

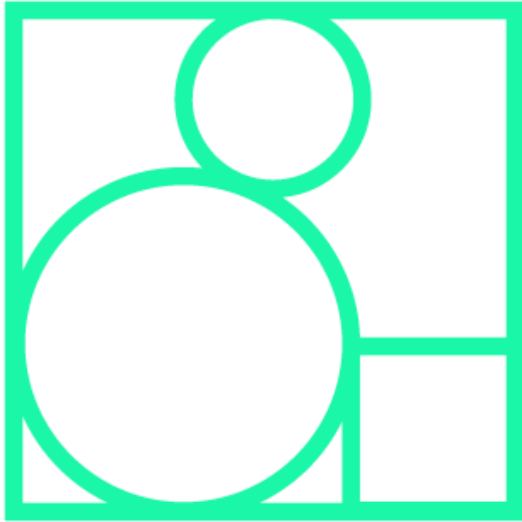
acoustic

New Site Composer

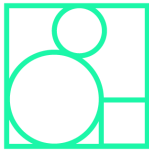
Dr. Carsten Leue



Agenda



- 1 Introduction**
- 2 Architecture**
- 3 Demo**



Disclaimer

The presentations shows **work in progress**. UX and implementation details may change for the final release.

This is **NOT** a delivery commitment.

“A **Site** is structured content with a concise, configurable visualization.”





Meet
Keiko

Content
Creator



Tasks and responsibilities

- Create visual and text assets to be used across multiple communications.
- Manage storage of visual and text assets.
- Coordinate with strategic marketers to plan content strategy.

Goals

- Create content which excites their users and stays true to brand.

Skills

- No HTML/CSS skills



Meet
Krysta

Content
Assembler



Tasks and responsibilities

- She coordinates with internal/external stakeholders
- She tracks edits to & approvals of content

Goals

- Manage the Site
- Make changes to marketing communications layouts/templates easily and efficiently

Skills

- Has basic-to-intermediate knowledge of HTML/CSS
- No coding skills



Meet
Fernando

Front-end
Developer



Tasks and responsibilities

- Takes designs and codes them into artifacts, using HTML, JavaScript and CSS
- Receives a design as a PSD or image file. Sometimes it will come with written specs and instructions but not always.

Goals

- Implement complex site content and reusable components

Skills

- Codes with HTML, CSS, JavaScript. Possibly with PHP.
- Skilled in frameworks such as Angular or React

The sites- next Value Proposition



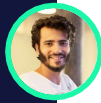
Keiko and Krysta can create a viable UI using an intuitive browser based tooling

- Create pages with content
- Select from a rich set of **configurable content blocks**
- Add and re-arrange content blocks using drag-and-drop



Krysta can contribute new content blocks

- Based on simple templates and styles
- No coding required



Fernando can contribute complex component

- Application blocks using state-of-the-art JS frameworks
- Page templates, Styles, themes, ...



The sites- next Value Proposition



Search Engine Optimized

- Ranking: Site author is able to control SEO URLs + page meta data
- Crawlability: Pages can be discovered and crawled by search crawlers



Top Performance

- Single Page App based on latest technology
- Fast Editing Performance so using it is fun, again
- Integration with CDN for best cache-ability

Fits with the Acoustic Content management concepts

- Workflow, preview, approvals, versioning, libraries, projects

The sites- next Building Blocks



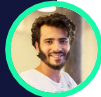
Content Model

- Content type, items, layouts



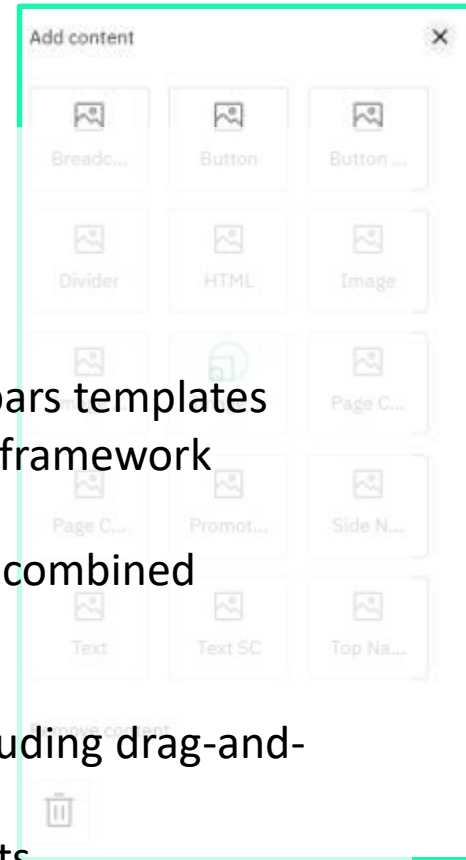
Application Model

- Simple **content blocks** based on handlebars templates
- Versatile **application blocks** based on JS framework
- Modular API for the web developer
- Best of server- and client side rendering combined

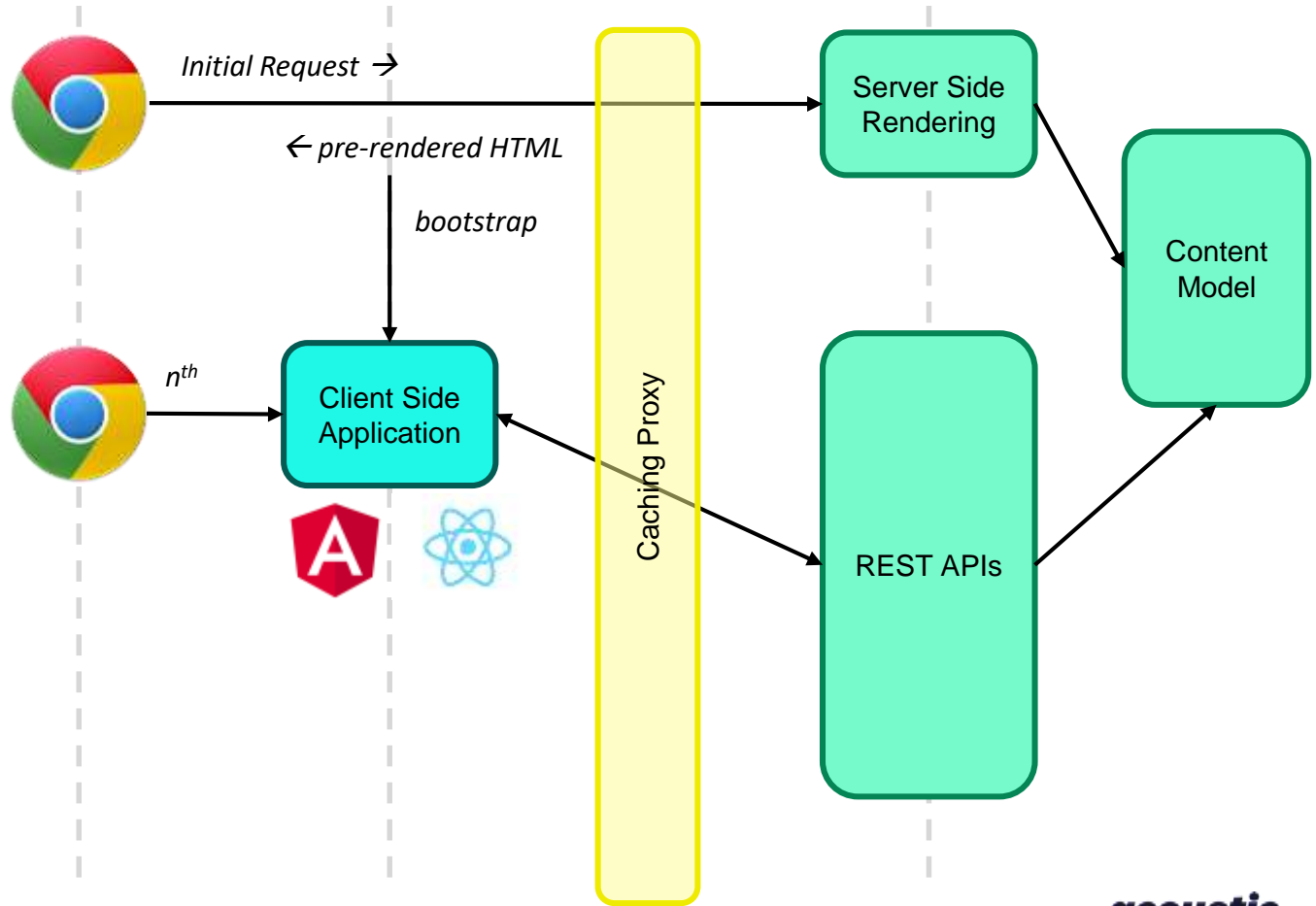


Inline Edit Model

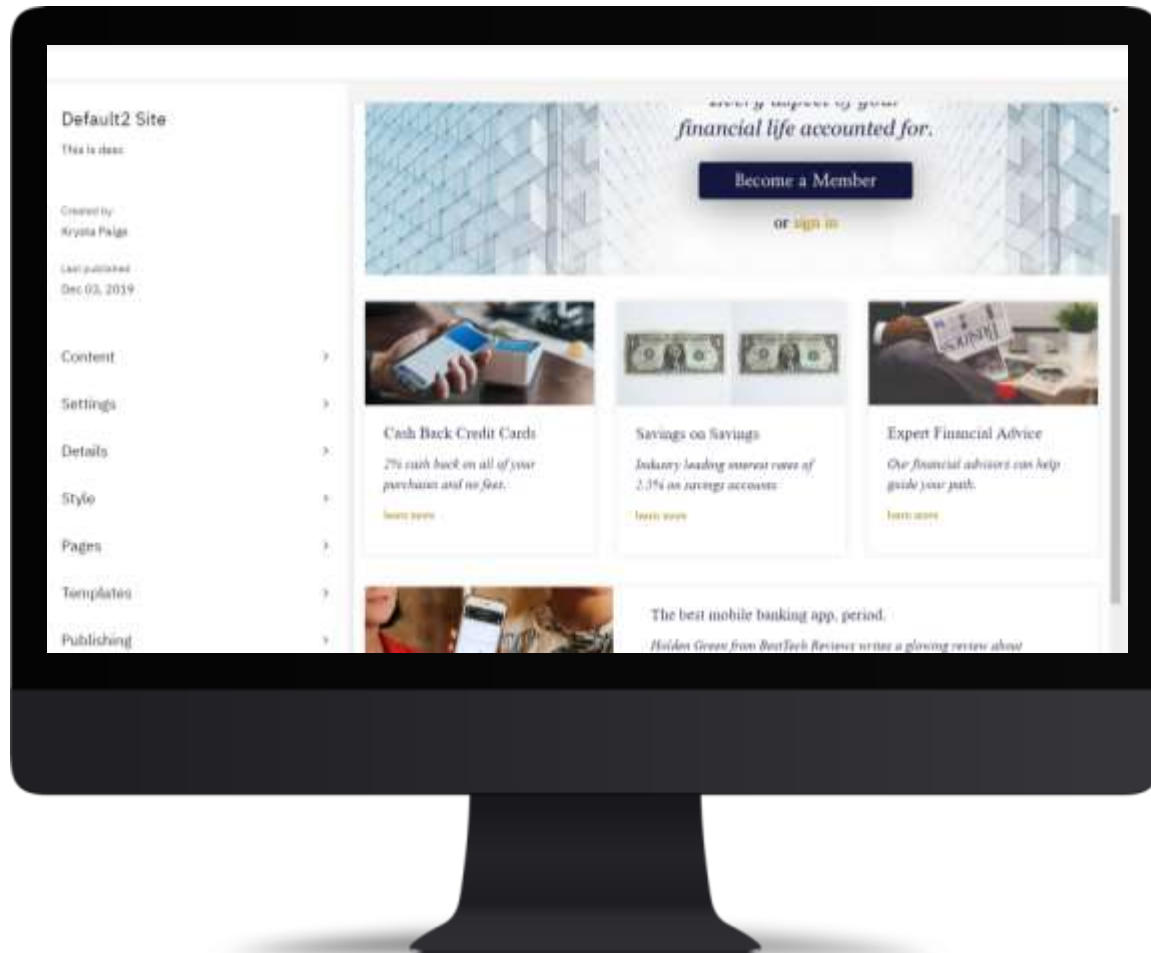
- In-place edit capabilities for content including drag-and-drop
- In-context authoring shell for site artifacts



The sites- next Rendering Model



DEMO



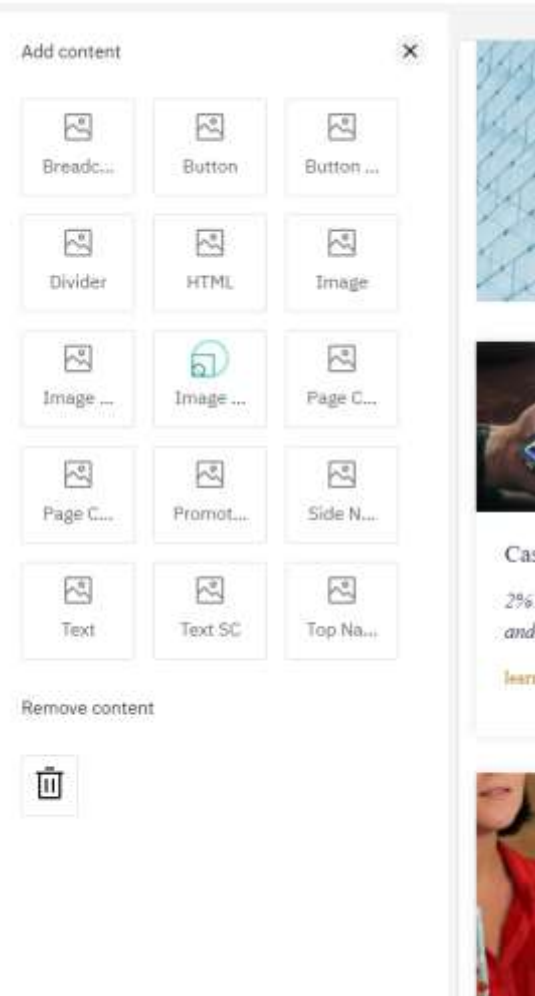
Page Blocks

Simple Blocks

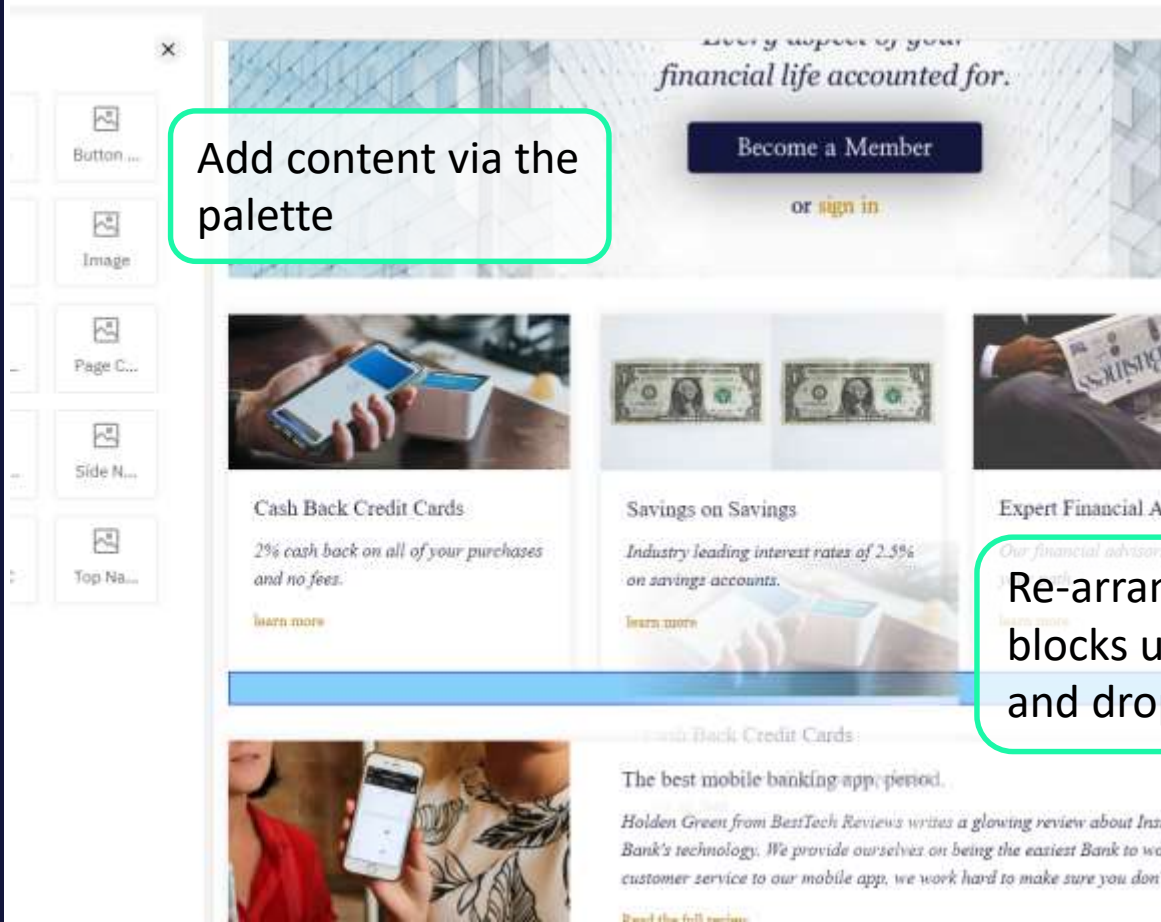
- Based on handlebars templates, i.e. little logic, markup centric
- Can be mastered with HTML/CSS skills only
- Same HBS can be rendered client side and server side
- Extensible by uploading a text file, no application compilation required

Application Blocks

- Angular components, optionally using a acoustic content API
- Good for complex components such as charts, carousels, etc



Page Layout



Page Creation

Tree Control

- Visualization of the page hierarchy
- Drag-and-drop
- Inplace-edit for common page properties

Page Creation

- Based on page templates

Pages

root / Default Page /

| Name | Description | Path |
|---|------------------------------------|---------------------------------------|
| IBM | | /ibm |
| Acoustic | | /acoustic |
| HCL | | /hcl |
| Centerbridge | | /centerbridge |
| Jump Station - cloned - 12/4/2019, 8:06:14 PM | Use the Jump Station page template | /af2a9101-33d7-4add-8127-5846d3f01b2d |
| Empty Page - cloned - 12/4/2019, 8:11:15 PM | Start from scratch | /616c24df-34b1-4faf-9cf5-eeeb8120309e |

Create page



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Thank you.

