

Getting Closer to your Customer

Using Drupal in the last mile.



Kelly Albrecht | Last Call Media

**What is
DevOps?**

Dev?

Ops?

- Frequent, rapid release cycles
- Automated deployment, automated rollback
- Continuous integration with automated testing
- Automate everything where possible
- Feedback mechanisms through monitoring
- Developers, testers, and operations engineers work together
- Developers, testers, and operations engineers have common, business-oriented goals that cover the whole value chain
- Team has the authority to make the changes it needs to make
- Feedback mechanisms in place to ensure continuous assessment -> continuous improvement

DevOps Measures of Success?

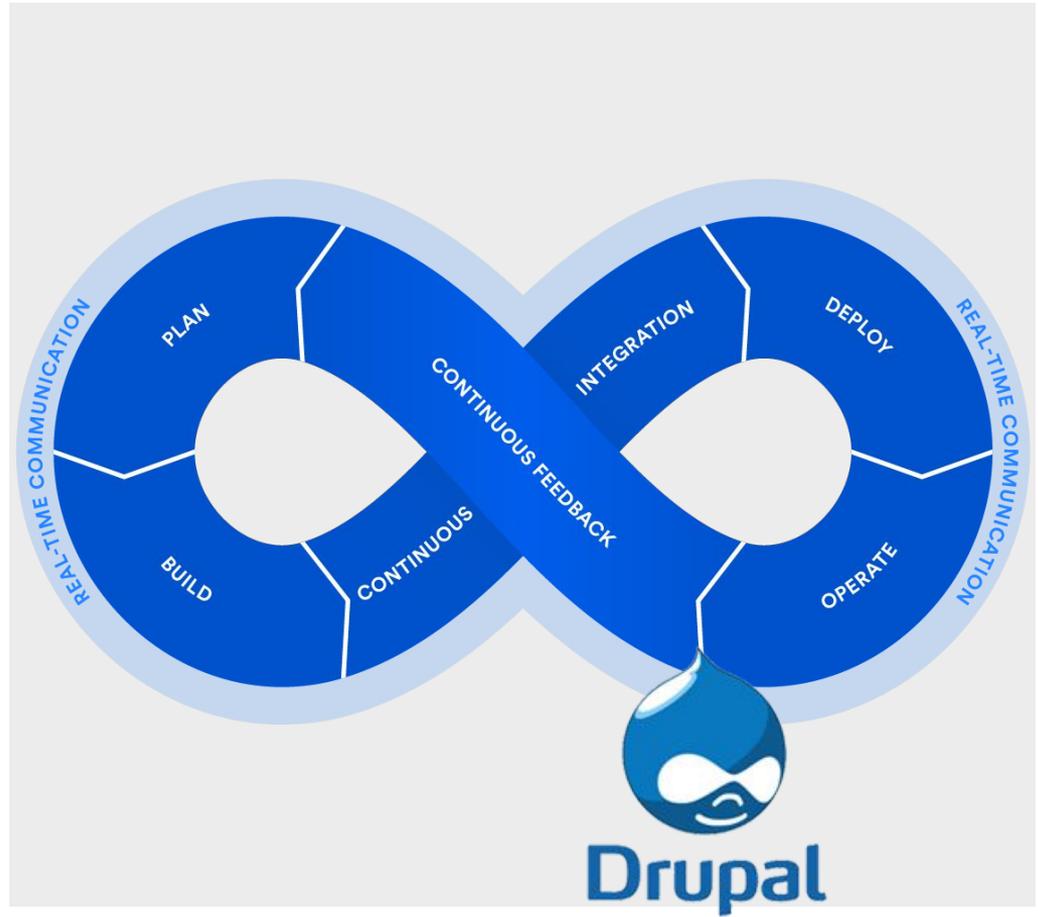
- Delivering more, faster
- Delivering the right things?
- Customer Satisfaction

DevOps:

Breaking the

Development-Operations

barrier



Customer Satisfaction Goals

Long-term goal

Our customers are **satisfied, successful users** of our product because they have (and use) **efficient, reliable support mechanisms.**



Our customer's satisfaction depends on:

- Standard, reliable support
- Listening to feedback
- Exchanging ideas and knowledge



Customer Satisfaction Feedback Loop

1

What's New

...learning about new features

2

Self-help System

...learning about existing features

3

Ticketing System

...allowing customers to easily request and receive support

4

Reliable Support

...providing consistent service through a robust process

5

Feature Requests

...helping us to better help them by easily sharing ideas for a better product

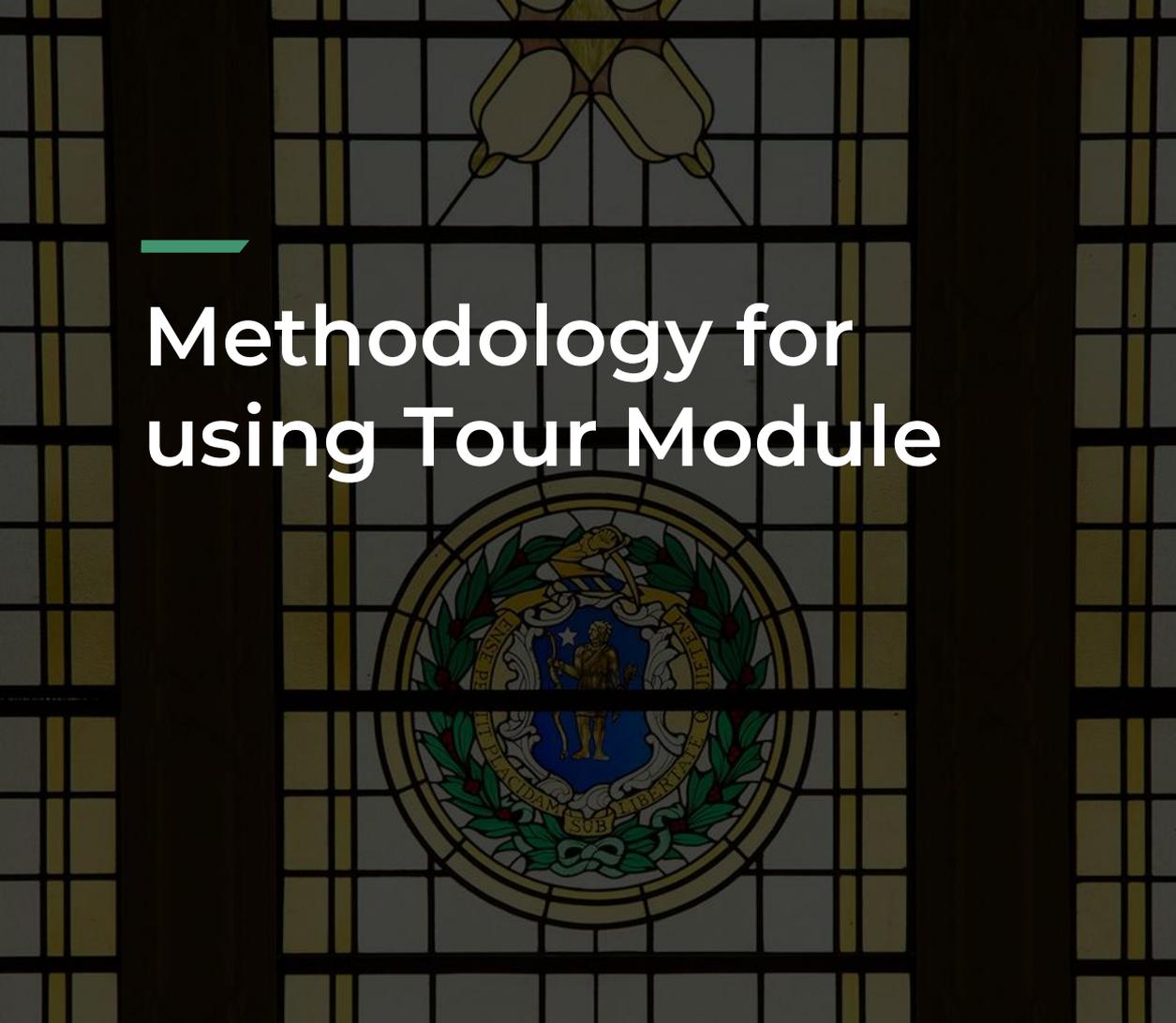
**Communicating
"What's New/Fixed"
with each delivery**



Communicating with Tours

What is and What's new





Methodology for using Tour Module

Topics

- Author Journey
- Tour as a training tool
- Designing New Tours
- When and what for
- Updating tours
- Feeding tours
information

Author Journey

When on a page with an available tour, Drupal by default shows a button to engage the available tour, **but tours can be triggered to start automatically with the URL by adding ?tour.**

This means a page of welcome tours is possible with links to pages with tours that start automatically.

Some relevant tour examples:

- First Login / User Account
- Regular Login What's New
- Adding Content
- Adding/Editing content

Tour as a training tool

Some basics...

Tour popups can contain some HTML for formatting, linking, and embedding images, including GIFs.

Create Service Detail Page

[Home](#) » [Node](#) » [Add content](#)

Overview *

Sections *

Related

Use a Service Detail page to add more details than can be provided on a Service page when it is created. Please make sure that you have the page. Keep it as short as possible and use plain language.

Title *

Th|

Short description *

The short description will appear at the top of the page, and may appear in search results and to the point.

Tour as a training tool

Linking and Auto-starting

Tours can also be linked to from within other tours, making possible guided tour training.

For example, an author could be:

- guided from their account
- through selecting a content type
- to Adding/Editing content
- then Managing Content

Designing New Tours

Tip Content model (Text type)
Title
Body (can contain HTML)

The Customer Success Team should:

- Identify what new tours should be created
- What areas (5-10), or if tip is shown as modal, should be explained by that tour
- Generate content for each Tip following the tip type's content model
- Handoff to development

Designing New Tours

YAML

```
label: 'My Content'  
module: help  
routes:  
  -  
    route_name:  
      mass_dashboard.my_work  
tips:  
  and-the-tour-goes-on-:  
    id: and-the-tour-goes-on-  
    plugin: text  
    label: 'And the tour goes on...'  
    weight: -100  
    attributes: { }  
    body: '...that's enough'  
location: top
```

Development will:

- Determine appropriate “route”
- Determine appropriate IDs or classes
- Write YAML file, including content for each Tip, at appropriate “route”
- Install

Feeding What's New

If there is a "What's new tour," the What's new tour YAML file could also be updated.

- It could be updated with Tip content from that releases new features
- It could be update with a paste of that release from Jira

Contextual guides and resources on site features

- CONTENT
 - MY WORK
 - WATCHING
 - NEEDS REVIEW
 - DOCUMENTS
- FEEDBACK & ANALYTICS
 - DASHBOARDS
 - FEEDBACK ANALYSIS

Welcome, John

Last login Jan 14, 2018, at 1:37pm

WHAT'S NEW

Release Notes

This is a list of changes, fixes, and improvements we've made to [the system](#). If you have questions about something, please include the ticket number (for example, "DP-9999") in your email to support@openstax.org. Releases are typically made around 8 p.m. on Tuesday and Thursday evenings.

Release 0.66.0: January 12, 2018

- You can now upload or rename files that are up to 100MB. (The previous limit was 10MB.) (DP-6791)
- In the "Add Content" screen, we've linked to articles that will help you get most out of important content types (DP7232).

Release 0.65.0: January 10, 2018

- You can include Rules of Court on their Curated Lists (DP-7189).
- The Curated List content type includes an Overview field (DP-6175).
- We fixed a bug where Curated Lists alphabetical sorting did not take into account numbers that are part of item titles (DP-6229).

HELP & SUPPORT

[KNOWLEDGE BASE](#)

[TOURS](#)

[OFFICE HOURS](#)

[FILE A SUPPORT TICKET](#)

TOP PERFORMING PAGE

[Unemployment Insurance for Workers](#)



BOTTOM PERFORMING PAGE

[Unemployment Insurance for Employers](#)



- CONTENT
- MY WORK
- WATCHING
- NEEDS REVIEW
- DOCUMENTS
- FEEDBACK & ANALYTICS
 - DASHBOARDS
 - FEEDBACK ANALYSIS
- HELP & SUPPORT
 - KNOWLEDGE BASE
 - TOURS
 - OFFICE HOURS
 - FILE A SUPPORT TICKET

Add Content

This is a list of changes, fixes, and improvements we've made! you have questions about something, please include the ticket number (for example, "DP-9999") in your email to . Releases are typically made around 8 p.m. on Tuesday and Thursday evenings.

FIND A CONTENT TYPE

Frequently used

Service Page

Cras justo odio, dapibus ac facilisis in, egestas eget quam. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Donec sed odio dui.



KEY COMPONENTS

- Service finder
- Info finder
- Organizational logo
- Social media links

[View live example](#) → [View support article](#) →

Service Page

Cras justo odio, dapibus ac facilisis in, egestas eget quam. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Donec sed odio dui.



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- + CREATE SERVICE PAGE
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This page could be a view of Help Page articles for each Content Type.

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 the grouping seen here.

Service Page

Cras justo odio, dapibus ac facilisis in, egestas eget quam. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Donec sed odio dui.



KEY COMPONENTS

[Take tour ->](#)

- Service finder
- Info finder
- Organizational logo
- Social media links

[View live example →](#)

[View support article →](#)

[+ CREATE SERVICE PAGE](#)

This could be a Help Page that has been designated for a Content Type. Card title, summary, image, components and links would all be fields configured on this type.

“Take tour” would link to `/node/add/[content-type]?tour` to auto start the tour, which would end with something like “view all content types” that returns here and “End Tour” to stay on that page and add the content.

“View support article” would go to the full help page. This would be nice in an overlay.

“View live example” would also be nice in an overlay.

“Create ‘_____’ Page” would link to the standard `/node/add` for that content type.

Create Service Detail Page

[Home](#) » [Node](#) » [Add content](#)

Overview * | **Sections** | **Related**

Title *

Short description ? *

Overview ?

B **I** **x²** | |

Format ▾ | Styles ▾ |

Text format Basic HTML ▾ [About text formats ?](#)

Primary audience
 - None - ▾

Title and Short description

The short description will appear at the top of the page, and may also be used as a summary of this page when shown on other pages. Please be brief and to the point.

[Read Page Help ->](#)

Last saved: Not saved yet

Author: massadmin

Revision log message ?

▶ METATAGS

▶ RESTRICT CONTENT ACCESS

▶ AUTHORING INFORMATION

▶ XML SITEMAP

[Take Page Tour ->](#)

[Read Page Help ->](#)

Recommended Help

- [Help Page 1](#)
- [Help Page 2](#)
- [Help Page 3](#)

Short description settings for *Service Detail Page*

Edit

Field settings

[Home](#) » [Administration](#) » [Structure](#) » [Content types](#) » [Service Detail Page](#) » [Manage fields](#)

Label *

Help text

BLOCK HELP TEXT

You have added 0 out of 1 allowed custom block entities.

Add new custom block

Add existing custom block

Choosing “Add new custom block” open to next slide.

Short description settings for Service Detail Page

Edit

Field settings

[Home](#) » [Administration](#) » [Structure](#) » [Content types](#) » [Service Detail Page](#) » [Manage fields](#)

Label *

Short description

Block description *



A brief description of your block.

Tip Title

Body

B *I* x^2 |   |   |  **E** 

Format ▾ | Styles ▾ |    Source

Text format Basic HTML ▾

[About text formats](#) ?

~~This would create a custom block of the Help Tip type and relate it to this field.~~

Drupal Help Page Content Structure

- ❖ Help Page for a Content Type Title (The name of the Content Type)
- ❖ Help Page for a Content Type Subtitle
- ❖ Help Page for a Content Type Image (to optionally highlight something interesting)
- ❖ Help Page for a Content Type Related Content Type (Select one)
- ❖ Help Page for a Content Type Key Components Content (WYSIWYG)
- ❖ Help Page for a Content Type View live example (URL to Mayflower example)
- ❖ ***Magic happens in here***
- ❖ Help Page for a Content Type Outro Content (WYSIWYG)
- ❖ Feedback functionality

Drupal Field Help Structure

- ❖ Description/Help Text (existing on CTs/fileds) would stay and serve as the summary
- ❖ Image (for structured image representation of the CT or field)
- ❖ Body (Long form WYSIWYG content)

Drupal Help Page Content with Field Help Structure

Help Page for Service Detail Title (Service Detail Pages)

Help Page for a Content Type Subtitle (Learn about authoring Service Detail content types.)

Help Page for a Content Type Image (to optionally highlight something interesting)

Help Page for a Content Type Related Content Type (service_details)

Help Page for a Content Type Key Components Content (WYSIWYG)

Help Page for a Content Type View live example (URL to Mayflower example)

Start Magic...

From Service Detail CT config

Image (for structured image representation of the CT)

Service Detail CT Body (Long form WYSIWYG content)

From Service Detail CT Short description field

Image (optional for structured image representation of the field)

Service Detail Title and Short description Body (Long form WYSIWYG content)

From Service Detail CT Overview field

Image (optional for structured image representation of the field)

Service Detail Overview Body (Long form WYSIWYG content)

From Service Detail CT Sections field

Image (for structured image representation of the CT or field)

Service Detail Sections Body (Long form WYSIWYG content)

...etc... end Magic.

Help Page for a Content Type Outro Content (WYSIWYG)

Feedback functionality

Using Book module for a Knowledge Base?

Help Center

Search...

Tours

- Tour 1
- Tour 2
- Tour 3

[See all ->](#)

Recommended Help Pages

- Page 1
- Page 2

[See all ->](#)

My Saved Help Pages

- Page 1
- Page 2

[See all ->](#)

Request Help

- Request Service
- Provide Feedback
- Office Hours

Browse by Topic

Content Types

- Service Detail
- Alerts
- Advisory
- Decision Tree

[See all ->](#)

Content Strategy

- Information Hierarchy
- Calls to action

[See all ->](#)

Tip and Tricks

- WYSIWYG
- Tagging
- Using the Archive

[See all ->](#)

Content Moderation

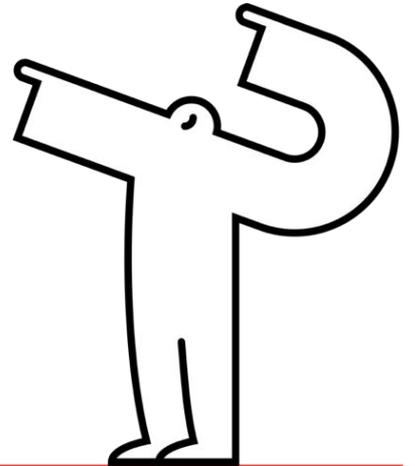
- Working with Drafts
- Common Workflows

[See all ->](#)

**Gather feedback on the
usefulness of our
guidance**

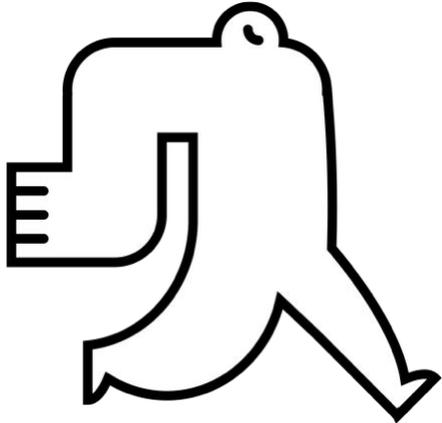
Collect feature requests and bug reports

Building a culture of closeness in open collaboration



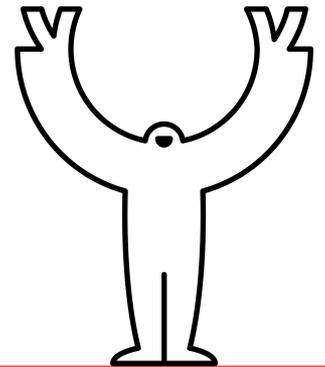
Developing a software product is **complex, yet flexible**. This means the closer the operators are to the developers, **the shorter our feedback loops can be**, and **the better** the product will become.

**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.

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