Mimsy

A Modern Headless Content Management System

PDG - 2025

Alexandre Philibert
Calum Quinn
Valentin Ricard
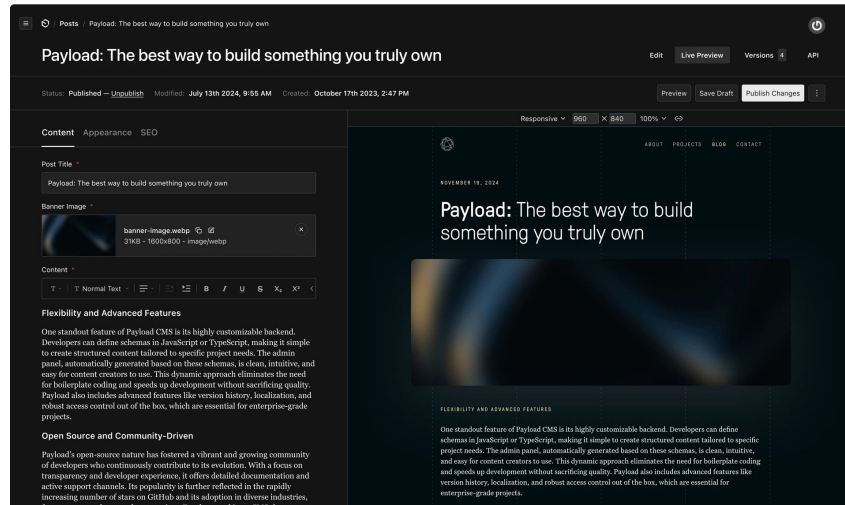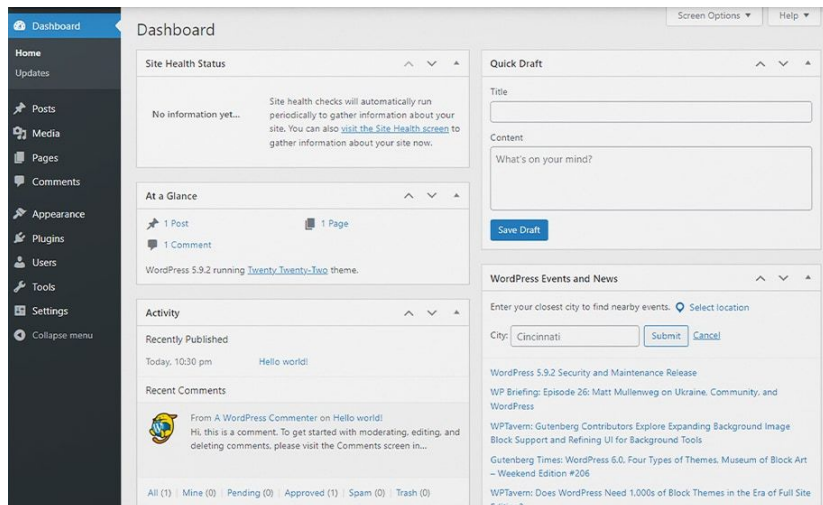
Explanation - What is a CMS?

"A content management system (CMS) is a software application that lets users create, edit, collaborate on, publish and store digital content. "

https://www.techtarget.com

A headless CMS does not manage how the content is displayed in the final products frontend. It manages the data schema and content, not its layout.

Other CMS

Project justification

Most existing CMS solutions are overly complex due to customizability.

We wanted to build something that:

- Is quick and easy to set up
- Is developer oriented
- Doesn't burden developers with schema changes

Idea

A headless CMS with the following objectives:

- Developer-first experience

- Zero-downtime operations

- Type safety

- SvelteKit native

- Agency-focus

Workflow overview

Developer productivity being the primary goal when it comes to Mimsy's workflow.

Here's how developers can go from concept to production in minutes.

1. Define the desired collections in a JSON file according to the specified format
2. Push the changes to GitHub

```json
{
    "name": "posts",
    "schema": {
        "title": {
            "type": "string",
            "options": {
                "description": "The title of the post",
                "constraints": {
                    "minLength": 5,
                    "maxLength": 100
                }
            }
        },
        "author": {
            "type": "relation",
            "relatesTo": "<builtins.user>",
            "options": {
                "description": "The author of the post",
                "constraints": {
                    "required": true
                }
            }
        },
        "tags": {
            "type": "multi_relation",
            "relatesTo": "tags",
            "options": {
                "description": "The tags associated with the post",
                "constraints": {
                    "required": true
                }
            }
        },
        "coverImage": {
            "type": "relation",
            "relatesTo": "<builtins.media>",
            "options": {
                "description": "The cover image of the post",
                "constraints": {
                    "required": true
                }
            }
        },
```
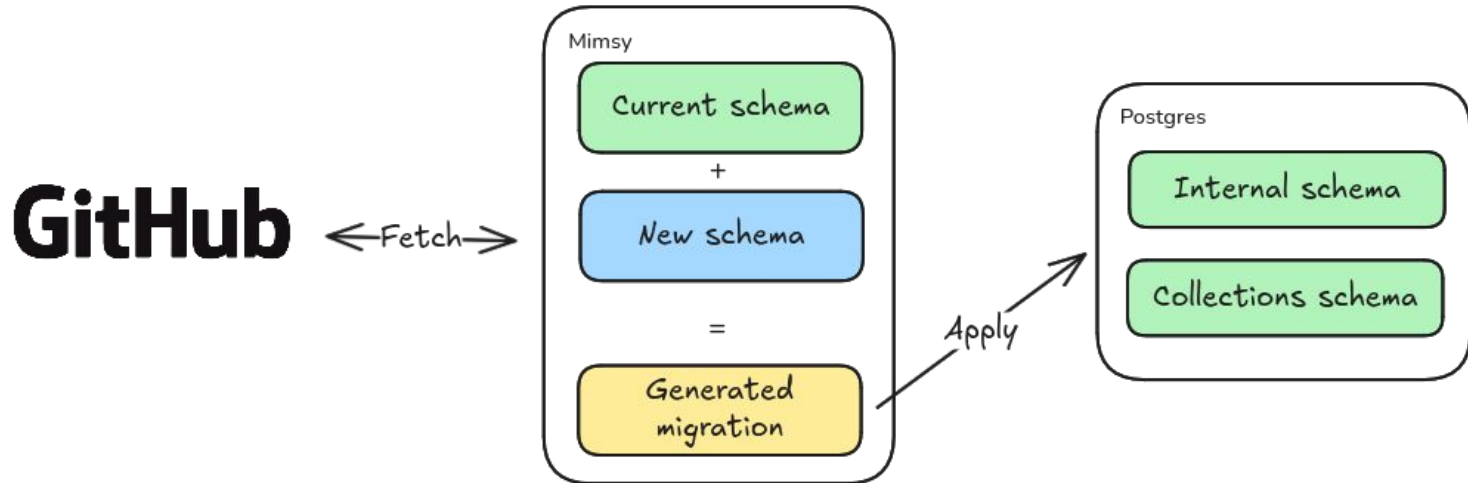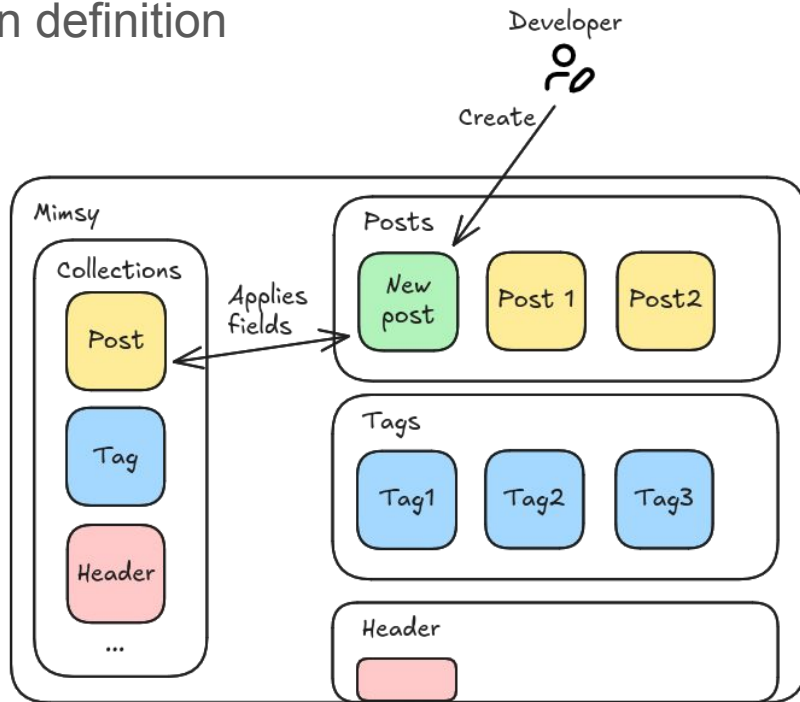
Wait

3. Mimsy fetches the schema update

4. Necessary migration is generated to reach the new schema

5. Seamless migration rollout of the new schema

Resource creation

6. Once the collections are in production, the developer can create resources based on the collection definition

Resource content

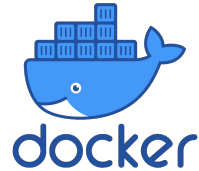7. Finally, the developer can now provide specific content for each resource

Technology stack

Development workflow and deployment strategy

Trunk-based development paired with GitOps automation to ensure rapid, reliable production deployments.

Key Benefits:

- Fast Feature Delivery: *Seamless flow from development to production*
- Reduced Friction: *Automated pipelines eliminate manual steps*
- Quick Iteration Cycles: *Immediate feedback on features and design changes*
- Deployment Confidence: *GitOps ensures consistent, reproducible deployments*

Conclusion

Mimsy addresses the fundamental disconnect between traditional CMS platforms and modern development workflows. Today, developers can effortlessly define content structures in TypeScript and deploy them across any frontend architecture with confidence.

We've transformed our vision of developer-centric content management into reality. Strategic decisions made under time constraints have yielded a lean, purposeful architecture that serves as an ideal foundation for building a complete, production-ready platform.

< REFORMULATE >