

How developer experience holds content creators back

(and how to fix it)

Knut Melvær – Jamstack Conf SF 2022 – knutmelvaer.no / sanity.io

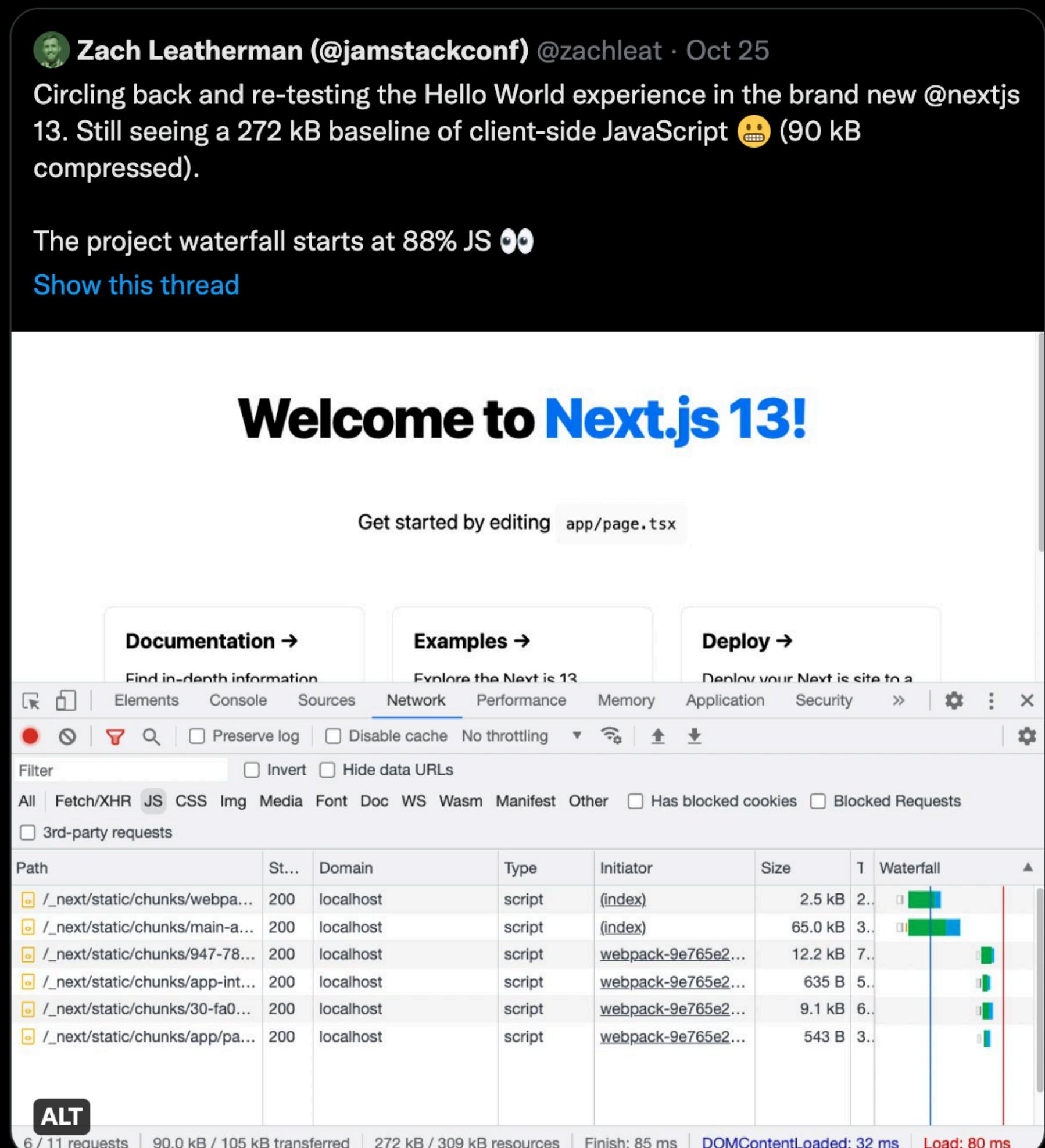
 Zach Leatherman (@jamstackconf) Retweeted



Qwik
@QwikDev

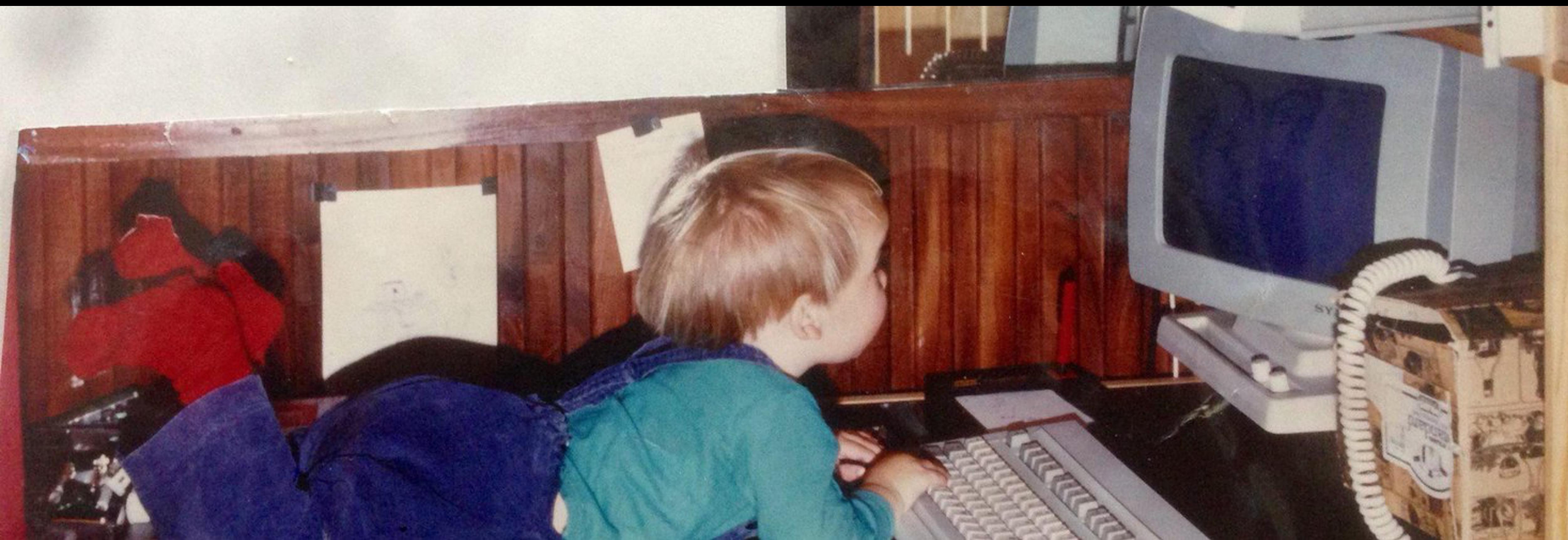
• • •

272KB of pure CPU warm up 🔥



7:00 AM · Oct 26, 2022 · Twitter for iPhone







Microsoft FrontPage - C:\Documents and Settings\InvisibleUp\My Documents\My Webs\inviz\index.htm

File Edit View Insert Format Tools Table Frames Window Help

Type a question for help

Views / footer.htm \ nav.htm \ index.htm*

```
<link rel="shortcut icon" href="favicon.ico">
<link rel="icon" type="image/ico" href="favicon.ico">
<link rel="stylesheet" type="text/css" href="main.css">
<meta name="Microsoft Border" content="none, default">
</head>

<body>
<!--webbot bot="Include" U-Include="TEMPLATES/nav.htm" TAG="BODY" -->
<table border="0" width="100%">
  <tr>
    <td width="50%">
      </td>
    <td width="50%">
      <h1>InvisibleUp</h1>
      <p><b>Last updated:</b><br>
<!--webbot bot="Timestamp" S-Type="EDITED" S-Format="%Y-%m-%d" --><br>
<b>Now playing:</b> the first glass beach album<br>
<b>Newest thing:</b> what if my site were made in frontpage? what. if.<br>
<b>Newest article:</b> Modern FrontPage tips & tricks</p>
    </td>
  </tr>
</table>
<!--webbot bot="Include" U-Include="TEMPLATES/footer.htm" TAG="BODY" -->
</body>

</html>
```

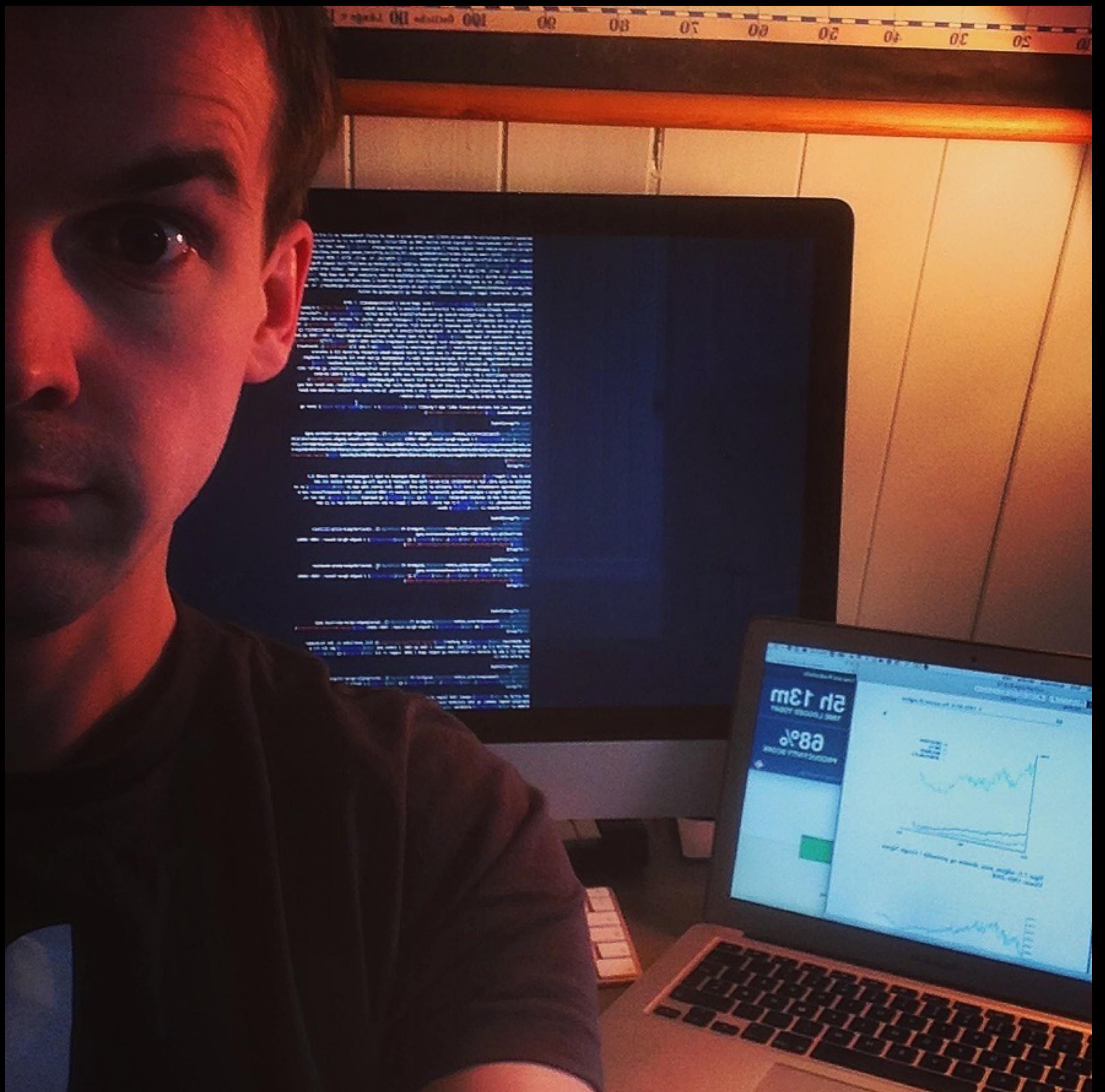
Normal HTML Preview

Line 19, Column 69

24 seconds over 28.8

Start Microsoft FrontPage ...

19:18



Knut Melvær (sanity.io), Jamstack Conf 2022 - devs4editors.com

The Over-Engineered Academic Thesis Content Pipeline









Jamstack Conf 2018, San Francisco

How to avoid your developer experience getting in the way of content creators

#1

Don't expect content
creators to write in your
[**special**](syntax)



```
1 import {Chart} from './snowfall.js'  
2 export const year = 2018  
3  
4 # Last year's snowfall  
5  
6 In {year}, the snowfall was above average.  
7 It was followed by a warm spring which caused  
8 flood conditions in many of the nearby rivers.  
9  
10 <Chart year={year} color="#fcb32c" />
```

#2

**Let content creators
collaborate in the CMS**

Search or jump to... / Pull requests Issues Marketplace Explore

Octotree S sanity-io / next-sanity Public

Code Issues 11 Pull requests 2 Discussions Actions Projects Settings Releases 57 ...

feat: add Studio v3 embed support

main v1.1.0-new-preview-mode.1 ... v0.7.0

stipsan committed on 11 Aug 1 parent 918743d commit 4edd5d0a8421554d268c02a66a1c707f1223c866 patch diff

Showing 2 changed files with 171 additions and 2 deletions.

Filter changed files README.md

src/studio NextStudioHead.tsx

171 README.md

```
@@ -1,11 +1,12 @@
1 # next-sanity
2
3 [Sanity.io](https://www.sanity.io/?utm_source=github&utm_medium=readme&utm_campaign=next-sanity) toolkit for Next.js.
4
5 **Features:**
6
7 - Client-side live real-time preview for authenticated users
8 - GROQ syntax highlighting
9
10 ## Table of contents
11
@@ -16,7 +17,15 @@
16 - [Optimizing bundle size](#optimizing-bundle-size)
17 - [Usage](#usage)
18 - [Example: Minimal blog post template](#example-minimal-blog-post-template)
19 - [Migrate](#migrate)
20 - [License](#license)
21
22 ## Installation
@@ -203,6 +212,166 @@
203 }
204 ...
205
206
207
208
209
210
211
212
213
214
215
216
217
218
219
220
221
222
223
224
225
```

The image displays three side-by-side screenshots of a document editor interface, likely from the Sanity CMS, illustrating a local mode feature.

Screenshot 1 (Left):

- Header:** "You are currently in Local Mode" (yellow background).
- Document Title:** "Documentation" (green circle, "No Changes").
- Title:** "The same document".
- Section:** "by Author A".
- Body:** "This is the same document." with a rich text toolbar containing icons for text, link, image, quote, and embed.
- Buttons:** "Reset" and "Save" (blue button).

Screenshot 2 (Middle):

- Header:** "You are currently in Local Mode" (yellow background).
- Document Title:** "Documentation" (green circle, "No Changes").
- Title:** "The same document".
- Section:** "by Author A".
- Body:** "This is the same document." with a rich text toolbar containing icons for text, link, image, quote, and embed.
- Buttons:** "Reset" and "Save" (blue button).

Screenshot 3 (Right):

- Header:** "You are currently in Local Mode" (yellow background).
- Document Title:** "Documentation" (green circle, "No Changes").
- Title:** "The same document".
- Section:** "by Author A".
- Body:** "This is the same document." with a rich text toolbar containing icons for text, link, image, quote, and embed.
- Buttons:** "Reset" and "Save" (blue button).

New

uses collaborative writing with "Post Locking"

2013/04/11/wordpress-embr...h-post-locking/ [Edit](#) [Get Shortlink](#)

Visual Text



This content is currently locked. If you take over, Nathaniel Mott will be blocked from continuing to edit.

[Go back](#)

[Preview](#)

[Take over](#)

changes have the largest impact on a sentence's flow, a single word can give a new flavor for a much-improved sentence. And candy's taste tenfold. ...over, you'll have to log out and log back in again to see the changes. But WordPress has added another wrinkle to its collaborative editing system: a feature it's calling "Post Locking," which won't matter much if you're using a mobile device to make WordPress much less painful to use for newsrooms operating in multiple environment[s]."

WordPress users to see when someone else is editing a post and lock them out of the post themselves, cutting down on some of the back-and-forth I mentioned earlier. It's a good idea to use Post Locking on a post via WordPress requires constant communication to ensure that someone's changes aren't lost.

Publish

[Save Draft](#)

Status: Draft

Visibility: Public

[Publish](#)

Publicize: No

[Move to Trap](#)

Categories

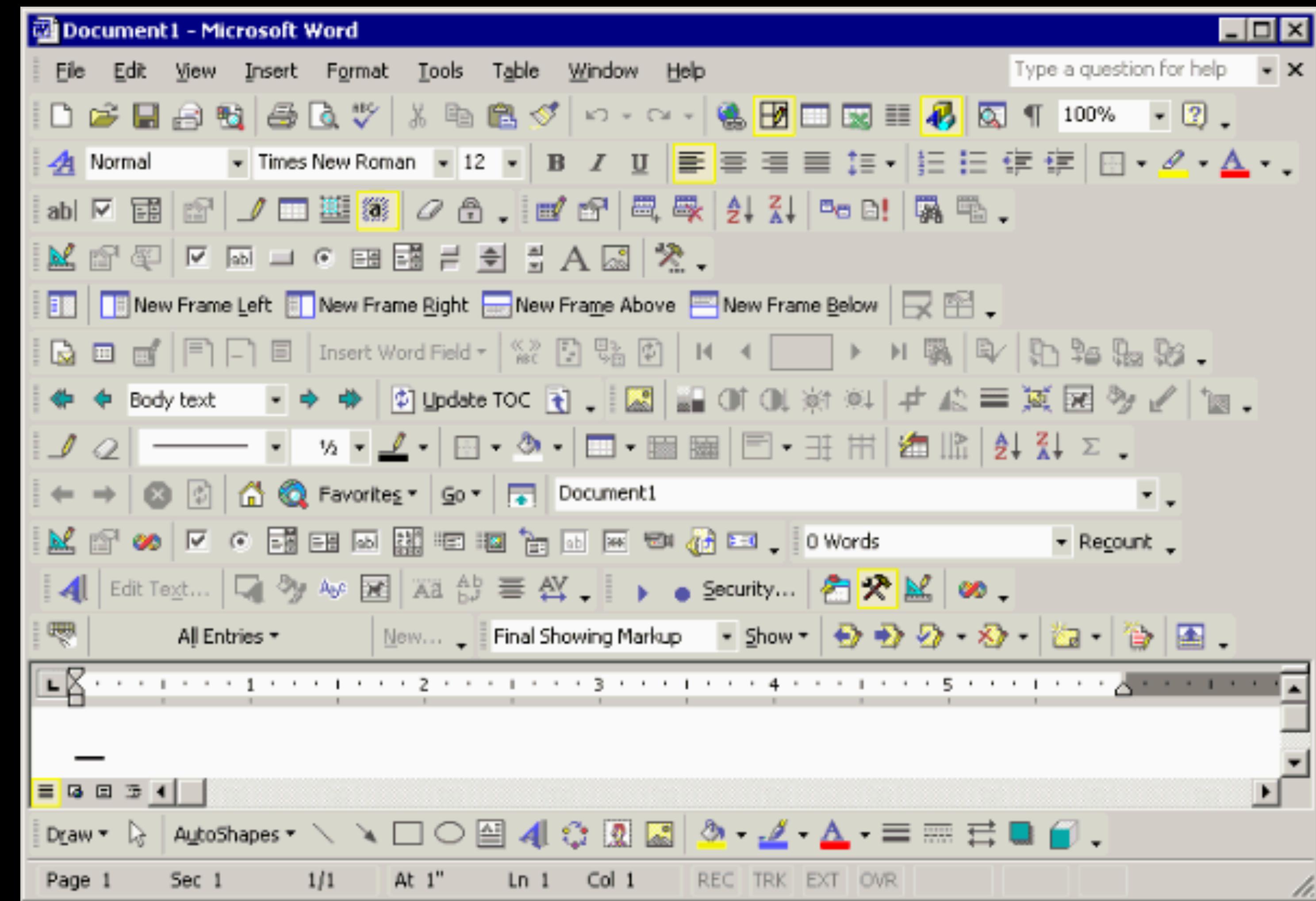
All Categories

- Tech
- Back
- Books
- Culture
- Deals
- Debrief
- Pandemic
- People
- Productivity

Last edited by Nathaniel Mott on April 11, 2013 at 10:45 am

#3

Give content creators
flexibility where it matters



+ Add item...

Modules

-  Pink_group_2.jpg
Image [Product hotspots]
⋮
-  AUTOGRAF Soap Dish
Product
⋮
-  Kind on your eyes and the planet.
Call to action
⋮
-  LULU Mini Pot
Product
⋮
-  Living
Collection
⋮
-  BLOMST A5 Riso Print
Product
⋮
-  All Products
Collection
⋮
-  Bathroom
Collection
⋮

+ Add item...

#4

Give content creators
context, especially in
decoupled systems

Movies Search Vision 0

Content

Movies	⋮
WALL·E (2008) Ben Burtt, Elissa Knight	↑
Guardians of the Galaxy... Chris Pratt, Zoe Saldana	↑
Alien: Covenant (2017) Michael Fassbender, Katherine Wa...	↑
Interstellar (2014) Matthew McConaughey, Jessica C...	↑
District 9 (2009) Sharlto Copley, Jason Cope	↑
The Martian (2015) Matt Damon, Jessica Chastain	↑
Blade Runner 2049 (2017) Ryan Gosling, Harrison Ford	↑
Alien (1979) Tom Skerritt, Sigourney Weaver	↑
The Dark Tower (2017)	↑

WALL·E (2008) Current version

Editor Preview

Title WALL·E

Slug walle

Overview

No style

WALL·E is the last robot left on an Earth that has been overrun with garbage and all humans have fled to outer space. For 700 years he has continued to try and clean up the mess, but has developed some rather interesting human-like qualities. When a ship arrives with a sleek new type of robot, WALL·E thinks he's finally found a friend and stows away on the ship when it leaves.

WALL·E (2008) Current version

Editor Preview

http://localhost:3000/walle?preview=asdf-1234

Preview Mode

WALL·E



WALL·E is the last robot left on an Earth that has been overrun with garbage and all humans have fled to outer space. For 700 years he has continued to try and clean up the mess, but has developed some rather interesting human-like qualities. When a ship arrives with a sleek new type of robot, WALL·E thinks he's finally found a friend and stows away on the ship when it leaves.

/new-revolutionary-product

[Editor](#) [SEO Preview](#)

Slug

new-revolutionary-product

Page

Select the page that this route should point to

Our upcoming groundbreaking service [Edit](#) [X](#) [▼](#)

Include page in sitemap
For search engines. Will be added to /sitemap.xml

Disallow in robots.txt
Hide this route for search engines

/new-revolutionary-product

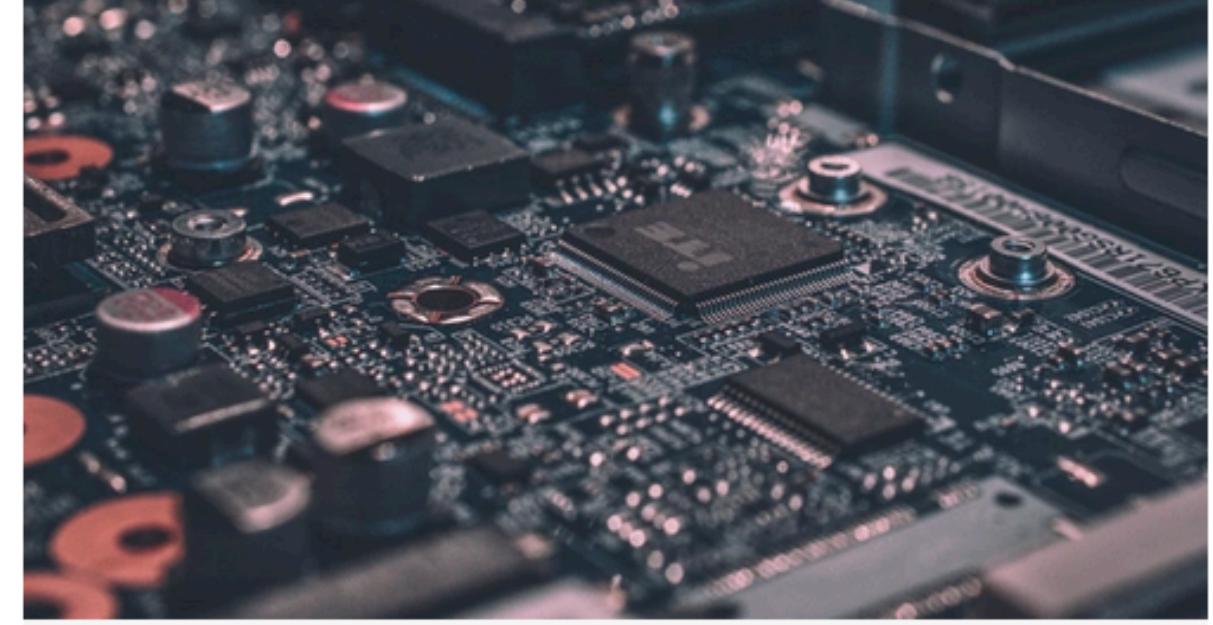
[Editor](#) [SEO Preview](#)

Twitter card preview

 **Knut Melvær** @kmelv
The card for your website will look a little something like this!

 **Our upcoming groundbreaking service**
This will change how you think about technology. We just need to figure out what it is first.
preview-nextjs-landing-pages.netlify.com

Facebook share


PREVIEW-NEXTJS-LANDING-PAGES.NETLIFY.COM
Our upcoming groundbreaking service
This will change how you think about technology. We just need to figure...

Google search result preview

Our upcoming groundbreaking service
<https://preview-nextjs-landing-pages.netlify.com/new-revolutionary-product>
This will change how you think about technology. We just need to figure out what it is first.

#5

**Ask content creators what
they need (and why)**

devs4editors.com



Thanks for listening