a>
	DaytonaCatPreview_20171227_Holiday	2017 Holiday	true	12/23/2017	2	<a href="#">🔗</a> <a href="#">🗑️</a>
	EastHolidatPreview_20171224_HOLIDAY	2017 Holiday	true	12/21/2017	2	<a href="#">🔗</a> <a href="#">🗑️</a>
	ShedOrangeCatPreview_20171217_HOLIDAY-1457	2017 Holiday	true	12/13/2017	2	<a href="#">🔗</a> <a href="#">🗑️</a>
	FirstManufacturingWeekCatPreview_20171214_HOLIDAY-1471	2017 Holiday	true	12/14/2017	2	<a href="#">🔗</a> <a href="#">🗑️</a>
	AlabasterOrangeCatPreview_20171215_HOLIDAY-1470	2017 Holiday	true	12/14/2017	2	<a href="#">🔗</a> <a href="#">🗑️</a>
	TriumphCatPreview_20171214_HOLIDAY-1454	2017 Holiday	true	12/13/2017	2	<a href="#">🔗</a> <a href="#">🗑️</a>
	ZLAWarehouseCatPreview_20171213_HOLIDAY-1452	2017 Holiday	true	12/13/2017	2	<a href="#">🔗</a> <a href="#">🗑️</a>
	DukeOrangeCatPreview_20171212_HOLIDAY-1470	2017 Holiday	true	12/08/2017	2	<a href="#">🔗</a> <a href="#">🗑️</a>
	SPDOrangeCatPreview_20171212_Holiday-1448	2017 Holiday	true	12/08/2017	2	<a href="#">🔗</a> <a href="#">🗑️</a>
	CycleMondayCatPreview_20171217_HOLIDAY-1454	2017 Holiday	true	11/30/2017	2	<a href="#">🔗</a> <a href="#">🗑️</a>
	BlackFridayCatPreview_20171124_HOLIDAY-1413	2017 Holiday	true	11/23/2017	2	<a href="#">🔗</a> <a href="#">🗑️</a>
	HolidayGiftCatPreview_20171108_HOLIDAY-1302	2017 Holiday	true	11/06/2017	2	<a href="#">🔗</a> <a href="#">🗑️</a>
	TwinklBike_20170920_REDLINE-3844		true	09/20/2017	0	<a href="#">🔗</a> <a href="#">🗑️</a>

ASSET MANAGER

Create New Asset

Asset Type: Choose an Asset Type

Asset Name: Here Carousell

Asset Info: Here Static

Campaign Name: Marketing Title

Relative URL: Hereboard

Brand: Choose a Brand

Buttons: Back, Cancel, Save

ASSET CREATION

Create New Template

Template Name:

Site: RevZilla

Add Components:

- Best Products List
- Blog Selector
- Blog Trending Tray
- Brand Grid
- Category Links Content Block

Buttons: Back, Remove, Save

TEMPLATE CREATION

Page Data (Render Location: head)

Last Updated: 01/22/2018 @ 03:34PM

By: Danki Eng

Page Title (Render Location: page\_title)

Last Updated: 11/02/2017 @ 02:28PM

By: Jason Miller

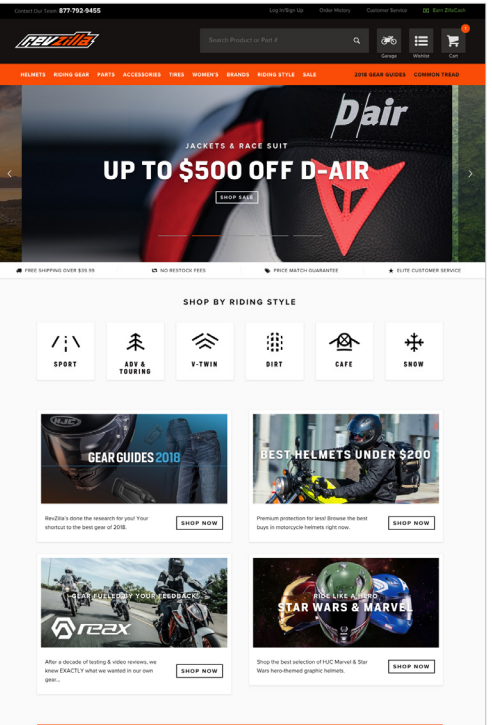
Category Preview (Render Location: default)

SUPPRESSED ON: 12/30/2017 @ 12:05AM

By: Jane McDonald

Buttons: Edit, View Release, Create Release, Preview Current Release

CONTENT SCHEDULING (HOME PAGE)



FRONTEND (HOME PAGE)



# LISA DEMUSIS

August 2017 - July 2018 | Product Owner

August 2016 - August 2017 | Associate Product Designer

ldemusis@gmail.com

215.262.8850