

IDEATION

City of Boston's Brand Principles

“Less Not More. We teach and build tools, not rules.”

“Everyone is a designer, sometimes, without training.”

“Empower people, they will surprise you!”

Our Project Principles

Reduce frustration and streamline workflows

Encourage creativity and best practices

Increase confidence and empower content producers

IDEATION - BROAD STROKES

Solutions

- Incorporate visual examples, best practices, and more illustrative descriptions
- Facilitate access to the custom D8 Site Admin Guide as well as Brand Guide & tools
- Improve taxonomy and navigation by using more familiar terms for key actions & areas
- Clarify the moderation process and support users while easing their transition to D8
- Be clear and consistent in error avoidance & requirements
- Encourage content creators and editors to support all users of Boston.gov and meet accessibility compliance requirements

IDEATION - DETAIL

Help users create customized workbenches and templates to increase confidence and efficiency.

- Templates with pre-filled content and specific drop-downs:
 - Highlight the role of the clone function to use existing live page as “template”
 - Allow user to create their own custom page type templates with a set of predefined components/options
 - Collaborate with high volume departments that want templates to create one or two custom page types.
- “Create/Add Content” [New Page] / “Components” choices:
 - Hide/show options on a per user or per department basis, include user in decision.
 - Include a “save this view” or “make this my view” button so that users can always see a preferred filtered or ordered list as their default.
 - Provide users with ability to “favorite” up to 5 options and show these “favorites” at the top of the list.
 - Create a “tool-tip” for users that highlights the fact that they can filter and order options in various ways.

Incorporate visual examples, best practices, and more illustrative descriptions into page and component selection processes to help avoid frustrations and increase users’ confidence in their decisions.

- Develop better language for components and page types:
 - More descriptive titles.
 - More illustrative copy that helps user imagine the utility and layout of component or page type.
- “Create/Add Content” [New Page] list – Add access to visual examples:
 - Link to page in DoIT Guide
 - Hover over with page example
 - Hover over with wireframe example
 - Link to existing “evergreen” page, perhaps dedicated to this purpose
- Make component selection more like “Create/Add Content” page, where each option includes descriptive copy and one of the visual example access solutions.

IDEATION - DETAIL

Incorporating visual examples cont...

- If component selection menu cannot look like “Create/Add Content” page, then:
 - Tool-tips when they hover on the dropdown providing a description and small wire-frame to show how the component elements look.

Incorporate accessibility requirements into content creation and explain their reasoning so that users are encouraged to both support public access to the website content and also meet compliance requirements.

- Identify any/all accessibility required fields, make them required (asterisk) and add a tool-tip or hint text for input fields.
- Ex: Make “Alternative Text” for all media (images/videos, etc) required.
 - Rename “Alternative Text” (if possible) to highlight its purpose
 - Highlight the SEO and Accessibility benefits of using this field for users in the hint text.

Improve menu taxonomy and layout by using more familiar terms for key actions and areas, including:

- Rename “Tasks” to something more intuitive, e.g. “Edit this Page”
- Relocate “Tasks”/[New name] to left-hand side, next to existing edit actions and have its menu appear on the left-hand side like other action menus.
- Rename “Create Content” and “Add Content” to “Create New Page” or “Draft New Page”
- Include menu option to access drafts from workbench homepage
- Remove translate button from menu if not active

Clarify the moderation process and support users while easing their transition into D8.

- Revision log prompt should make its purpose clear, and indicate that it is required (red asterisk)
 - Consider renaming or removing Revision Log [title] to clarify purpose
- “Preview” should not be available for unsaved work
- Save should be automatic, like in Google Docs
- Include link in editor to user guide to show moderation flow/steps

IDEATION - DETAIL

Incorporate access to the custom D8 user guide and Boston Brand and Voice style guides

- Link to anchors/pages within the guide from tool-tips and helpful hints throughout the workbench
- Include a link to the guides within the Main Nav

Be clear and consistent in error avoidance and requirements.

- Include character limit information in components when there is an actual character limit or a recommended word limit for either readability or formatting reasons.
- Prevent errors by
 - Making sure all required fields have a red asterisk
 - Highlighting required fields in an even more visual way - color the text or highlight the text with a pale yellow to draw the user's eye to the text more forcefully.
- Resolve errors by
 - Ensuring that the error alert message, error highlight, and user advancement prevention is applied consistently across the workbench.

Make the image upload process easier

- Make the Add Image the default tab in Upload/Choose Image pop-up - that is what users usually do (they don't pull images/media from the library)
- Make the image upload process the same no matter where the image is being uploaded
- In the preview step before the user hits the final "upload and select" button, show the user what the image will look like in the component they have selected (so if it is round, show the image as it will be cropped to circle, if it is thumbnail, show that cropping, if it is in a grid of cards, show how it would be cropped there and allow the user to edit the image before the final "upload & select action).
- Make it possible to upload images to the Workbench from Google Drive not just the HDrive