Getting Closer to your Customer

Using Drupal in the last mile.

Kelly Albrecht | Last Call Media
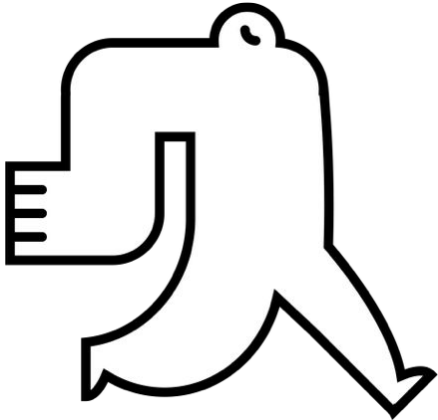
https://events.drupal.org/node/20838

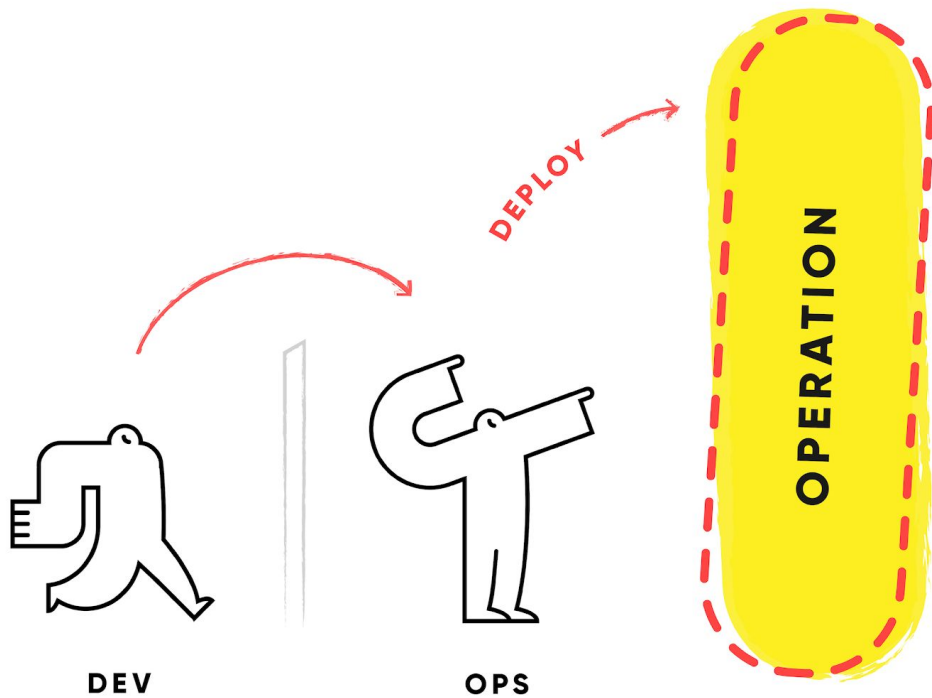# Getting Closer to your Customer
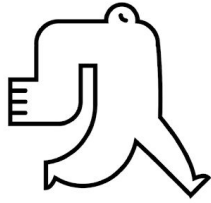
Using Drupal in the last mile.

Kelly Albrecht | Last Call Media

How close are you now?

What is DevOps?

DEV

OPS

DEPLOY

OPERATION

DEV

#NOOPS

OPERATION

DEPLOY

LAST CALL MEDIA

DEPLOY

OPERATION

DEV   #NOOPS   PRODUCT   COMMUNITY   CUSTOMERS

DEV   OPS   DEPLOY   OPERATION   PRODUCT   COMMUNITY   CUSTOMERS

CONTINUOUS INTEGRATION

DEPLOY

WHAT'S NEW

BUILD

Maker

Manager

OPERATE

WHAT IS

PLAN

WHAT'S NEXT

FEEDBACK

HOW IS IT?

Drupal
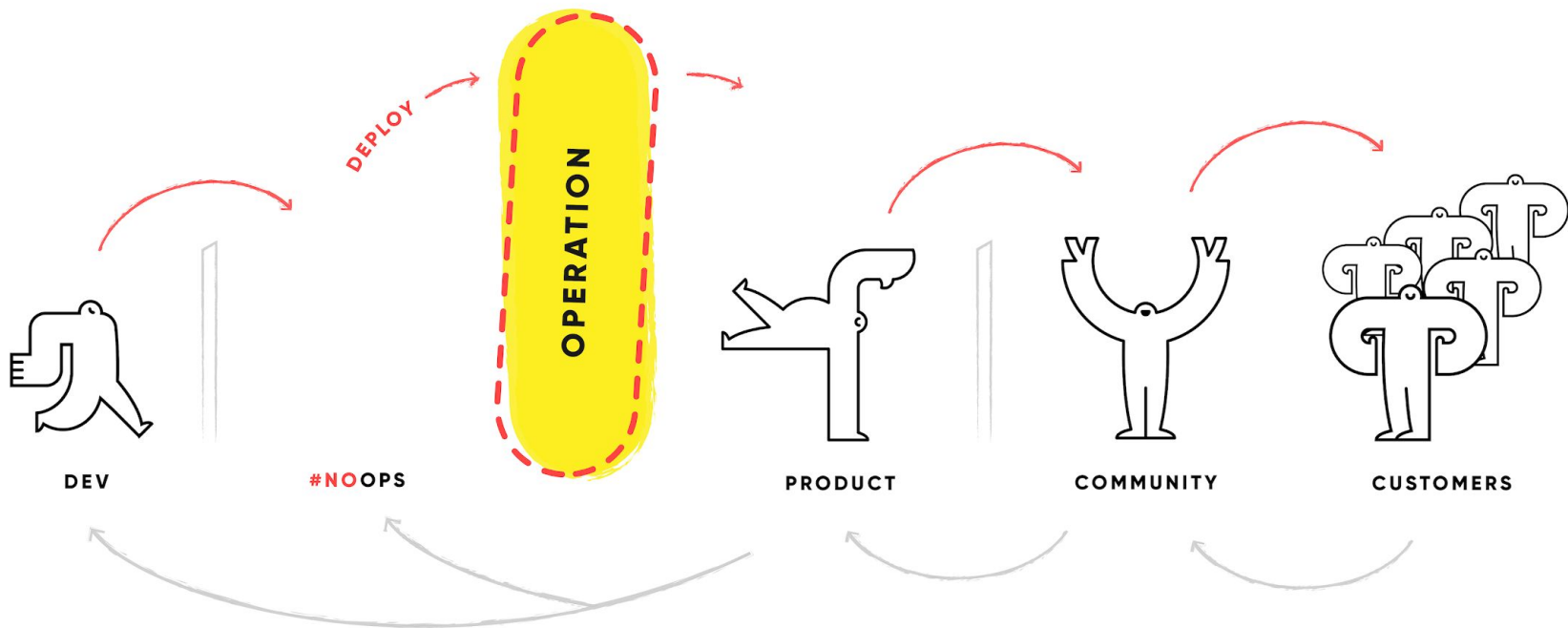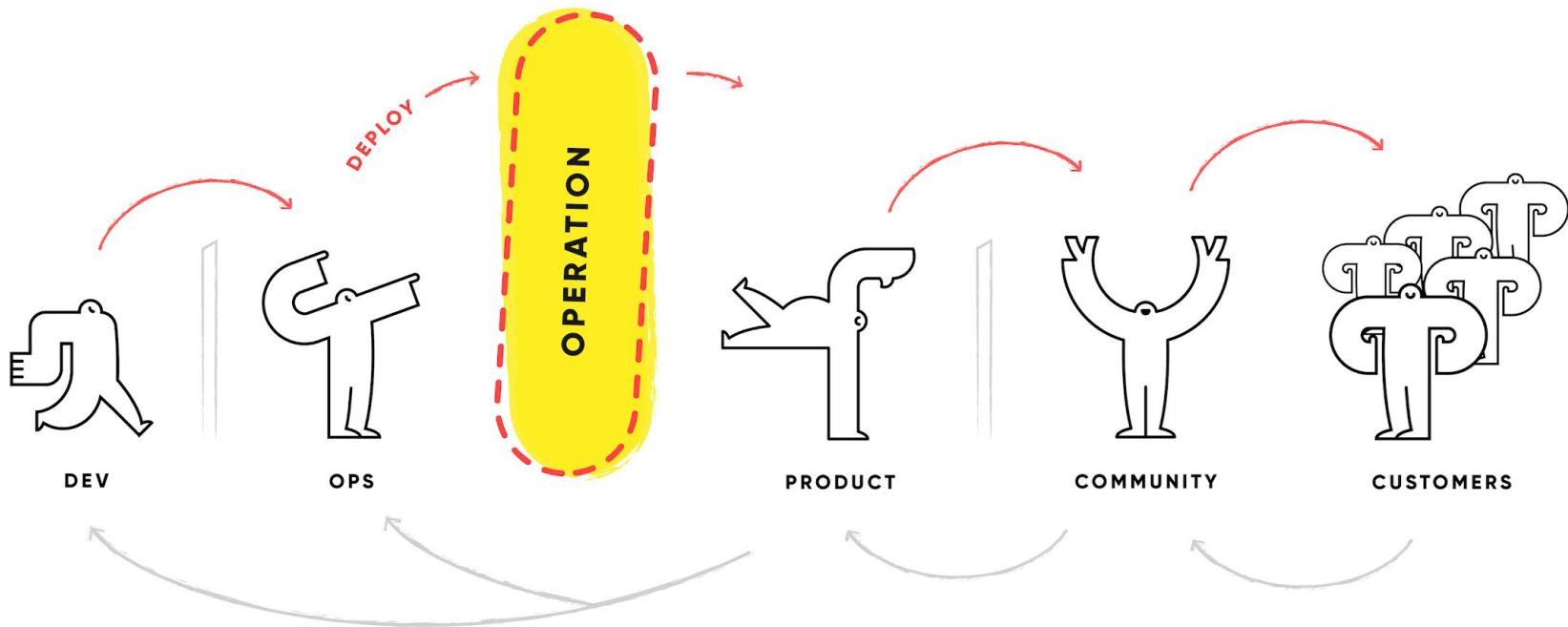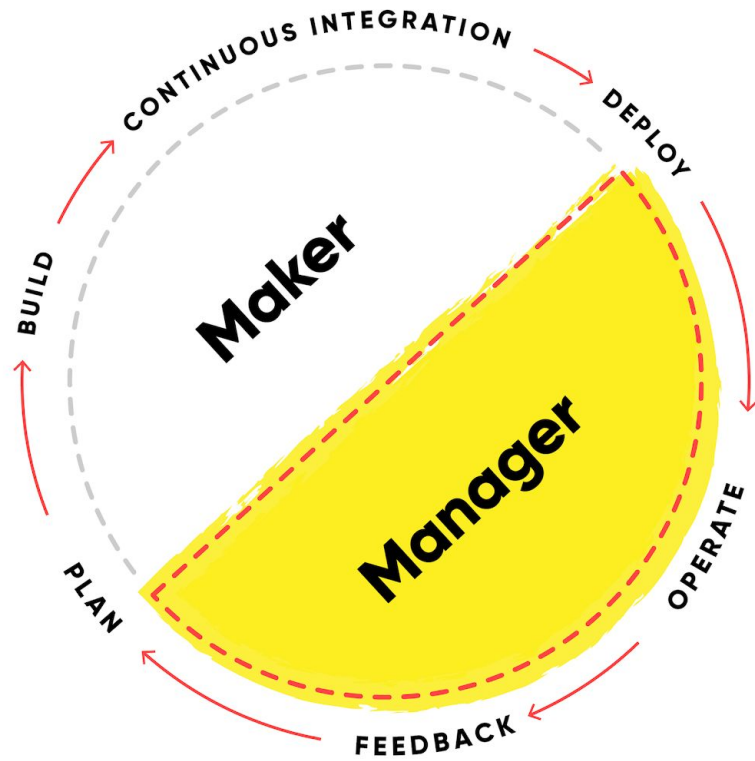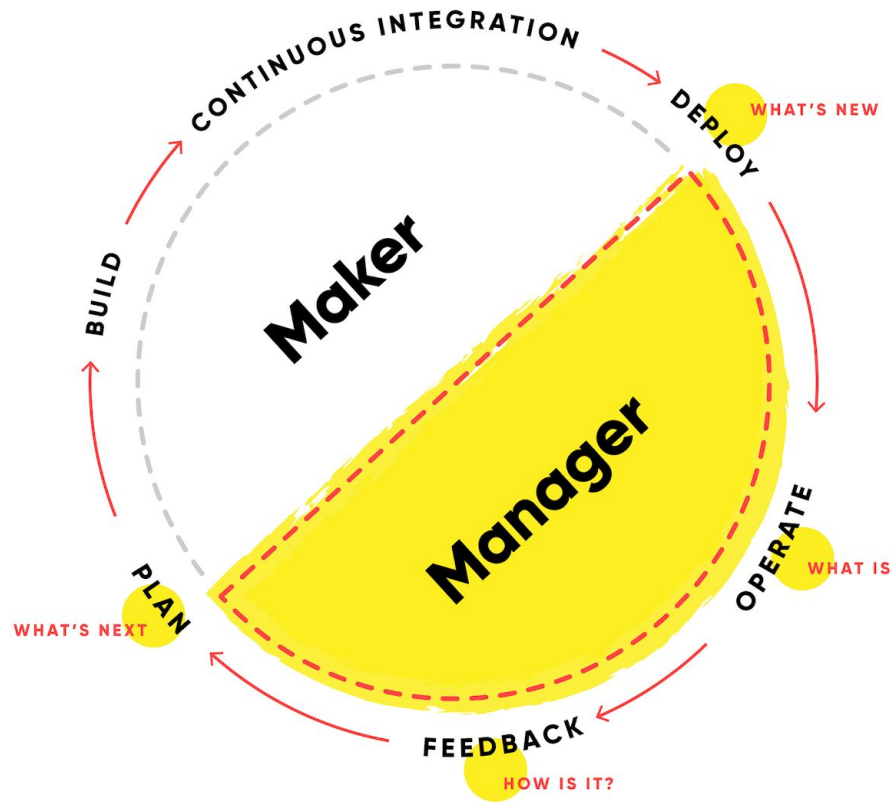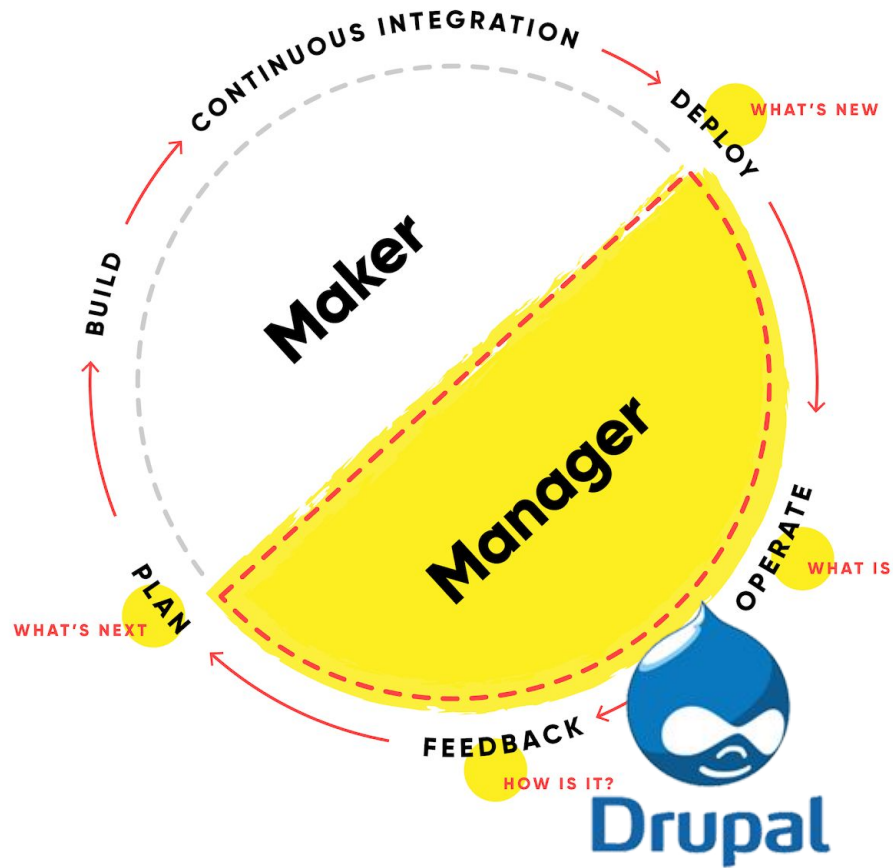
Communicating "What's New/Fixed" with each delivery

Drupal Website

Home   Test 2

Home

Search

🔍

Tools

Add content

john

View   Shortcuts   Edit

Member for 3 months

My account   Log out

Drupal Website

Home   Test 2

Home

Search

🔍

Tools

Add content

john
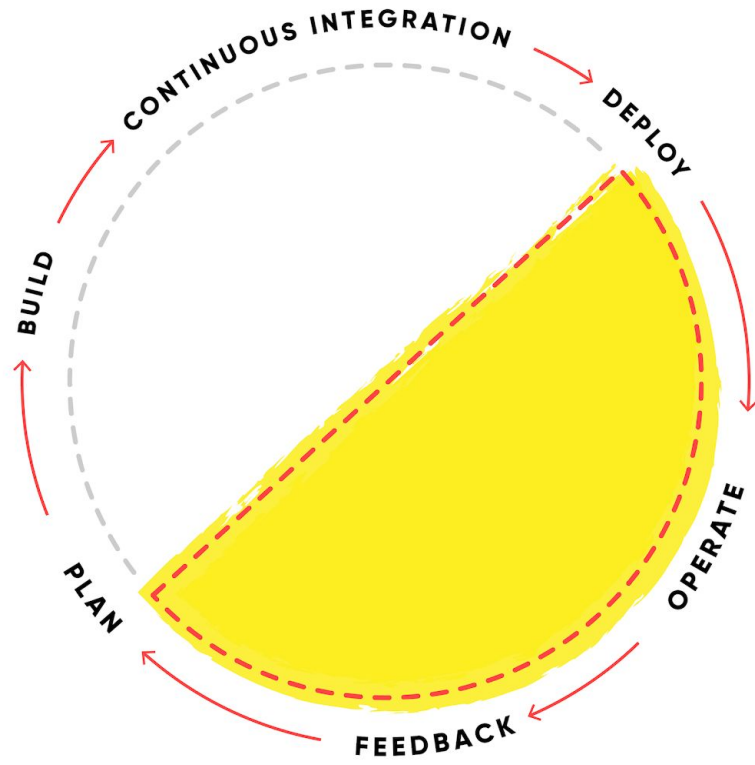
View   Shortcuts   Edit

Member for 3 months

Welcome, John!   Last login Apr 9, 2018, at 2:30pm

What's New

Release Notes

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Morbi accumsan, metus a volutpat tempor, enim nibh ullamcorper est, a elementum magna quam sit amet felis. Integer massa leo, bibendum sit amet dolor eget, blandit sagittis justo. Sed quis auctor dolor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

New content type added!

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Frequently Used Content

Basic Page

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas pretium egestas nunc dapibus faucibus.

+ Create basic page

Landing Page

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas pretium egestas nunc dapibus faucibus.

+ Create landing page

Blog Page

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas pretium egestas nunc dapibus faucibus.

+ Create blog page

LAST CALL MEDIA

Create Basic Page

Home » Node » Add Content

Title * ?

Short description * ?

Overview (Edit summ...

| B | I | | 🔗 | 🔗̸ |

Text format   Basic

Save   **Preview**

Published
Last saved: 04/09/2018 – 12:33
Author: admin
☐ Create new revision

NGS

ETTINGS

ETTINGS

INFORMATION

OPTIONS

×

What's New

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut interdum, ipsum sed rutrum commodo, mauris ex semper odio, id facilisis tellus erat in ex. Morbi congue ornare aliquam. Morbi ut nisi in leo dignissim ornare.

Nulla pellentesque odio sed neque viverra, quis gravida sapien luctus. Curabitur venenatis ultricies lectus nec consequat. Cras lacinia tellus non tempor faucibus. Maecenas eu auctor magna, id mollis magna. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Take the tour »

Create Basic Page

Title *

Short description *

Tip ✕

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas pretium egestas nunc dapibus faucibus.

Read page help »

Overview (**Edit summary**)

| B | I | 🔗 | | ☰ | ☷ | ❞ | 🖼 | Format ▾ | ⟨⟩ Source |

Text format Basic HTML ▾   About text formats ❓

Published
Last saved: 04/09/2018 – 12:33
Author: admin
☐ Create new revision

▶ MENU SETTINGS

▶ COMMENT SETTINGS

▶ URL PATH SETTINGS

▶ AUTHORING INFORMATION

▶ PROMOTION OPTIONS

Take page tour

Read page help

Save   **Preview**

LAST CALL MEDIA

Contextual guides and resources on site features

Create Basic Page

Home » Node » Add Content

Title * ?

Short description * ?

Tip ✕

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas pretium egestas nunc dapibus faucibus.

Read page help »

Overview (Edit summary)

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Text format [Basic HTML ▾]

About text formats ?

Save **Preview**

Published
Last saved: 04/09/2018 – 12:33
Author: admin
☐ Create new revision

▶ MENU SETTINGS

▶ COMMENT SETTINGS

▶ URL PATH SETTINGS

▶ AUTHORING INFORMATION

▶ PROMOTION OPTIONS

Take page tour

Read page help

Drupal Website

Home

Basic page help.

This is a help article for your basic page.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut interdum, ipsum sed rutrum commodo, mauris ex semper odio, id facilisis tellus erat in ex. Morbi congue ornare aliquam. Morbi ut nisi in leo dignissim ornare. Nulla pellentesque odio sed neque viverra, quis gravida sapien luctus. Curabitur venenatis ultricies lectus nec consequat.

- Lorem ipsum dolor
- Ut interdum ipsum
- Id facilisis tellus
- Morbi ut nisi

Search

Tools

Add content

Short Description

Empor faucibus. Maecenas eu auctor magna, id mollis magna. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sagittis ipsum lorem, non egestas ex bibendum sed. Duis purus nisl, dapibus id mauris vitae, tincidunt sodales magna. Quisque dignissim, nisl sed scelerisque iaculis, nunc turpis facilisis nisl, non rhoncus elit nisi a nisl. In a vulputate quam.

Body

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Was this helpful? Yes / No

Drupal Website

Home

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Short Description

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Was this helpful? Yes / No

Search

Tools

Add content

Short Description settings for *Basic page* ☆

Edit   Field settings

Label *

Short Description

Help text

Instructions to present to the user below this field on the editing form.
Allowed HTML tags: <a> <b> <big> <code> <del> <em> <i> <ins> <pre> <q> <small> <span> <strong> <sub> <sup> <tt>   <p>
 <img>
This field supports tokens.

☐ Required field

LAST CALL MEDIA

Drupal Website

Home   Test 2

Home

Search

🔍

Tools

Add content

Basic page help.

This is a help article for your basic page.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut interdum, ipsum sed rutrum commodo, mauris ex semper odio, id facilisis tellus erat in ex. Morbi congue ornare aliquam. Morbi ut nisi in leo dignissim ornare. Nulla pellentesque odio sed neque viverra, quis gravida sapien luctus. Curabitur venenatis ultricies lectus nec consequat.

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Was this helpful? Yes / No

Short Description settings for *Basic page* ☆

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 <img>
This field supports tokens.

☐ Required field

| **B** | *I* | x² | 🔗 | 🔗 | | ≔ | ≔ | 99 | **E** | ▦ |

Format ▾   Styles ▾   Ω   I×   ⬚ Source

Text format Basic HTML ▾   About text formats ❓

Drupal Website

Home   Test 2

Home

Search

🔍

Tools

Add content

Basic page help.

This is a help article for your basic page.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut interdum, ipsum sed rutrum commodo, mauris ex semper odio, id facilisis tellus erat in ex. Morbi congue ornare aliquam. Morbi ut nisi in leo dignissim ornare. Nulla pellentesque odio sed neque viverra, quis gravida sapien luctus. Curabitur venenatis ultricies lectus nec consequat.

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Was this helpful? Yes / No

Short Description settings for *Basic page* ☆

Edit   Field settings

Home » Administration » Structure » Content types » Basic page » Manage fields

Label *

Short Description

Help text

Instructions to present to the user below this field on the editing form.
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 <img>
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☐ Required field

B *I* x² 🔗 🔗̸ ≔ ≔ " E ▦

Format ▾   Styles ▾   Ω I̸ₓ   ⟨⟩ Source

Text format Basic HTML ▾   About text formats ?

LAST CALL MEDIA

Drupal Website

Home   Test 2

Home

🔍

Tools

Add content

Basic page help.

This is a help article for your basic page.

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Was this helpful? Yes / No

LAST CALL MEDIA

Drupal Website

Home   Test 2

Create Basic Page Help

Home » Node » Add Content

Home

Basic page help.

This is a help article for your basic page.

Search

🔍

Tools

Add content

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut interdum, ipsum sed rutrum commodo, mauris ex semper odio, id facilisis tellus erat in ex. Morbi congue ornare aliquam. Morbi ut nisi in leo dignissim ornare. Nulla pellentesque odio sed neque viverra, quis gravida sapien luctus. Curabitur venenatis ultricies lectus nec consequat.

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Short Description

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Was this helpful? Yes / No

Title *
[   ]

Subtitle *
[   ]

Image

[100×75]

Alternative text *
[   ]

This text will be used by screen readers, search engines, or when the image cannot be loaded.

📄 filename_1-200.jpg (1.07 MB)   [Remove]

Related Content Type
[Basic Page   ○]
Basic Page
Enter a comma-separated list. For example: Basic Page, Blog Page, News Page

Key Component (Edit summary)

| B | I | 🔗 | ⚏ | ≔ | ≔ | 🔖 | 🖼 | Format ▾ | 🔲 Source |

Text format [Basic HTML ▾]   About text formats ⓘ

[Save]   [Preview]

Published
Last saved: 04/09/2018 – 12:33
Author: admin
☐ Create new revision

▶ MENU SETTINGS

▶ COMMENT SETTINGS
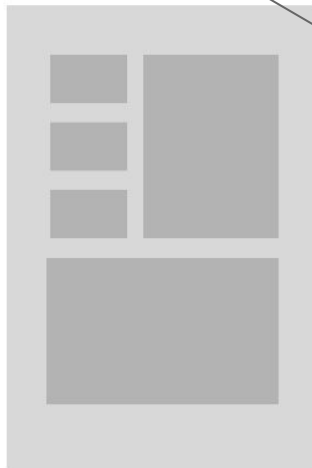
▶ URL PATH SETTINGS

▶ AUTHORING INFORMATION

▶ PROMOTION OPTIONS

Basic Page

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas pretium egestas nunc dapibus faucibus.

Take a tour

Key Components

- Lorem ipsum dolor sit amet
- Consectetur adipiscing elit
- Maecenas pretium egestas

○ View live example

○ View help article

+ Create basic page

Create Basic Page Help

Home » Node » Add Content

Title *

Subtitle *

Image

100×75

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Basic Page   ○

Basic Page

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| B | I | 🔗 🔗 | ☰ ☰ | 99 🖼 | Format ▾ | 📄 Source |

Text format Basic HTML ▾   About text formats ⊙

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▶ COMMENT SETTINGS

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▶ PROMOTION OPTIONS

Add content

❯ **Blog**

Uses *blogs* to create Last Call Media blog posts.

❯ **Client**

Page for the overarching client.

❯ **Flex Page**

A general purpose page similar to "Basic Page" but leverages the Paragraphs module to provide more layout choices

❯ **Solution Story**

Specific Solution for client or sub–client.

❯ **Landing Page**

This node will be used to create custom content on the home page.

❯ **Basic page**

Use *basic pages* for your static content, such as an 'About us' page.

❯ **Portfolio**

Add content

Blog
Uses *blogs* to create Last Call Media blog posts.

Client
Page for the overarching client.

Flex Page
A general purpose page similar to "Basic Page" but leverages the Paragraphs module to provide more layout choices

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Morbi accumsan, metus a volutpat tempor, enim nibh ullamcorper est, a elementum magna quam sit amet felis. Integer massa leo, bibendum sit amet dolor eget, blandit sagittis justo. Sed quis auctor dolor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.
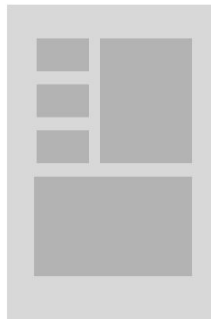
Find a content type

[   ]   [Search]

Frequently Used

Basic Page

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas pretium egestas nunc dapibus faucibus.

[Take a tour]

Landing Page

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas pretium egestas nunc dapibus faucibus.

Blog Page

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas pretium egestas nunc dapibus faucibus.

[Take a tour]

Key Components

- Lorem ipsum dolor sit amet
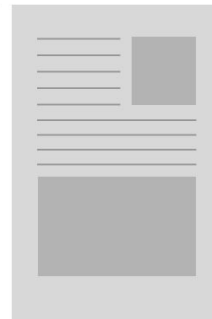- Consectetur adipiscing elit
- Maecenas pretium egestas

Key Components

- Lorem ipsum dolor sit amet
- Consectetur adipiscing elit
- Maecenas pretium egestas

Key Components

- Lorem ipsum dolor sit amet
- Consectetur adipiscing elit
- Maecenas pretium egestas

View live example
View help article

View live example
View help article

View live example
View help article

[+ Create basic page]   [+ Create landing page]   [+ Create blog page]

This page could be a view of Help Page articles for each Content Type and could stand in for the current Add Content page.

Frequently Used would be ranked by which Content Type have the most articles by the Current User.

Help Pages would be categorized and it would be used for further grouping than seen here.

Add Content

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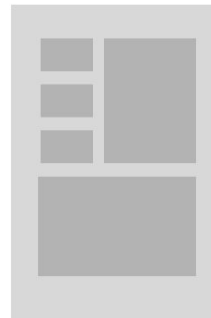
Find a content type

[Search]

Frequently Used

Basic Page

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[Take a tour]

Landing Page

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Blog Page

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[Take a tour]

Key Components

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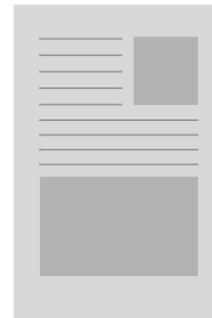- Consectetur adipiscing elit
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View live example
View help article

Key Components

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View live example
View help article

Key Components

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View live example
View help article

[+ Create basic page]

[+ Create landing page]

[+ Create blog page]

Help

Module overviews

Module overviews are provided by modules. Overviews available for your installed modules:

- Block
- Breakpoint
- CKEditor
- Configuration Manager
- Contact
- Contact storage
- Contextual Links
- Custom Block
- Custom Menu Links
- Database Logging
- Datetime
- Entity Browser
- Entity Reference Revisions

- Field
- Field Thumbnail
- Field UI
- Field collection
- File
- Filter
- Flexible Content Customizations
- Google Tag Manager
- HAL
- Help
- Image
- Internal Dynamic Page Cache
- Internal Page Cache

- Link
- Media entity
- Menu UI
- Metatag
- Node
- Options
- Paragraphs
- Path
- Pathauto
- Quick Edit
- RESTful Web Services
- Redirect
- Redis

- Serialization
- Simple XML Sitemap
- Swift Mailer
- System
- Taxonomy
- Text
- Text Editor
- Token
- Toolbar
- User
- Video Embed Field
- Views
- Views UI

Help Center

Search…   **Search**

Tours

- Tour 1
- Tour 2
- Tour 3

See all »

Recommended Help

- Page 1
- Page 2

See all »

Saved Help

- Page 1
- Page 2

See all »

Request Help

- Request Service
- Provide Feedback

See all »

Browse by topic

Content Types

- Basic Page
- Blog Post
- Landing Page

See all »

Content Strategy

- Information Hierarchy
- Calls to action

See all »

Tips and Tricks

- WYSIWYG
- Tagging
- Using the Archive

See all »

Content Moderation

- Working with Drafts
- Common Workflows

See all »

Gather feedback on the usefulness of our guidance

Drupal Website

Home | Test 2

Home

Search

[search box]
🔍

Tools

Add content

Basic page help.

This is a help article for your basic page.

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- Morbi ut nisi

Short Description

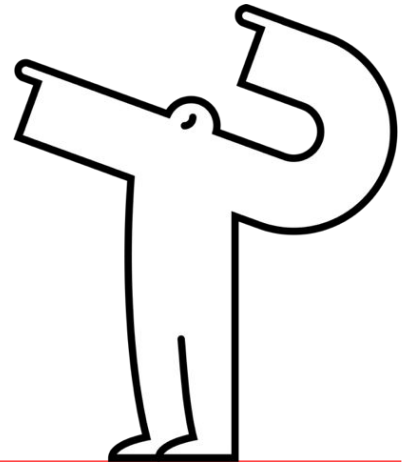Empor faucibus. Maecenas eu auctor magna, id mollis magna. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sagittis ipsum lorem, non egestas ex bibendum sed. Duis purus nisl, dapibus id mauris vitae, tincidunt sodales magna. Quisque dignissim, nisl sed scelerisque iaculis, nunc turpis facilisis nisl, non rhoncus elit nisi a nisl. In a vulputate quam.

Body

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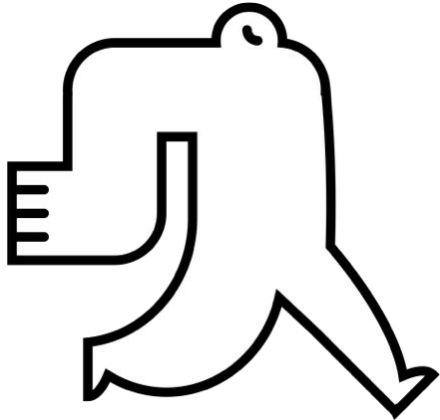
Was this helpful? Yes / No

Collect feature requests and bug reports
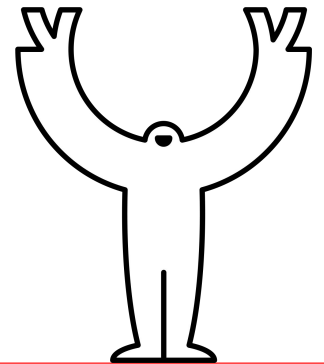
Building a culture of closeness in open collaboration

Developing a software product is **complex, yet flexible**. This means the closer the operators are to the developers, **the shorter our feedback loops can be**, and **the better** the product will become.

When change is easy, awareness fuels improvement.

We need everyone's perspective to make our product as intuitive as possible.

Start your courageous journey of openness and collaboration, to share in a focus on your commitments to continuously improve your product.

Thank you.

Kelly Albrecht
kelly@lcm.io
@ksalbrecht