

YOUR NAME:

Prioritization Exercise

INSTRUCTION

Rate each of the following things based on how important they are to you. Rate them from 1 to 5, with **1 being least important, and 5 being the most important**.

Also, if you can think of a CMS that does that one thing better than Toolbelt, write its name or the company's name next to the statement. You don't have to put a different CMS down for every one, and you may not want to put any CMSs down for some.

If there are any things that are not on the list, feel free to write down your own and rate it from 1 to 5 as well.

Rate the following:

Easily navigate to different parts of the CMS

Visual appearance of the CMS

Fast saving

Easily see what the latest published stories are

Understanding what each field does (e.g short description vs. shorter description)

Not seeing the fields that are irrelevant to the content type

Quickly publishing stories

Efficiently handing off stories/assets to the next team

Easily embedding assets in the story

Easily rearranging the embedded assets

Easily replacing the assets

Story autosaving

Easily share the stories to social media

Easily embed social media into a story

View the performance of a particular story

Quickly knowing the status of a specific story

Receiving notification when the status of a story changes

Easily copy and paste stories from other sources

Ability to predict which story/topic would go viral

Google-like search for stories/assets

More organized search results

Fast loading search results

More visual search results of media items

Easily apply filters

More visual representation of the assets

Ability to do basic edits on photos, e.g. crop, level, contrast

Ability to do basic edits on videos, e.g. trim

Viewing the videos that are ready to be used

Easily prioritize the list of things to do

Quickly getting the list of things to do

Easily look at what other news sources are saying

Ability to edit from networks other than NBCU_Corp

Ability to edit from mobile

Any other things which are important to you: