Creating Layouts & Landing Pages in Drupal

evolvingweb

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- Co-founder at **Evolving Web**
- **Drupal Association** Board Member
- Loves content strategy, teaching Drupal, and making it easier to use

CONTENT EDITOR UX IS IMPORTANT

Content editors assess Drupal based on the **content creation experience**.

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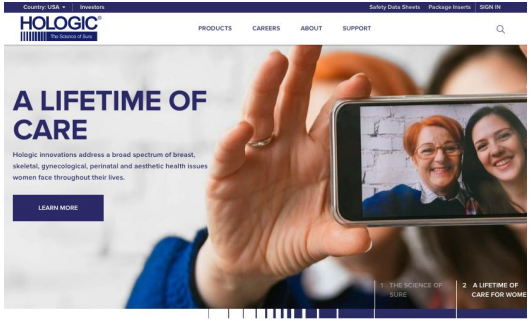
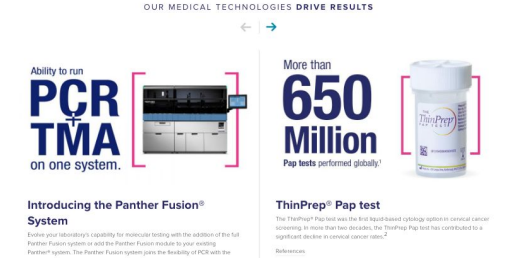
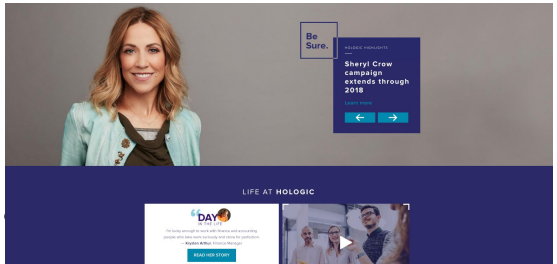
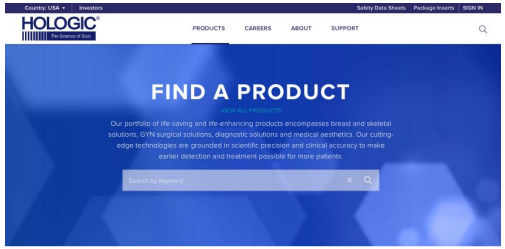
What Do Content Editors Want?

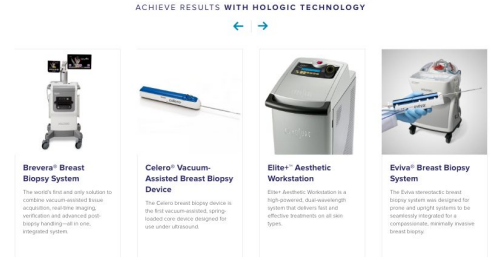
PAGE BUILDING EXPECTATIONS

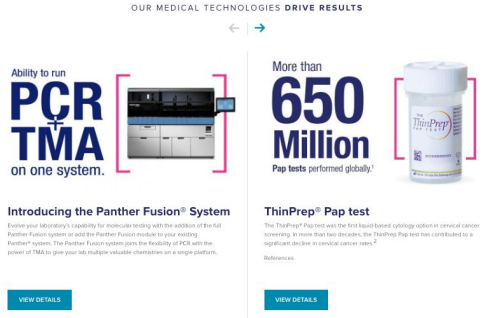


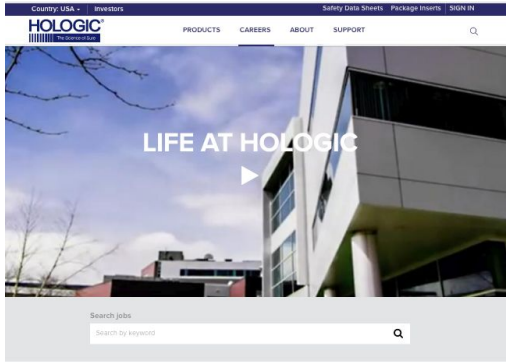


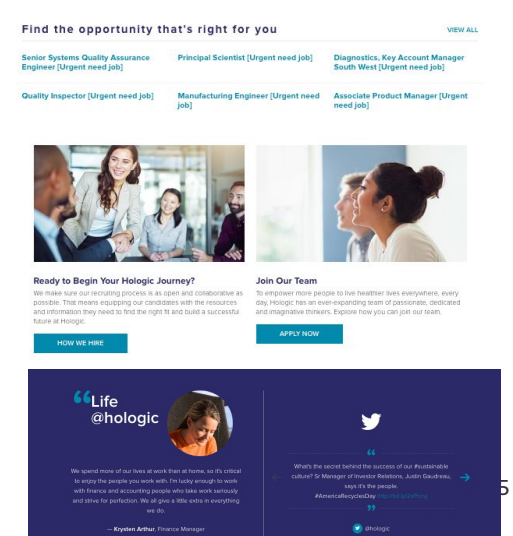


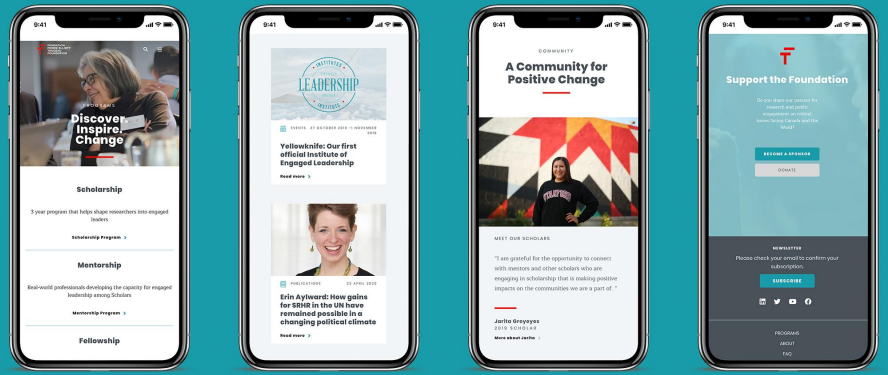








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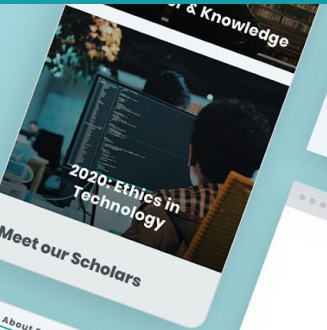
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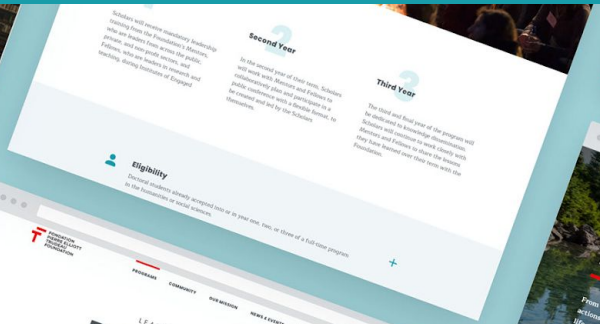
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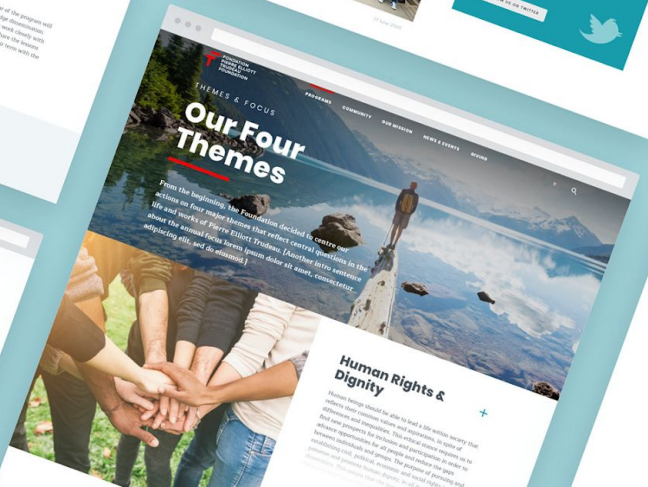
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From the beginning, the Foundation decided to centre our actions on four major themes that reflect central questions in the life and works of Pierre Elliott Trudeau. [Another intro sentence about the annual focus lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.]
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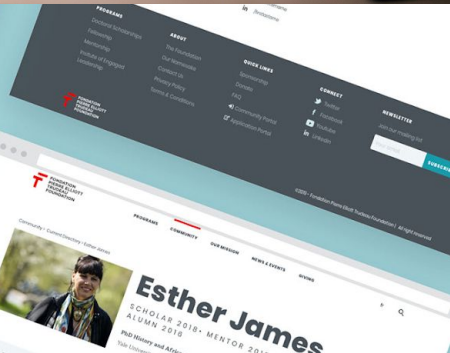

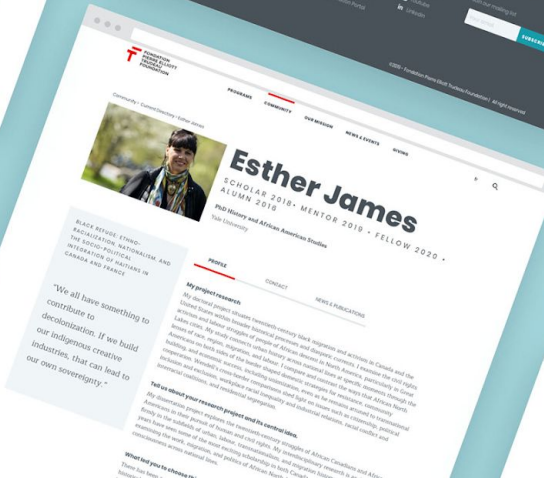
Esther James
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"We all have something to contribute to decolonization. If we build our indigenous creative industries, that can lead to our own sovereignty."

Rapport annuel 2020
Pour tout savoir sur les résultats de notre exercice financier se terminant au mois d'octobre 2019, consultez le rapport annuel ci-joint.
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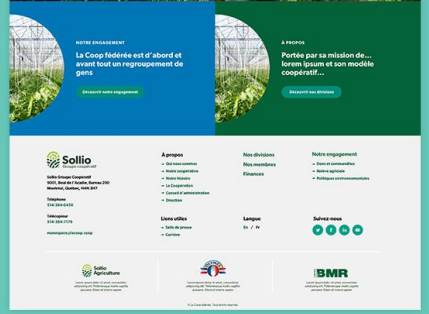
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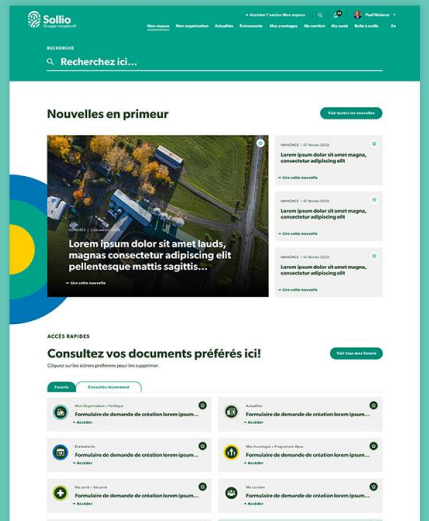
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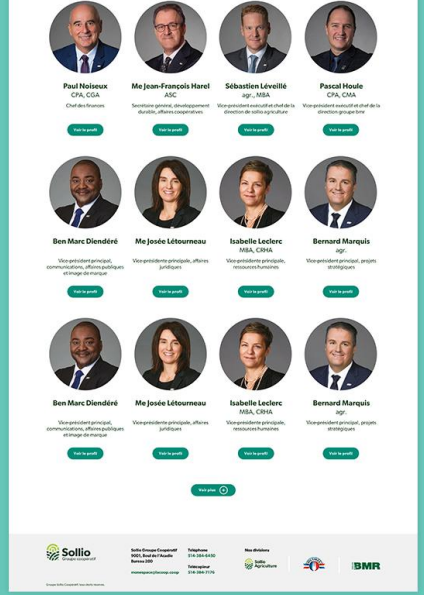
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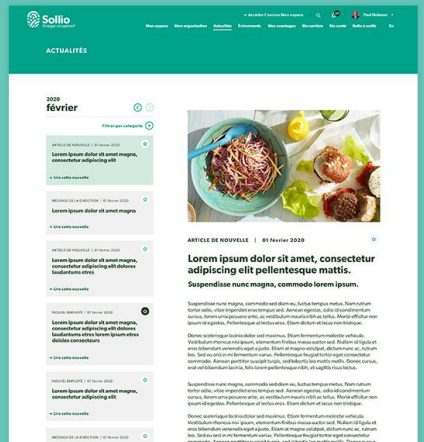
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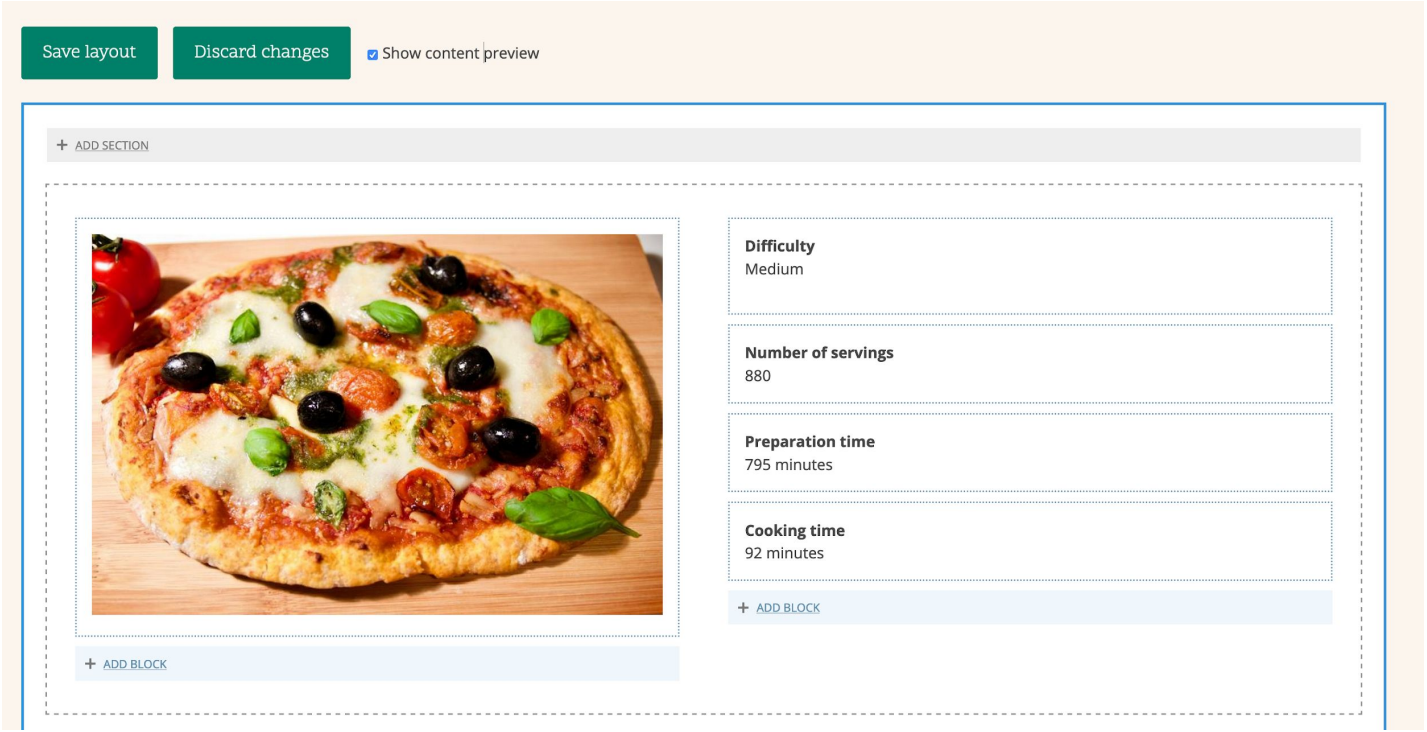
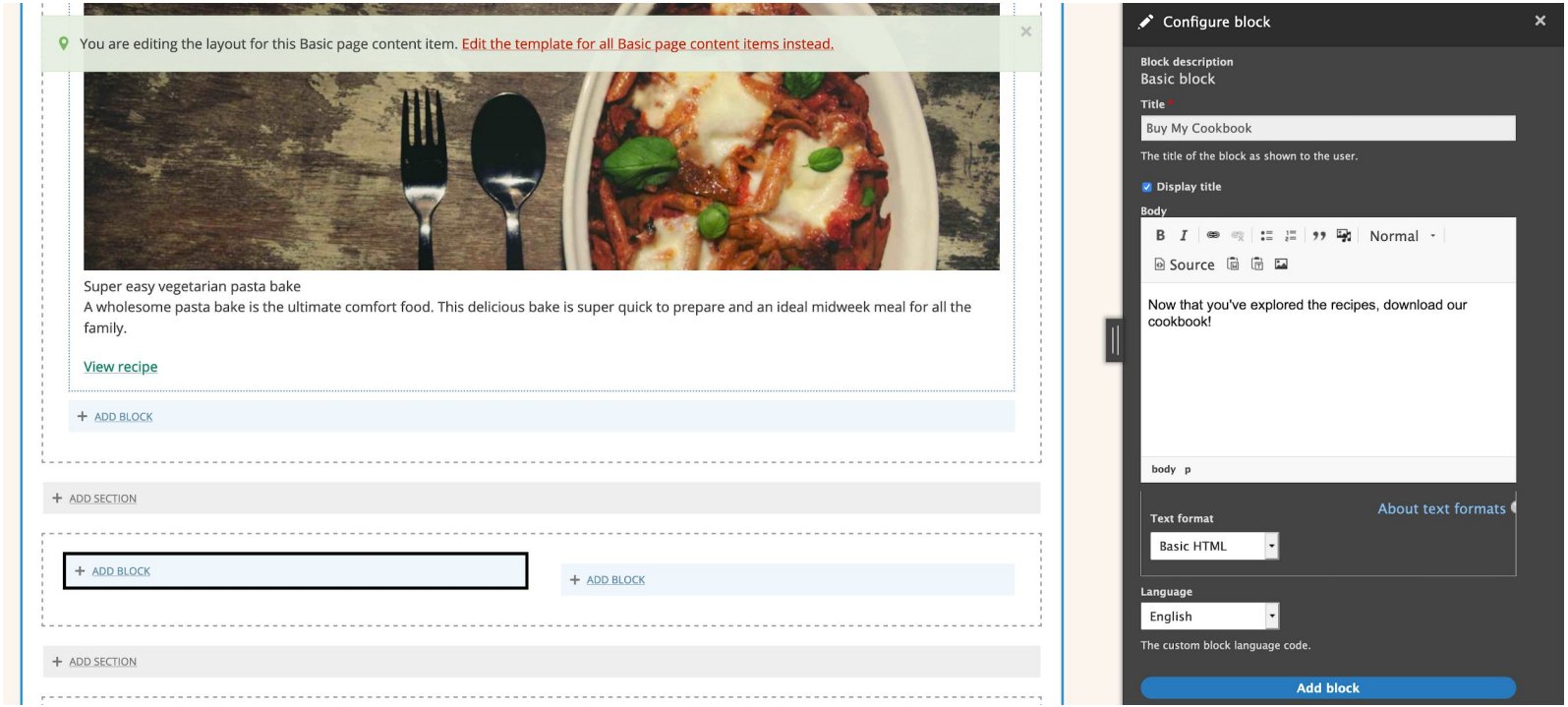
Page Building vs. Layout Building

Layout Building: What Every Recipe Will Look Like



Page Building: What This Page Will Look Like

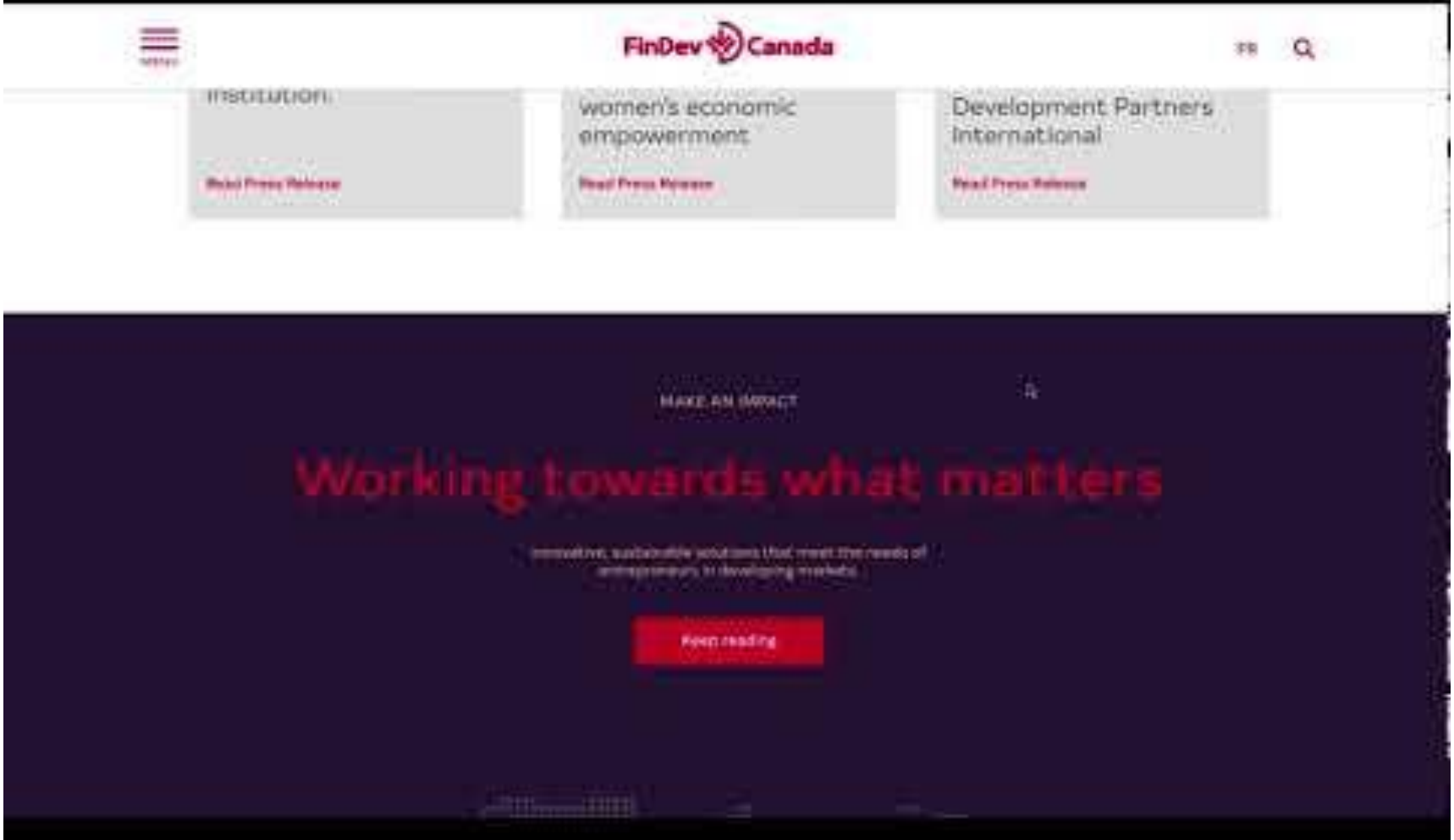


You’re Designing a Page Building Tool

JULY 8, 2020

FinDev Canada Invests in leading Latin American green growth financing institution.

Read full story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institution.
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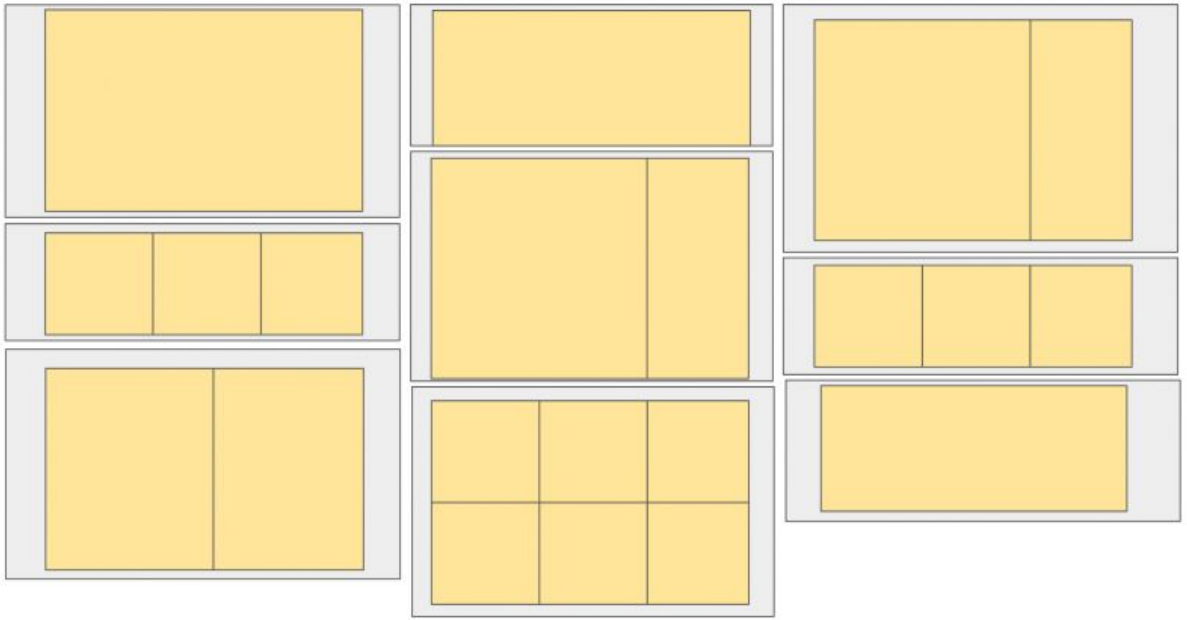
Two Dimensions



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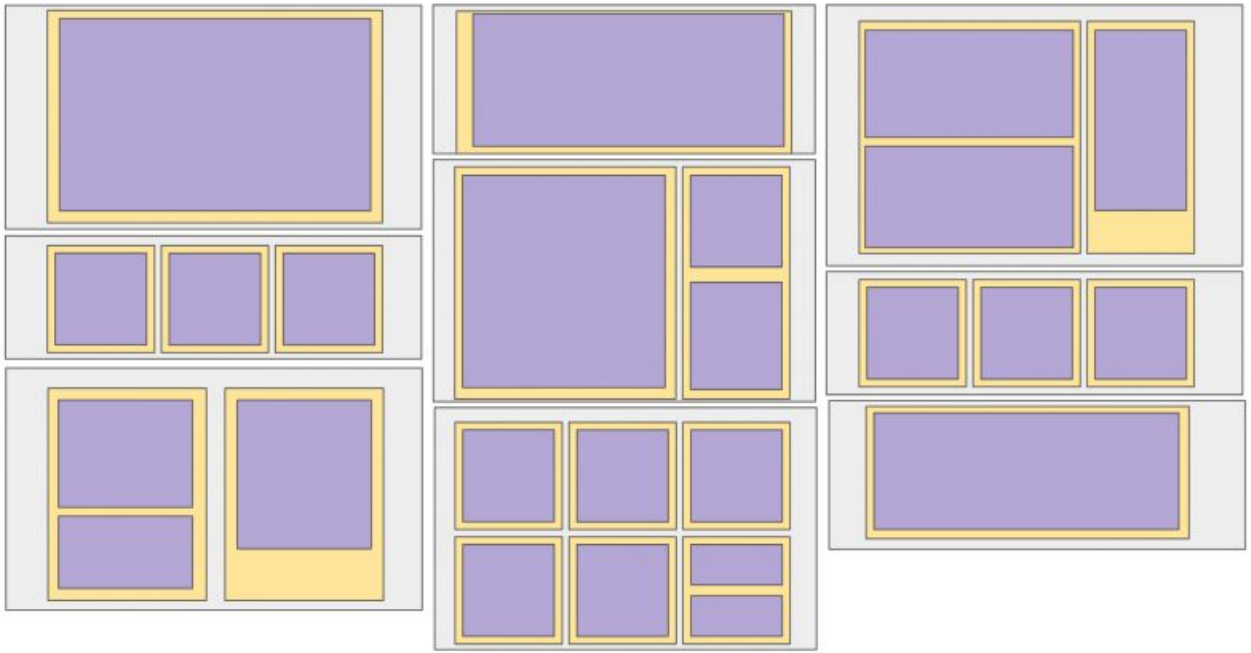
Three Dimensions



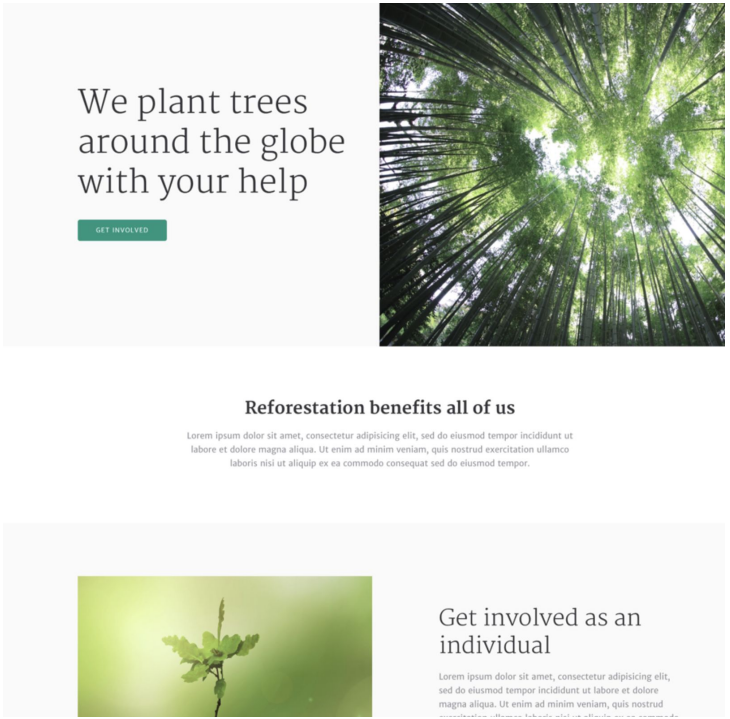
Usability Testing

Process

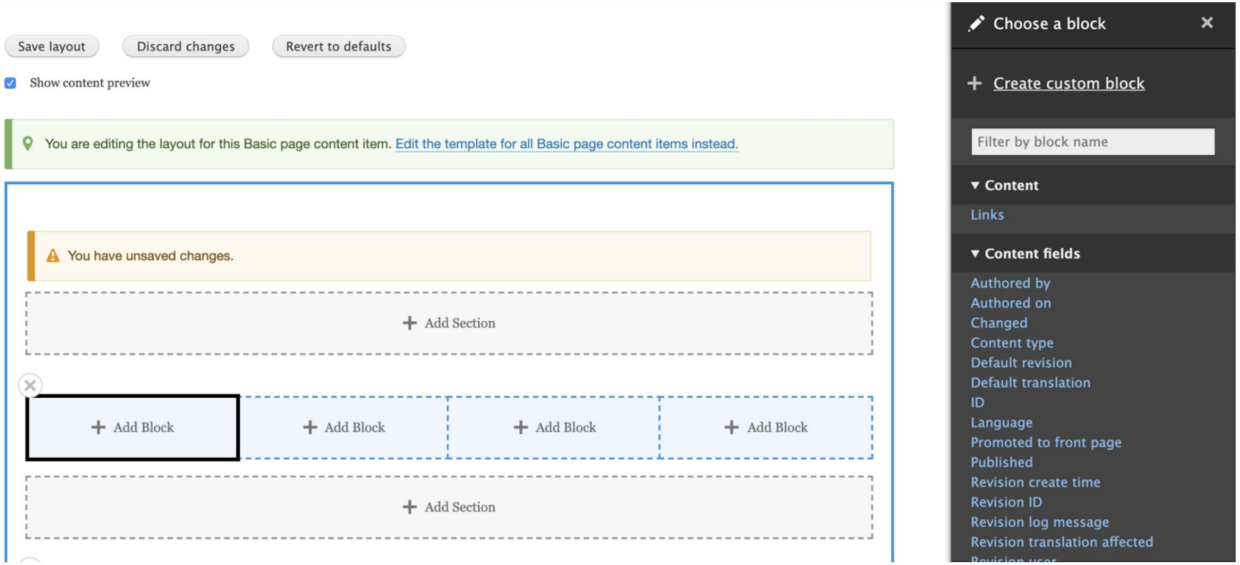
1. Identify Use Cases: page building vs. template building
2. Question Assumptions
3. Create a Test Plan / Script
4. Recruit Participants
5. Conduct / Record Tests
6. Process Results (spreadsheet)
7. Write-up and Share

Comparative Usability Testing

Use Case: Page Building with the Layout Builder

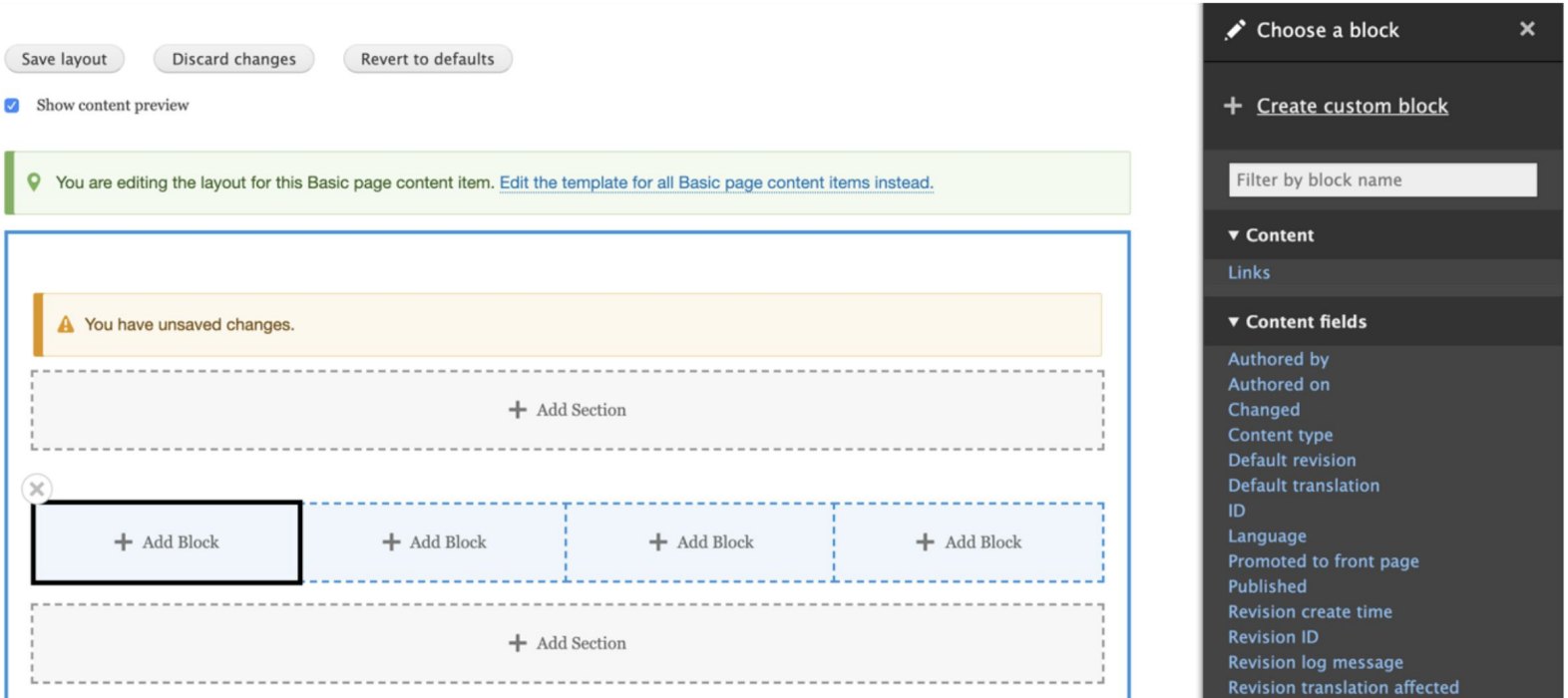


First Impressions

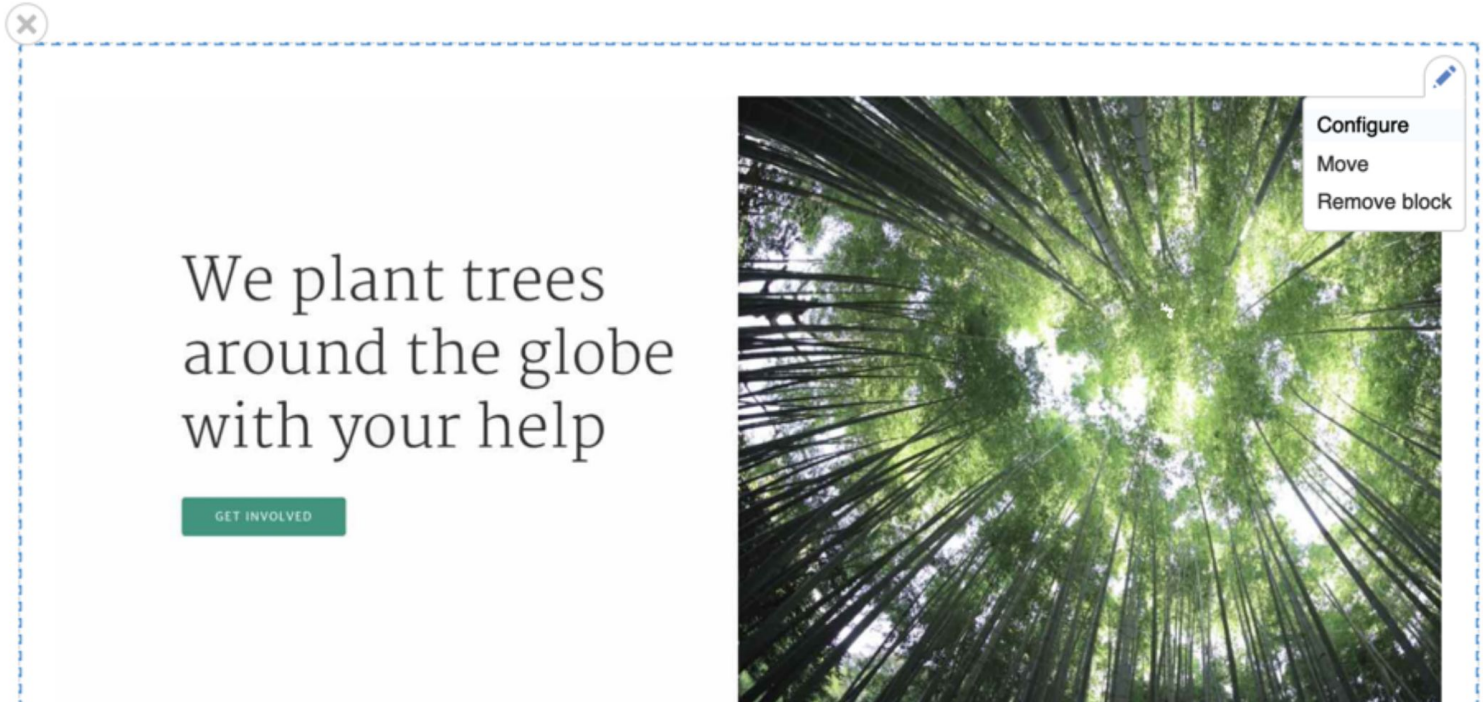


Where Do I Create Content?

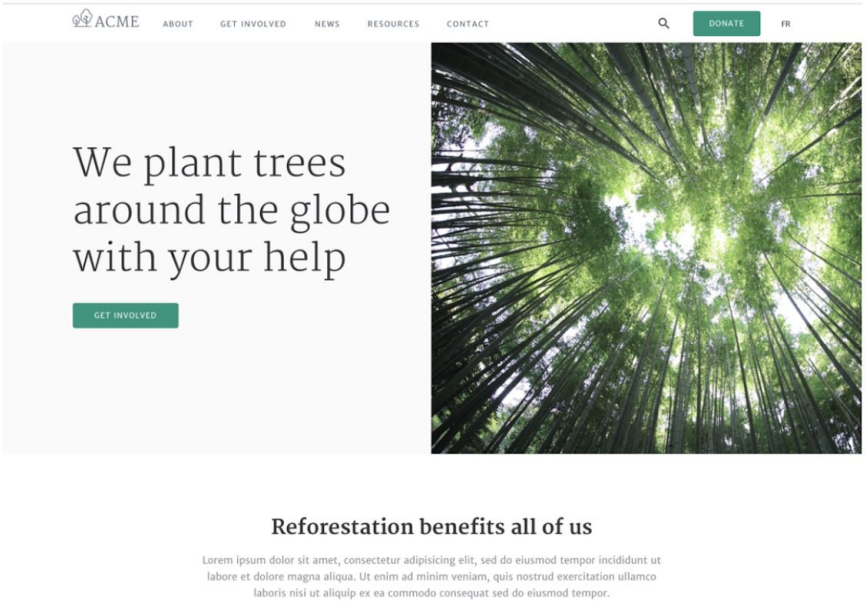
Adding Blocks

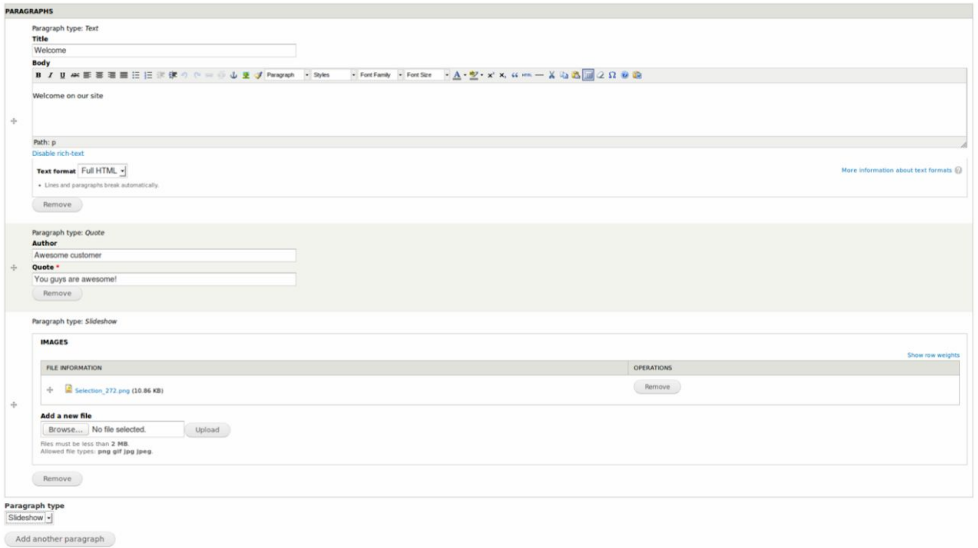


Editing Custom Blocks



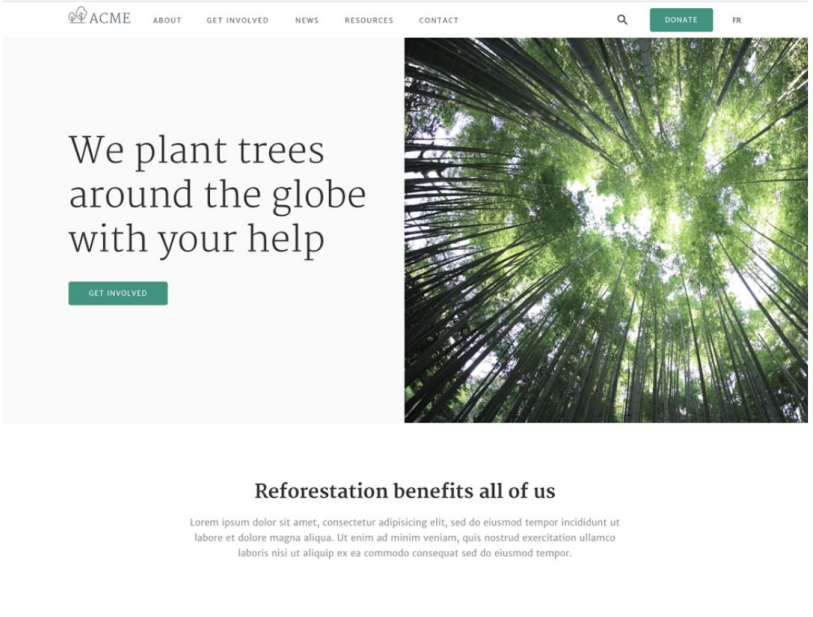
Paragraphs Comparison

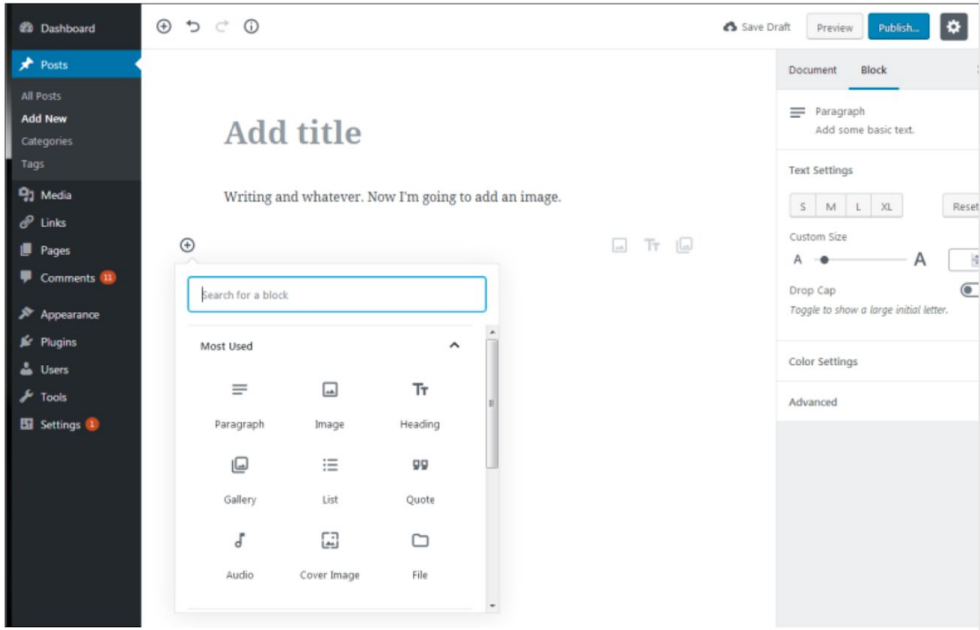




USABILITY TESTING

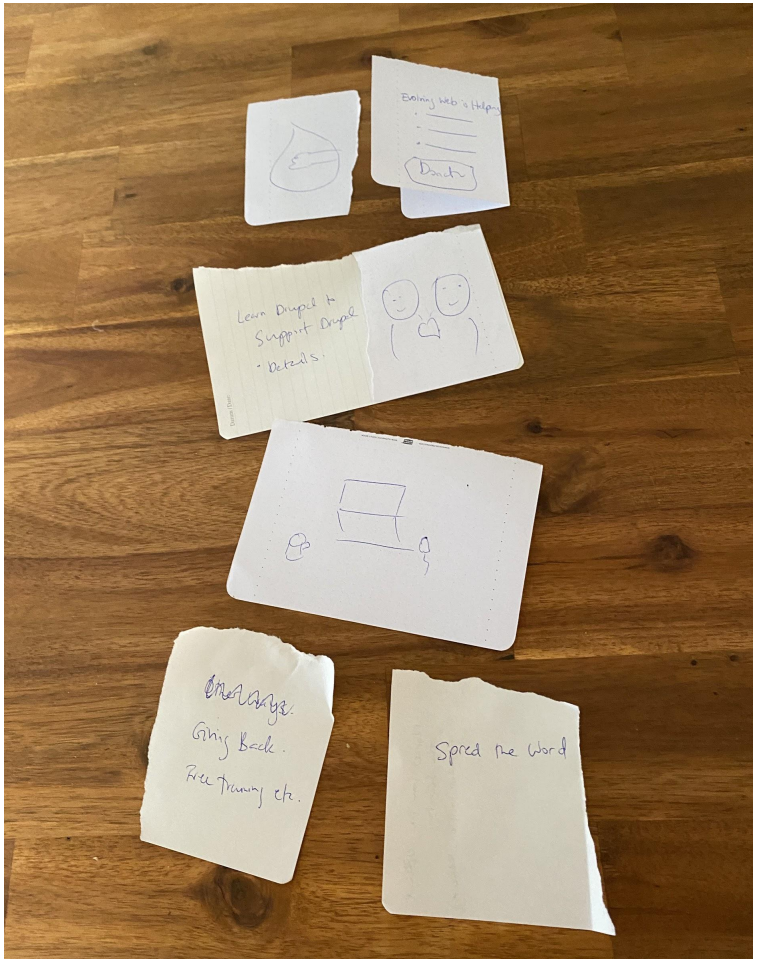
WordPress Gutenberg Comparison





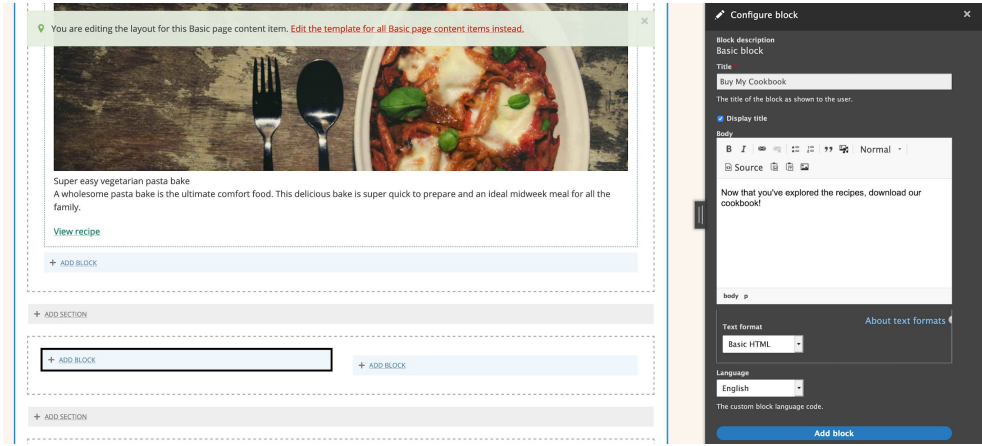
Takeaways

- Typical content editor workflow: layout, content, styling
- Editors like layout-oriented editing
- Site builders and editors use different terminology
- The Layout Builder is complex because it's more flexible
- Paragraphs is less visual because it's more similar to standard content editing



Customizing Page Building Tools for Content Editors

- Create block types thoughtfully and carefully - using entity browser to allow blocks to reference other content
- Use layout builder and paragraphs
- Limit the options that you give content editors (Layout Builder Restrictions, Layout Builder UX, Layout Builder Modal)
- Terminology is site builder-oriented



Paragraphs vs. Layout Builder

Page Building in Drupal

Paragraphs - Pros

- Pre-defined building blocks: paragraph types
- Fewer clicks to create content
- Less flexible

Layout Builder - Pros

- Pre-defined building blocks: custom block types
- People love drag-and-drop
- Same approach to Page & Layout Building
- More flexible

Page Building in Drupal

Paragraphs - Cons

- Not designed to manage layout data
- It's hard to visualize the end-product
- Relies on a contrib module

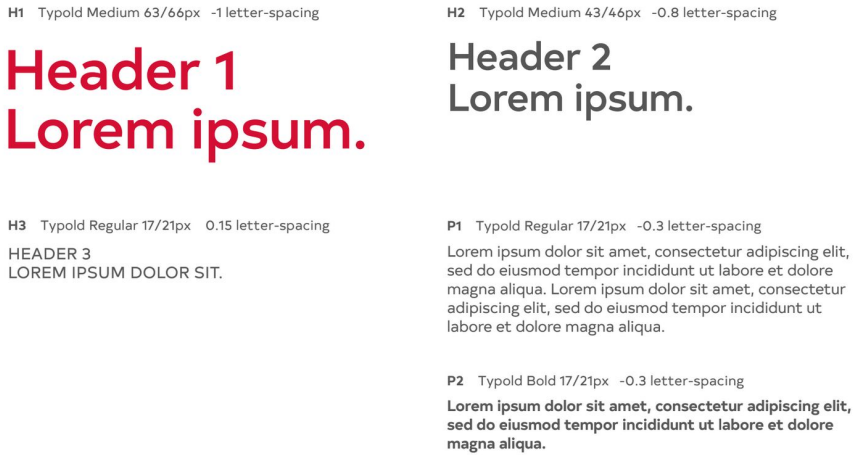
Layout Builder - Cons

- Editing UI is desktop-centric
- Separate tab for Edit/Layout
- Relies on contrib modules to improve UX

The Details...

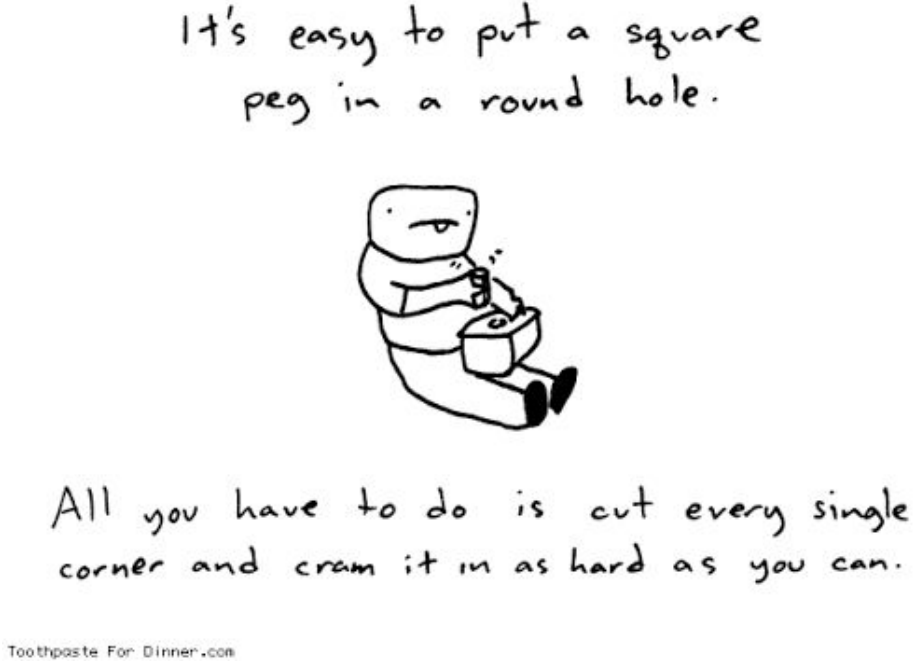
Accessibility & SEO

- Drupal is good at semantic/structured content - don't mess that up!
- Use meta data to ensure that content is searchable
- Create your building blocks to be semantic



Change Management

- No easy path to migrate from one page building approach to another
- Re-train your content editors
- Change the way the dev team works
- Create new documentation



Resources

- Layout Builder vs. Paragraphs Writeup: https://evolvingweb.ca/blog/designing-flexible-content-model-drupal-layout-builder-paragraphs
- Layout Builder UX Study: https://evolvingweb.ca/blog/how-content-editors-use-drupal-layout-builder
- Layout Builder in the Real World: https://www.youtube.com/watch?v=84ioyh2QPBw
- Layout Builder UX Module: https://www.drupal.org/project/lb_ux
- Layout Builder Restrictions: https://www.drupal.org/project/layout_builder_restrictions
- Example documentation: https://theme.gatech.edu

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Thank you!

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