Review & report: WCMS Survey summary

8/21/2019

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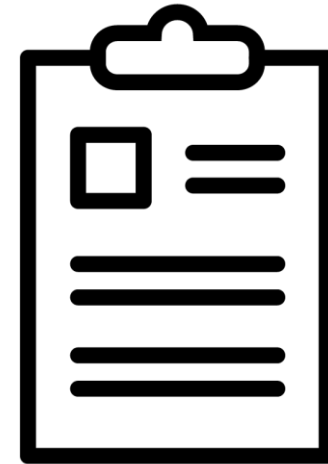IST WCMS Training and Support

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WCMS User Experience Survey

Purpose of the survey

- Gather feedback from current WCMS users prior to Drupal 8

- Prioritization of future development and enhancements

- Available March 19th – April 5th (3 weeks)

Who was surveyed?

- WAC

- UWweb mailing list

- Daily Bulletin

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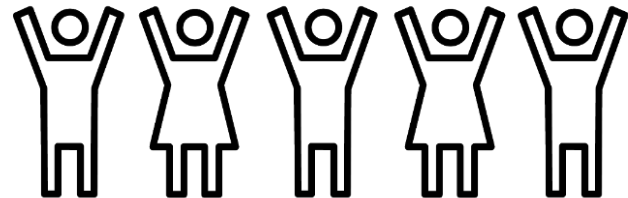WATERLOO

Survey statistics

What was asked?

The following questions were asked regarding the WCMS and the University of Waterloo website:

- What are your favourite things?

- What do you dislike most?

- What would you like to see that does not exist?

- Additional feedback

How many participated?

110

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What we are doing well

The most common likes for the WCMS

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Start with the likes

1. **Easy to use**

   - Intuitive editor

   - Easy to use after getting used to navigation

   - No HTML skills needed

2. **Consistency through templates**

   - Common branding/look and feel across sites

   - Professional

   - Shades and colouring options

3. **Responsive design**

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Dislikes and want to see

The most common dislikes paired with what users want to see

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Dislike – Overall look

Dislike

Templates and layouts are too restrictive

Want to see

- Font options – more modern style and colours options

- Alignment

- Faculty/schools colours are limiting

- More visually appealing content

- More content types (eg. index)

- Integration of functionality between themes

- Content types available to all (ex. Important dates)

- Configurable listing pages that are also not tied to parent (ex. under about)
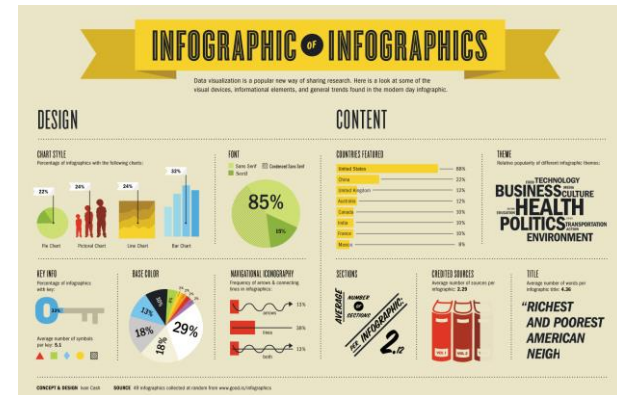
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Dislike – Overall look

Dislike

Lack of customization

Want to see

- More HTML tags

- Integration with LEARN

- Unformatted content data without PHP

- Plug-in for other tools

- Infographics

- Improved filtering/searching functionality on all pages

- Marketing analytics/tracking/data maps

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Dislike – Functionality

Dislike

Images

Want to see

- Easier upload (added to WYSIWYG)

- Easier file management (option to replace images rather than deleting)

- Moving images in body and content

- Caption field for bottom of images

- Improved uploading quality

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Dislike – Functionality

Dislike

Main navigation

Want to see

- Easier navigation

- Dislike default menu link created upon creation of new content (make this no longer the default)

- Limited layout makes it difficult to find content (more layout options)

- Consistency across themes

- Top-oriented menu

- Hover-over, expandable or dropdown menu

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Dislike – Functionality

Dislike

Search

Want to see

WCMS-related:

- Too many clicks

- Not easily visible

- Not easy to differentiate between main and 'this site' buttons

Search related:

- Lack of functionality on CAS-authenticated sites

- Not robust results (SEO is not up to date)

- Branding of Search page is not consistent with rest of sites

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Dislike – Functionality

Dislike

Roles/permissions

Want to see

- Granular or restricted page/content access (password protected for staff only)

- Site managers notifications for content review

- Send draft to non-logged in users

- Super Site manager that has more control

- Add/edit user permissions across multiple sites

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Dislike – Functionality

Dislike

Web forms

Want to see

- Explicit information included when deleting results

- Ability to remove multiple files from the site that are uploaded via a submission form

- Ability to format look of form submission emails (lack of HTML)

- Ability to have simple forms in sidebar of webpage

- Ability for users to upload more than one file per file upload field

- Larger upload sizes

- Survey Monkey/Sign-up Genius functionality included in web forms

- Ability to run a scheduled export of form data using a saved template

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Nice to have

Feature and functionality requests

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This would also be nice to have...

Appearance

- Impact visuals that are buttons and links (Single page and Magazine)

- Alternative social media and video embedding

- Accessible ways to display infographics

- Incorporate visual elements

- Text formatting - would like to control paragraph breaks, change font size/colour, remove formatting

- Colour bars in Facts and Figures as an option for content types

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Content types - existing

- COPE

- Visually appealing timeline

- Improve efficiency for Bibliography

- Update Publications to handle issues and archives

- Edit embedded content directly on page

- Two side-by-side twitter feeds

- More modular CTAs and analytics tracking

- Edit Events calendar title

- RSS feeds are capped at ten items; should be a global setting for event RSS feeds so they have 50 -100 items minimum

- Social media preview isn't correct on Publication sites

- Unable to incorporate colour into content types when using Default colour theme

- New Service Catalog entries require changing defaults each time, if we don't use "Priority" entries. Otherwise, it adds items with priority 0.

- Too many clicks to set up/create CTAs, Web forms, Embedded timelines

- For expandable content, I would like for the symbol (v) to changed to a + sign. It would also be nice if when you come back to the page, it remembered that the expandable content was open.

- Embedded Tweets could be justified

- When selecting an end date for Events, it should default to the start date rather than the current month

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Content types - new

- Scheduling widget (locked down to UW users)

- An Index content type

- Countdown clock

- Virtual shopping cart or purchase calculator with deferred payment

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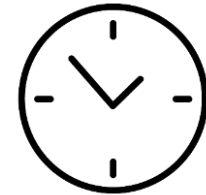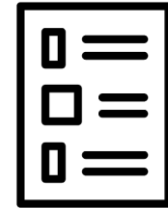
Functionality

- Automatic updates to Contact/Person profiles when WatIAM changes

- Add registration functions to Conference sites

- More options/tools for creating tables, drop-downs, spellcheck, interactive forms that can be can be uploaded to Quest

- 'Last updated on' date on a page

- Keyboard shortcut for inserting links (Command/Control K)

- Integration with LEARN

- Teaser video banners for main banner

- Ability to embed a (tested and safe) CGI

- Multiple "Special alert" options at one time

- Ability to format, add link to content in error message for CAS-authenticated sites

- It would also be great if we could quickly and easily make landing pages for lead generation campaigns. And track conversions accurately/easily

- Ability to create 'capture pages' as a standalone recruitment tool

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Back end

- Draft content displayed as it will actually appear once published

- Ability to record an "owner" for each page to assist a group with many site editors

- UW-specific terminology in spell-checker for consistent use of style guide

- Ability to search site for specific links/URLs for easy updating

- Relevant page recommendation promoted to user

- Make Dashboard landing page after logging in; customizable

- More 'help' links near applicable areas rather than needing to go off-site

- Make "America/Toronto" the default time zone when new users are created

- Spellchecker should function

- Menu links should not be created by default for new content (web pages, Contacts)

- Both standard and wide screen widths are too narrow

- On 'Recent content' would rather see name of last user who edited content vs original creator of content

- "Open authentication" menu title is misleading (Dashboard) and should be "Authentication settings"

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Comments

- Band-aid solutions that don't meet users' needs

- Campus involvement/input in decisions and theme functionality

- Too many individual sites, some restraint would be nice

- Backend UI is not user friendly

- Lack of over-arching web content strategy and governance model

  - Three places ppl can find program information

  - Three separate stories sites (impact story vs. Waterloo story vs. Global impact story)

  - Difference between News and Stories and duplication of them

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What's next?

As we build the next WCMS - <u>see the timeline here</u> – keep an eye on the Building the Next WCMS website for blog posts showing progress and early looks at changes, follow-up surveys, and any additional information.

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