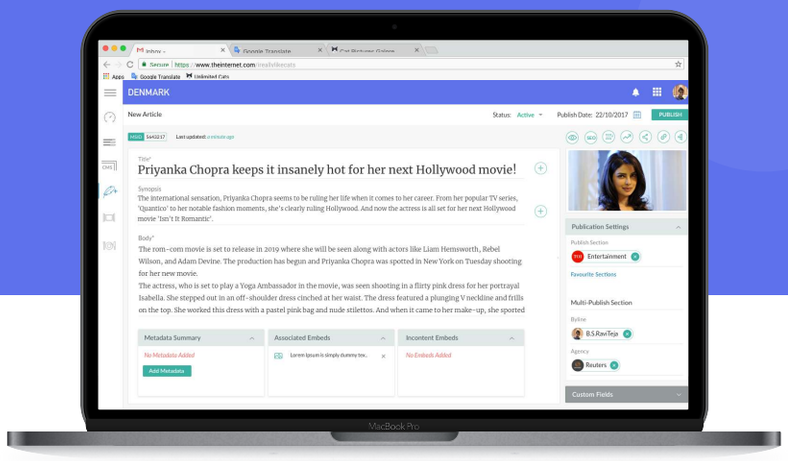
DENMARK
THE NEXT GENERATION CMS

Client : AGI, TIMES INTERNET LIMITED

Duration : 2017 - Present



INTRODUCTION

Denmark 2.0 is the new authoring tool on the block. Denmark promises to be a game changer in terms of article authoring. Boasting intelligent architecture, the tool helps authors to take a deeper look at how quick and effectively they can publish an article and discover what required to do things right. It also let them post live blog, map actionable authoring capabilities and improve their overall authoring experiences. Basically, the tool helps editors to streamline their all dynamic & highly-complex real time activities making sure they were all user-centered, allowing users to easily and efficiently read and understand it.

OBJECTIVE

The said effort made to understand how to increase the adoption of Denmark among all the teams and reduce customer's/editor's tickets. The major objectives of the activity are:

Maximum user satisfaction

Easy to use interface

Customised interface for different publications

Single platform for all

PROCESS

Following the IDEO model for the human-centered design, we started the process with usability testing and ended with validation. This process provided us with a roadmap and a solid foundation to base our design solutions on user's findings.

UX ANALYSIS

- Competitive Analysis
- Data Analysis
- Design Benchmarking
- Criticality Analysis
- User Journey (Existing Flow)

QUALITIATIVE RESEARCH

- Persona Mapping
- Usability Testing (12 editors)
- Quick UI Recommendations

DEFINE

- Criticality Chart
- Task Flows
- Information Architecture

DESIGN

- Wireframing
- Visual Design

TEST

- Working High fidelity prototype
- Usability Testing (22 editors)

PERSONA

To start off, we created two persona of the editors who use Denmark system which includes a junior editor and senior editor. This persona was created with assumptions and not fully research-based but they were iterated in later stages once we got to know the work flow and goals of editors.

Ankita Agarwal

Age : 26 Yrs

Job : Jr.Editor

Location : Noida

Education : MA, English

Interest : Politics, Travel

Description

Ankita is a jr editor works with TOI Online. She usually works on posting articles and live blogs. She has to be updated for each and every second regarding the news of national importance and keeps track of her work at the end of the day.

Goals

- Posting content in a really quick time
- Keep updated with the news
- Easy and quick access for latest images

Motivations

- To complete the assigned work in stipulated time to avoid working late
- To be the best of the lot in the work

Challenges

- New to the online publishing tool
- Have less time to work on each article
- System latency towards updates

Rajesh Parmar

Age : 36 Yrs

Job : Sr.Editor

Location : Mumbai

Education : Bachelors in Journalism

Description

Rajesh is a sr editor works with Navbharat Times who leads a team of 12 editors. As a team lead, he set goals for all editors for each and every day and tracks the same at the end of the day. He also loka at the performance of articles, prioritisation of news, updates etc.

Goals

- Set team goals everyday
- Track website traffic and articles performance
- Shuffling of articles on basis of traffic, sharing on social media to divert the traffic to website

Motivations

- To tract larger user group towards the site
- To make sure the content displayed in the site has no discrepancies

Challenges

- Less technical knowledge
- No access to team's performance tracker
- No summary of day's work

CORE ISSUES IDENTIFIED

Eventhough we had initial brief regarding the product, we decided to conduct Shadow observational study and initial Usability testing of the application. Shadow observational study was conducted with 20 editors of various publications and the activity helped to understand the editor workflow better. As we got the initial gist of the workflow it helped to make a way better questionnaire for Usability Testing compared to our initial understanding.

Semi-structured interviews were conducted as a part of Usability testing. The target editors (of various verticals) were identified and recruited as per their availability and will for participation. Each individual session lasted 30 minutes where each participant was asked to perform various tasks related to Denmark. All the sessions were conducted in our Usability Testing lab and are recorded for future reference. The user was accompanied with a usability professional who took forward the entire usability test process. A shadow observer was also seated to note down the important observations.

The following are the important findings/issues from Usability Testing:

ISSUE

80% of the time Denmark do not work or trouble loading

80% of the editors feel that Denmark interface is messy and not defined as per user priorities

80% of the editors feel they take more time to file an article as they need to scroll up and down for addition of various embeds.

70% of the editors not use or barely use Embed Search due to non-effectiveness

60% of the editors mentioned that they find the dashboard stats are inaccurate

45% of the editors feel mandate of adding 5 keywords is a hassle

41% of the editors mentioned that published news take a lot of time to reflect on the live site

THE BIG IDEA

With the help of initial shadow observation study and usability testing, we got to know the problems faced by the users. Now it's the time for the brains to make the ideas flowing. The following are the major pointers to make Denmark a better usable product:

1. To Improvement in loading time of CMS and Denmark
2. Prioritization of elements in Denmark for better user engagements
3. Minimize the scroll to achieve greater user experience
4. To Reduce IP conflict errors
5. To file live updated in single window
6. Searching and uploading image easy and quick
7. Image repository should be updated and recent
8. Adding and managing priority should be executed in lesser steps
9. Creating slideshow should permit multi upload and requirement of content repetitions for each image should be fixed
10. Option to customize the fields editors want to see/use as per the requirement of their respective publication on Denmark
11. Dashboard should fetch real stats

CRITICALITY CHART

Based on the issues identified from observational study and usability testing, we planned to define the criticality of the features.

Critical & Non-Frequent

- Prime Category
- Multi-Publish Settings
- Override Link

Critical & Frequent

- Title
- Title for URL (for languages)
- Body
- Image Upload
- Keywords
- Publish Section
- Agency
- Publish Date

Non-Critical & Non-Frequent

- Geo Location Settings
- SEO Parameters

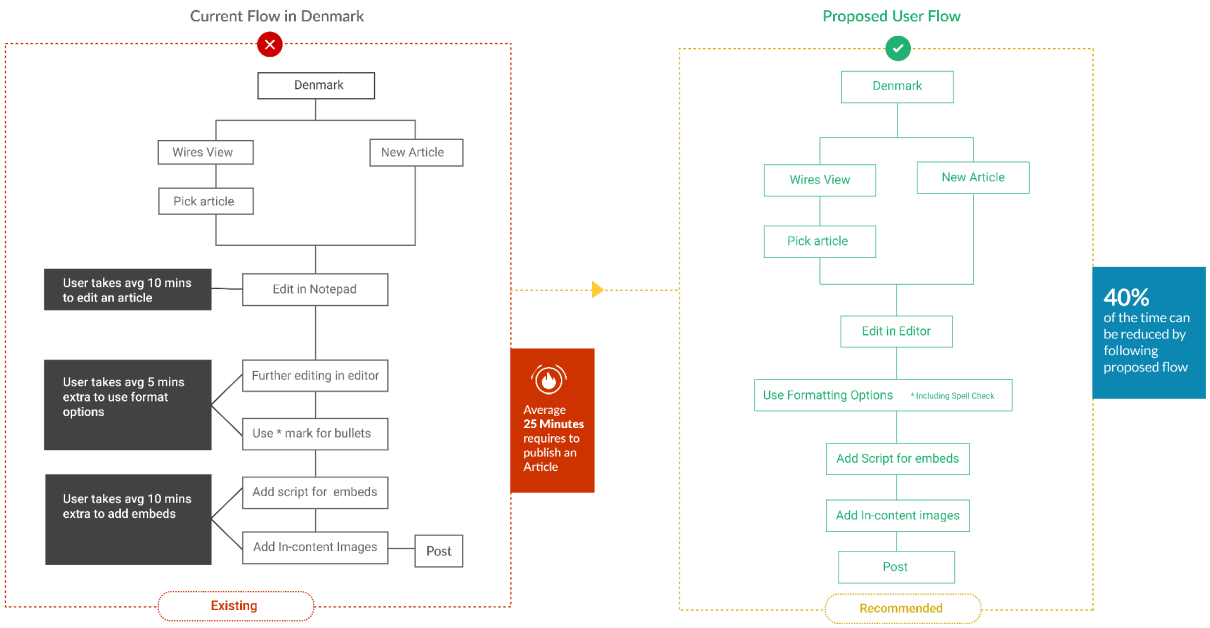
Non-Critical & Frequent

- Metadata
- Byline
- Live URL
- Where am I Added
- Social Media Embeds
- Reflinks / News in Context
- Video Embed
- Highlights

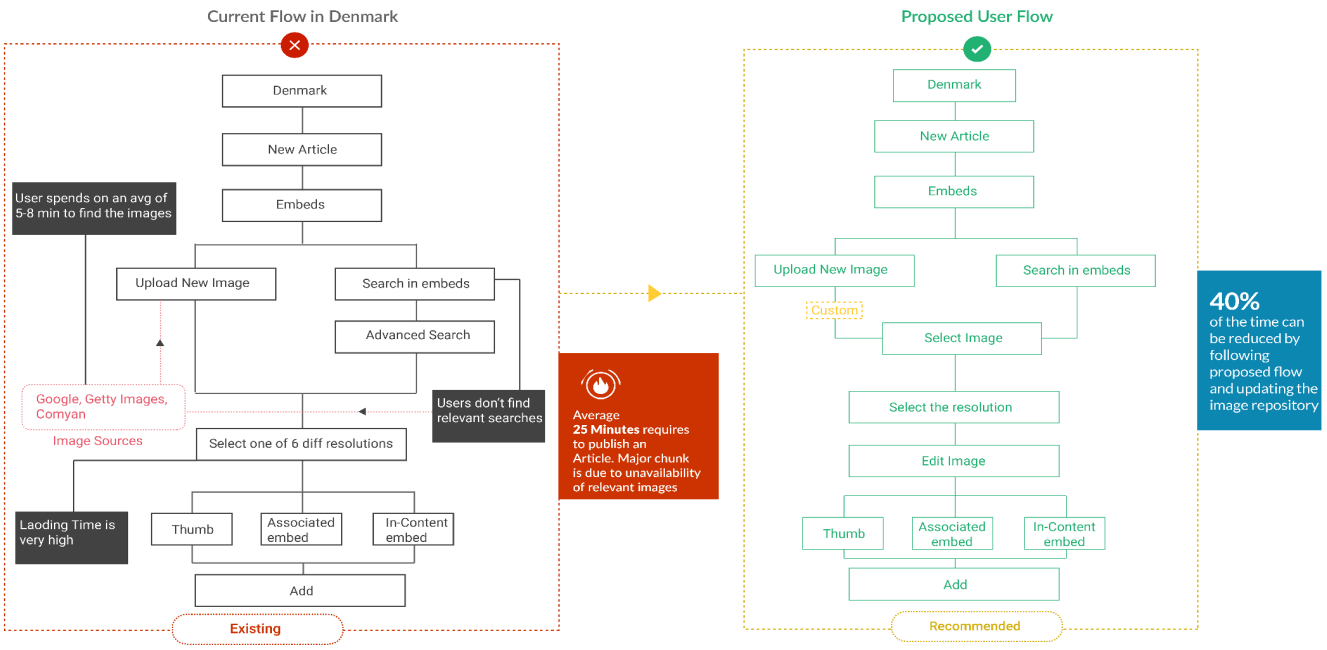
TASK FLOWS

Based on the results of Usability testing, the important task flows were captured and new flows were proposed to complete the task seamlessly and efficiently. Also, the impact for each flow is projected to set goals for future Usability Testing of new interface

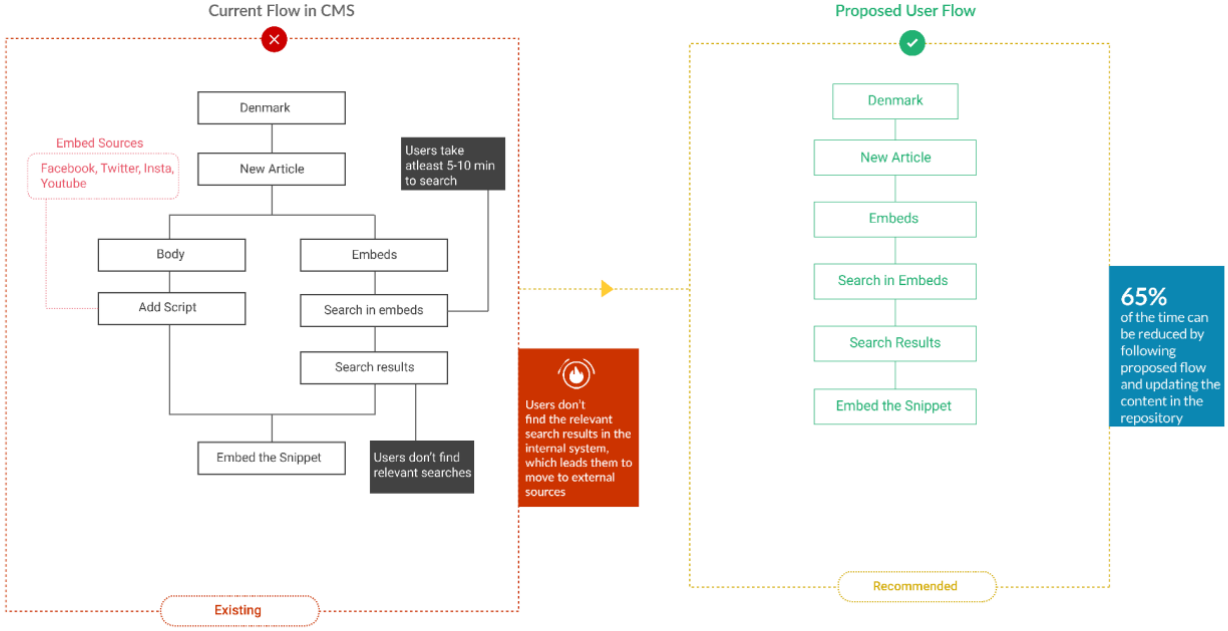
01. Content Editor Flow



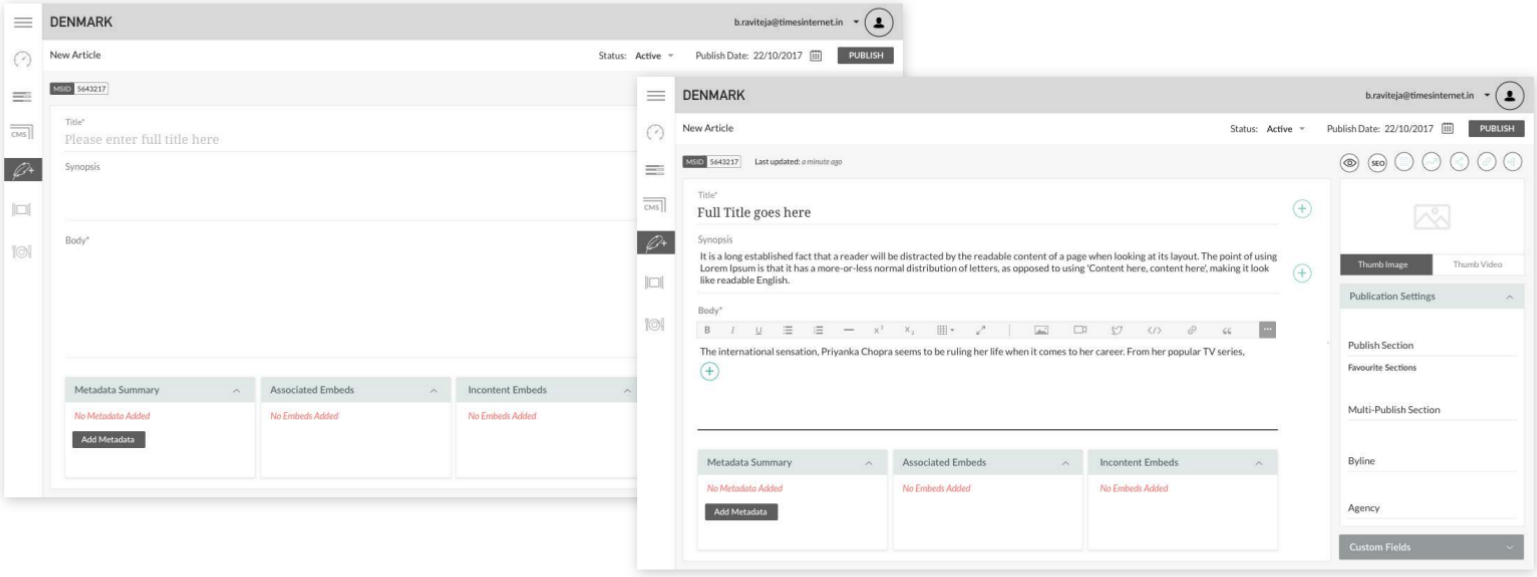
02. Image Upload Flow



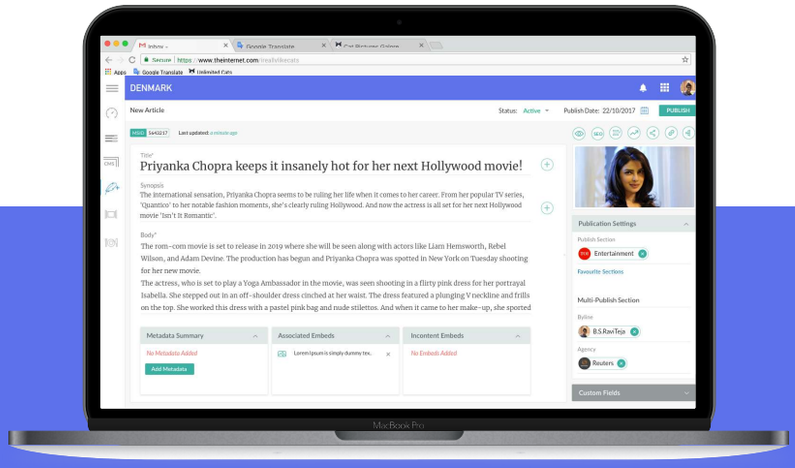
03. Slideshow Flow



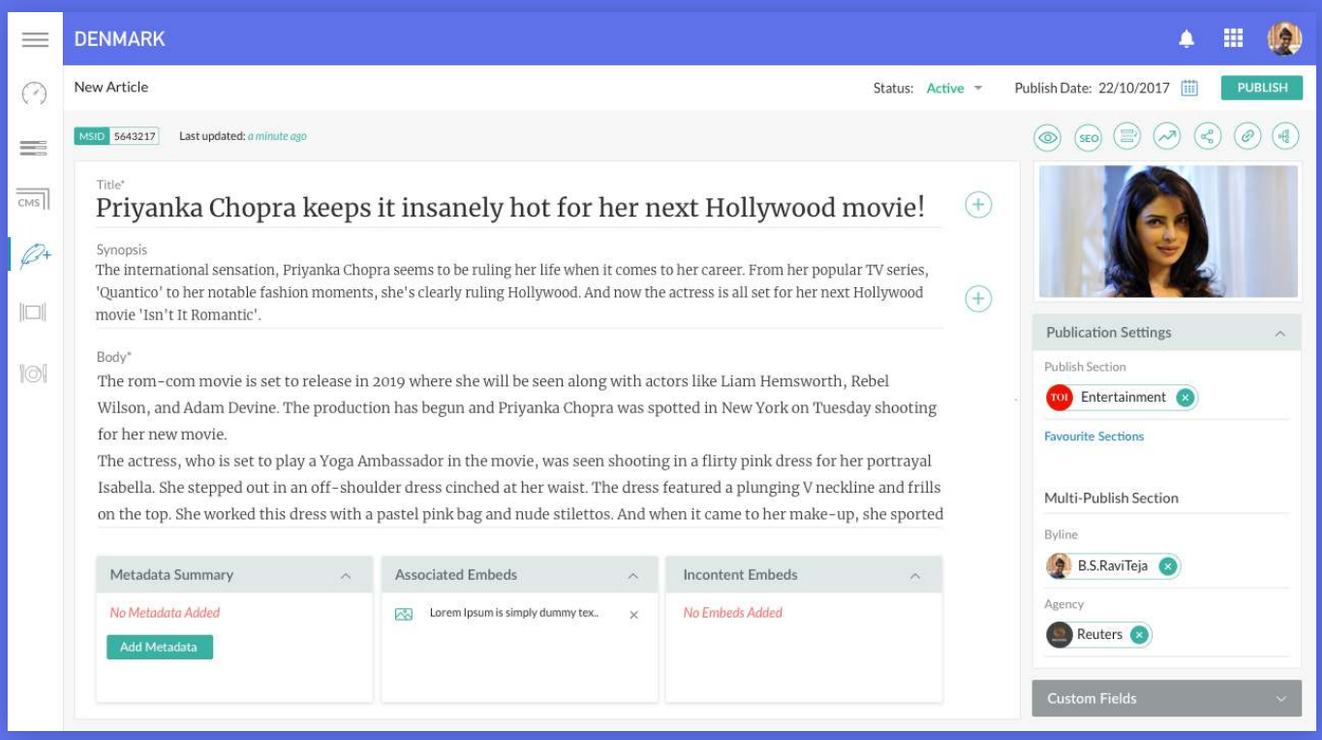
WIREFRAMES

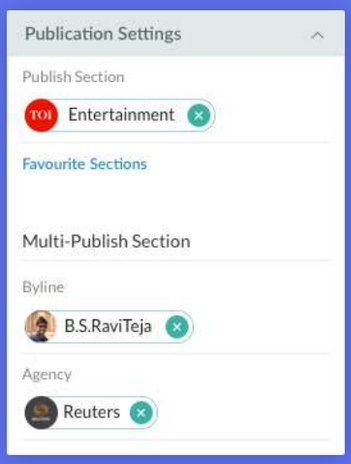


VISUAL DESIGN



NEW ARTICLE



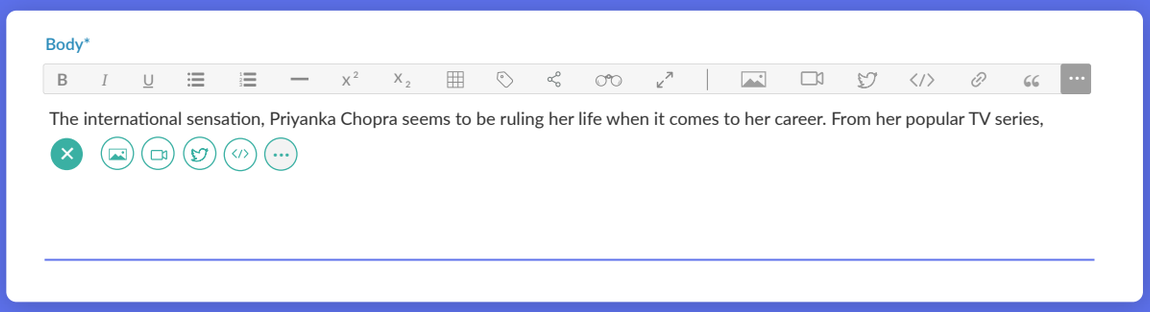


Dedicated Publication Settings panel to add the content at one go!

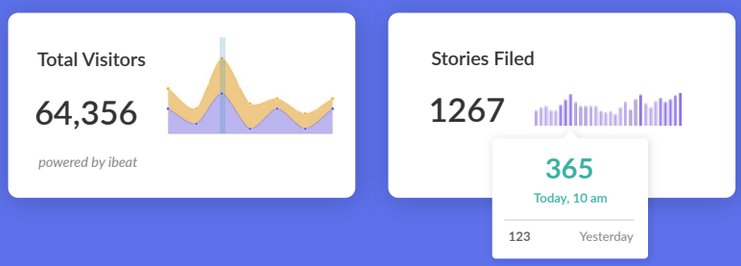
ADDITIONALS

Additionals are the controls where the user can be able to either enhance the content regarding targeting or analytics, usage and other article related information

CONTENT EDITOR



Intelligent Content Editor for seamless accessibility of tools and embedding options



The cockpit of the editors where all the summary and controls available. Editors have the access to analyse the virality & reach of their articles.

DASHBOARD

IMPACT & RESULTS

The newly designed sleek interface is two phases before and after the dvelopment. Before development phase, an invision prototype is made and tested with the users.
In the first phase, 22 editors of various publications were interviewed in various parts of the country and in the second phase, 8 interviews were done in Noida location.

The proposed solution flawlessly addressed all the aforementioned issues experienced by the users with the existing CMS. The prototype received lots of appreciation from the editors during the Prototype testing phase. Addressing the reduction of clutter with wise placement of frequently used tools and other elements which also resolves their most common pain point of continuous and frequent scrolls. The users concluded that this system revamp shall be a great add on to their user experience by saving their time and enhancing their overall productivity.

MAJOR COST IMPACT

1. 30% time saved in Article filing, by using the new Denmark 2.0 Authoring Page
2. No. of Article published per day 5000 - 6000
3. Average time for publishing an article 10-15 min

Total **30,1125** man-hours added in a year to by improving the UX of one module of CMS

TIME SAVED

5000 x 5 = 25000 min/day

Due to UX improvement we are adding 825 hours of man power everyday.