

Future Science Group

Bioanalysiszone.com Discovery Report

Appendix 05

CMS Stakeholder Interview Notes

User task: 'Upload Article' & 'Upload News item'

Perceived problems & pain points:

- Pasting text from source file (URL) – formatting gets retained so they have to clear it in a word document first
- Have to copy paste same title into 3 different CMS fields – duplicated effort
- Full Articles link should always open in a new tab/window by default
- 'Live' is set on by default – would prefer it was off
- Assessing which 'Content Category' it belongs to is tricky for people, who don't know the subject. It also doesn't have any obvious effect – how does it get applied in the front end?
- 'Content Sector' and 'article type' – again, there is no idea of how this affects front end
- Applying keyword – list is huge so would prefer a free text search tool
- SEO tab barely used – do they need to add meta-keywords and description? Description would help SEO.
- Images difficult to upload on IE (Company browser)
- Page content fields are in different tabs (i.e. 'adds an abstract') – better if consolidated onto the same page
- Preview URL not available until its been submitted
- Preview link doesn't copy paste into a browser search bar (“Wont copy paste into word doc directly, has to go into browser bar first”)
- They tend to want new articles to appear on homepage as standard so the checkbox should be checked (“Shouldn't have to tick featured article, newest articles should just be featured on homepage”)

User task: 'Calendar Event'

Same process as 'Upload Article' however

- Address fields are separated out – should be consolidated and free text field would work for this as they don't add all details
- Event abstract on second page of CMS – unnecessary and disconnected – should be on first page. Also no formatting tools like news/articles fields

User task: 'Upload an image'

Summary of goal of task: upload an image to media library so it can be applied to the site pages

- The image must be a specific file type and dimension must match a preset (if it is a banner). If it doesn't match the dimension then it crashes the CMS.
- Firstly - ideally it should accept any file-type (jpg, gif, bmp)
- Secondly for non-banner images there is no need for a specific dimension (which is where 'free size' is used)
- Note that due to image upload not working on IE they currently don't add images to content however they would actually like to ("We have since then discovered that you can copy paste images into IE but they don't appear properly in some browsers so not ideal.")
- Finding the uploaded image is difficult it seems to appear at the bottom. Could definitely do with some sort of date file or naming convention.

KEY ISSUE: User task: 'Update 'Rolling Banners' i.e. Hero banners, category banners on homepage

Perceived problems & pain points:

- Cannot link to forum post or webinar pages without manually doing this
- Small banner has html text appear on a background image which often looks 'undesigned' and has character/size limitation
- Small adverts need to be selected in batches of 3/6/9 from a long list and the previous selection needs to be cleared before selecting the next batch. Would be better to see the ones that are currently selected immediately and be able to turn them on and off without searching
- List of small banners keeps increasing over time and redundant items are present – would like to remove or archive specific ones, possibly automatically clear after a given time?

KEY ISSUE: User task: 'Updating online adverts - uploading and positioning across the zone'

Perceived problems & pain points:

- Banner URL field does not work ('it cuts it short and doesn't work') – once uploaded they add the link afterwards
- List of uploaded banners is quite long as it shows all banner details – it could just show a list of the banner

names so they can find what they want then options expand out

- When they apply a SKYSCRAPER banner to a category they have to deselect the current set of rotating banners by searching through a list, then apply the new ones. If they don't deselect the current ones first then no banners load in the front end at all! This bug doesn't exist on 'wide banners' possibly as skyscraper slot has a minimum of 2 banners? They should have some easy way of seeing what banners are selected, deselecting them, including a clear all option, and choosing the new ones. It would be preferable to have a way of stating if a banner slot should have rotating banners and the number.
- Banner slot has a preview of the banner selected which is helpful but isn't working (and doesn't show all of the rotating banners in the skyscraper slot).
- Naming of fields is incorrect 'file type' should actually be 'type of banner' or 'size of banner'

User task: 'Creating client product pages'

Perceived problems & pain points:

- Product pages lack a template. (Webinars has a template in the rich text box.)
- Currently the process is to copy one from a previous product and copy paste – it might be better to provide them a predesigned template with fields that support that. It will save time in stopping them having to tweak layouts (titles overlap) and formatting images (which causes problems). Note if this were decided it will limit their freedom to layout in the future though.

User task: 'Creating webinar pages'

Perceived problems & pain points:

- Formatting issue can occur when they add a page title – over a certain number of characters causes an issue
- Making a page live doesn't always work i.e. they save/submit it however they have to go and check on the listing page to see if it's toggle says 'ON'. This is a problem common to all pages in the CMS. This should be fixed.
- Additionally they would like the option to save to send a page live or save it as a pending draft.

User task: 'Creating Client sponsored news pages'

Perceived problems & pain points:

- Would like to be able to make it sponsored more quickly and from the same page (they currently turn the page OFF, select 'sponsored' and then turn it back on again. This could all be done in the listing page)

User task: 'Edit uploaded articles'

Perceived problems & pain points:

- No way of her checking how many articles there are
- Pasting unformatted text crashes the CMS
- IE doesn't allow all functionality to work. Firefox does, however they use IE so are stuck at times and have to ask another office who have Firefox to perform tasks on their behalf

User task: 'Get information about Zone members'

Perceived problems & pain points:

- The manage registered users page doesn't have 'last logged on' data on the list page (which is in the csv and in the user detail page)
- Would like to be able to clean the database of spam addresses
- "nice to have": they would like to see stats on user activity - when they last logged in, how often they logged in etc. - so she can report to their Director. She can do this on GA but would like specific user stats. It's a 6/10 desire but may not be commercially viable

User task: 'Organizing content in Media Centre'

Perceived problems & pain points:

- Doubling up of content as it is behind registration wall
- Webinars is very important and well used by users so move it up to the main navigation
- Put other content in news or articles and create a new section for 'Young Investigators' (which really boosts traffic) which they could turn on and off each year and would have an item in the nav bar.
- Conclusion - Remove 'Media Centre' (obviously this is dictated by the CMS as Media Libraries are common)

User task: 'Add new admin users'

Perceived problems & pain points:

- Log in of site – would like user details to be saved

Additional issues:

- Would like the ability to upload a new site logo for seasonal campaigns (e.g. Halloween or Christmas logo)
- No guide to the CMS, no on page help/info as to what each section does. The team have lost their main CMS knowledge holder and the agency who built it have split and don't have any details/notes so they are unaware of the extent of the CMS
- Forum 'like' functionality doesn't work
- Jobs section is currently unused but they may wish to turn it back on again in the future