

Design Document: Preview

[Dilemma](#)

[Meetings](#)

[Personas + Jobs to Be Done](#)

[Competitor Analysis](#)

[Concept Map](#)

[Wireframes](#)

[User Stories](#)

[MVP \(archived\)](#)

Dilemma

The rise of the content mesh means that one single page on a website can display content from multiple data sources. Because of this, content creators/editors can't easily figure out how to edit the content they see in a Gatsby Preview instance or in their live site. This is a dilemma because editing content, seeing it displayed, editing it again, and getting feedback before publishing is a main workflow for content creators.

Meetings

- 2019-10-31 Showed it to Josh, left his feedback in comments on this doc
- [2019-11-08 presented to Greg, Jeff, and Aleksei](#)
- 2019-11-01 [Tested w/ Caitlin Cashin](#)
- 2019-11-08 [Tested w/ Linda](#)
- 2019-12-09 [Showed prototypes in Design Review with frontend](#)
- 2019-12-10 [Brainstorm with Aleksei](#)
- 2020-03-24 [Sketching exercise preparation - Shannon / Jeremy](#)
- 2020-03-26 [Preview Discovery](#) sketching exercise

Personas + Jobs to Be Done

Who is using Preview (in order of who uses it the most) and why they are using it.

Content creators expect to see content and edit it so they can improve the content's impact on its audience - increase leads, clickthroughs, etc.

> Jane is a content creator who is helping launch a new version of an Italian restaurant site. She sees a header she wants to edit to make it more SEO-friendly, and has to go hunt around in their headless CMS to answer questions like "Where does this header live? Where can I edit it? Is it even in this CMS?"

Marketing/content managers expect to monitor and request changes to the site's performance and content to make sure the site is reaching marketing goals, like lead generation. Ideally, they'd like to set a performance budget and maintain it.

> Anarik manages a team of marketers and they launched a new women's shaving products website 6 months ago with excellent lighthouse scores; the website's performance has been steadily decreasing and he's not sure how to stop it from happening.

Stakeholders expect to assess planned changes to the websites and/or pages they own and give feedback so that the site and/or page reaches business goals

> The PM who manages website that hosts the blog can't keep track of when the marketing team requests design changes to the blog. Most of the time it's fine, but every once in a while she really needs to review their proposals before they get implemented.

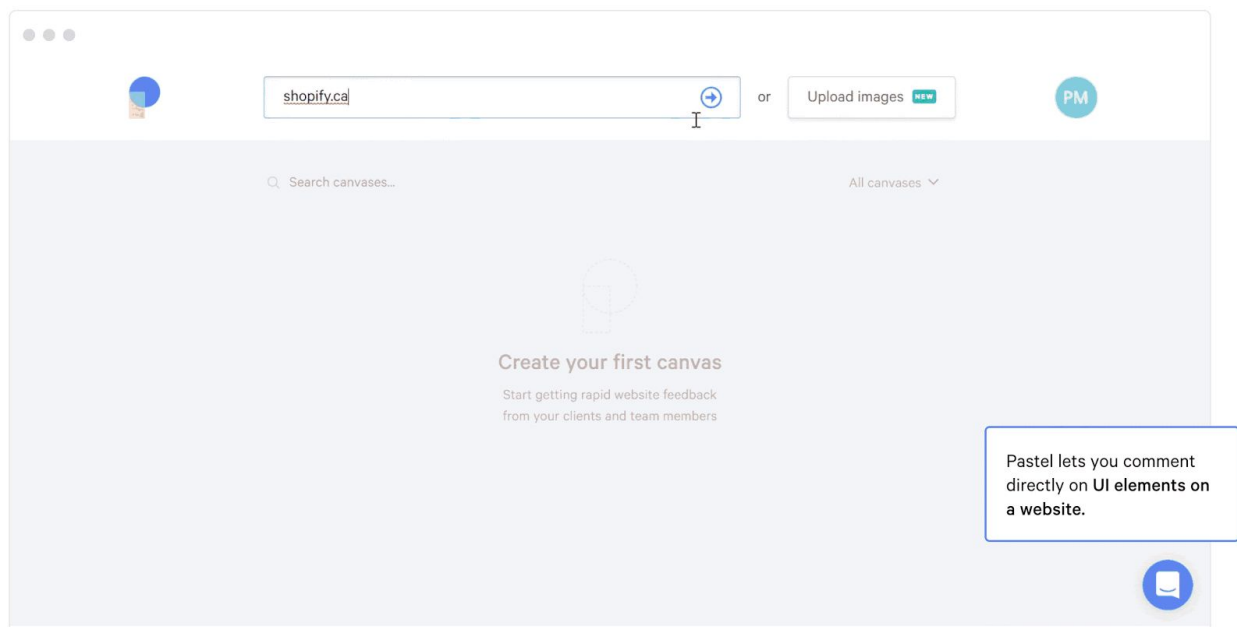
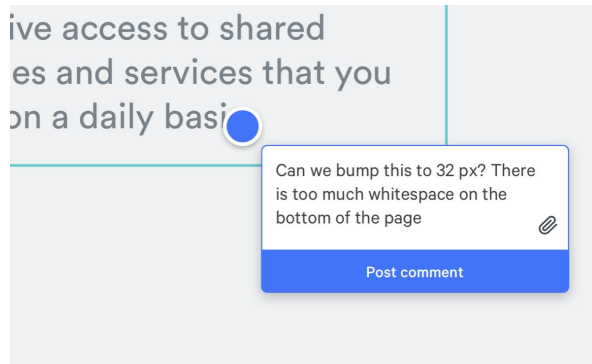
Developers expect to get assignments to improve/fix the Preview instance itself or any part of the website it manages, know what part of the code their assignment relates to, and be able to collaborate/ask questions about their assignments

> Luca gets random Slack messages with requests to update the company's marketing site all the time, and has to ask people to please put requests in Jira with a screenshot. Sometimes it takes several days for the issue to actually become clear.

Competitor Analysis

WordPress, Drupal, and Figma

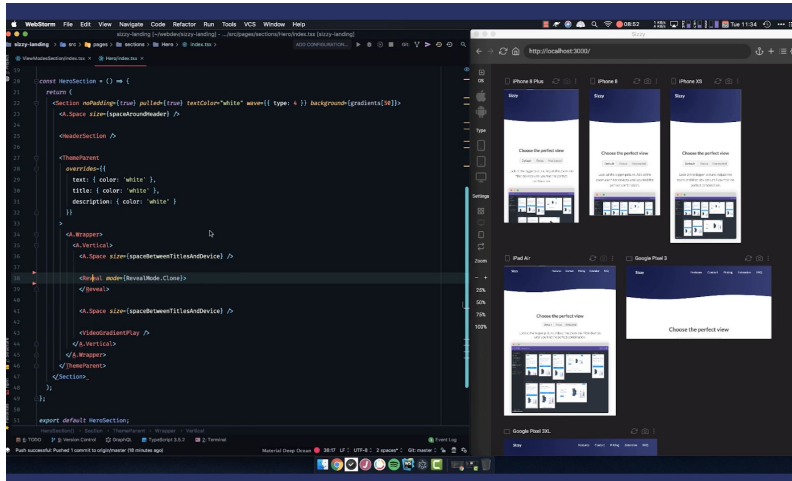
Check out <https://usepastel.com/features> - they basically built exactly what we're thinking of doing, except they accept a URL of any site and apparently integrate with Figma and stuff too.



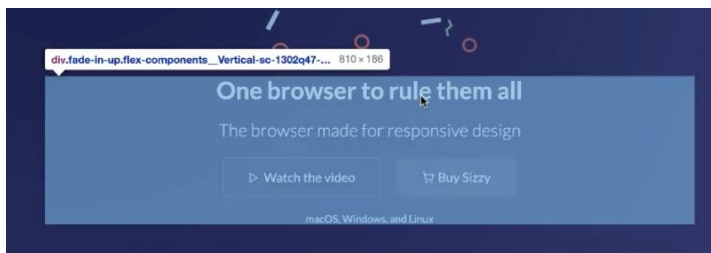
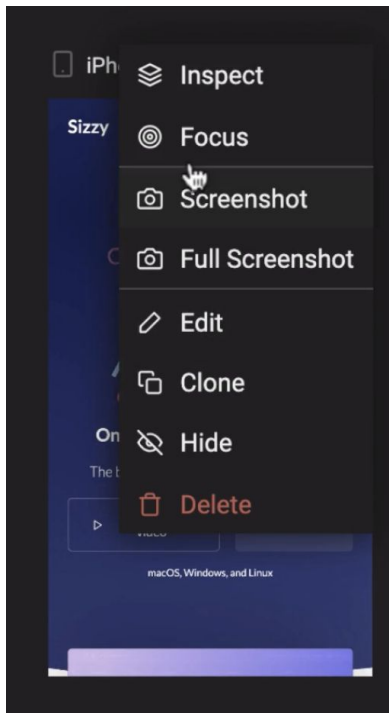
Check out <https://sizzy.co/>

You start out by entering a URL

You can view screenshots on all different devices (that you can save/reorder/resize) and also view code editing side-by-side with hot reloading. We could do content editing side-by-side.



You can open Chrome inspector on the left panel too, which still allows hovering over an element and seeing the corresponding code in inspector.



Concept Map

Statement about design values of collaborative software. There are two main problems in collaboration:

1. Website collaboration methods like screenshots and/or comments sent via email and Slack are inefficient *because* the comments are out-of-context, immediately become out-of-date, and are disconnected from tasks/issue workflows. A good solution will show feedback in the full context/functionality of the live website, show that comments exist at a precise time and precise location on the site, offer ability to update feedback based on live site, and connect to GitHub and JIRA. Anything that enhances the following principles is a good design solution:
 - a. In-context
 - i. Precision (time/location on site/functionality)
 - ii. Up-to-date
 - b. Connected to workflows (especially task managing)

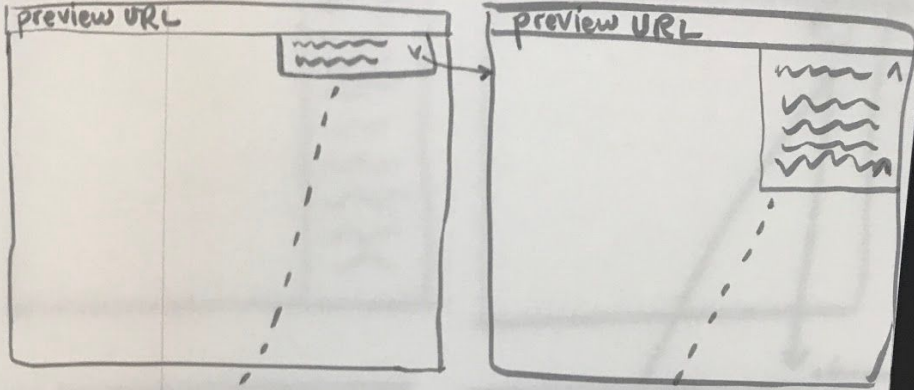
2. Even if the collaboration method is perfect, the *content* of what people say can still be imperfect. People often give unwise feedback and struggle with making decisions or coming to consensus. A good design solution for this problem will offer sorting and filtering feedback by group / person, time period, and label/tag, copy/transfer a comment to another version of the site. To really solve the root problems, however, we need to go deep and make sure the design is as good as possible and bug-free in the first place, which means we should facilitate design systems and themes. Anything that enhances the following principles is a good design solution:
 - a. Freedom of choice in what feedback to listen to
 - b. Free to seek feedback from various sources
 - c. Quick implementation of suggestions for further feedback
 - d. Connected to design workflows (esp. design systems)

Wireframes, User Journeys, Prototypes

See Figma

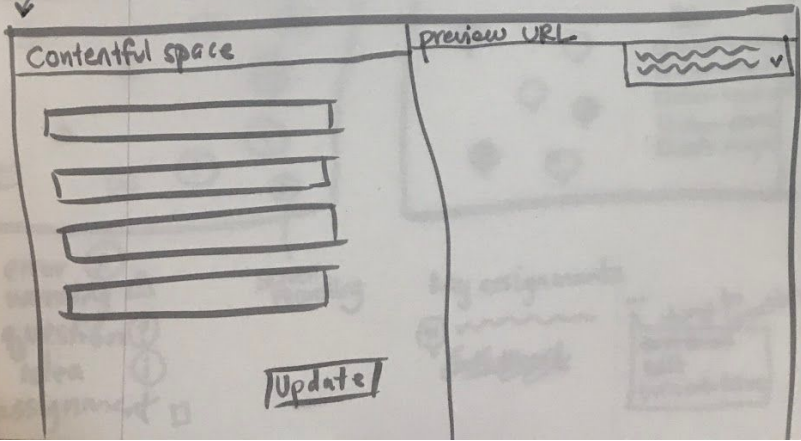
Pre-study

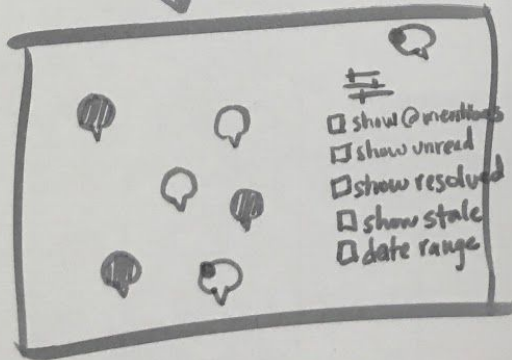
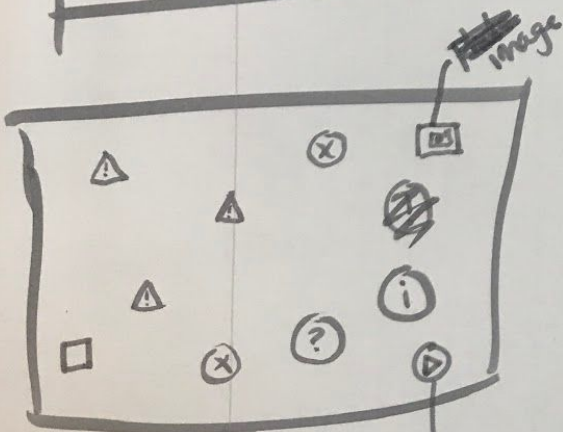
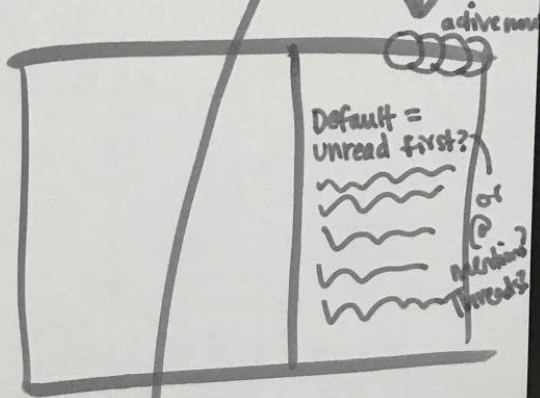
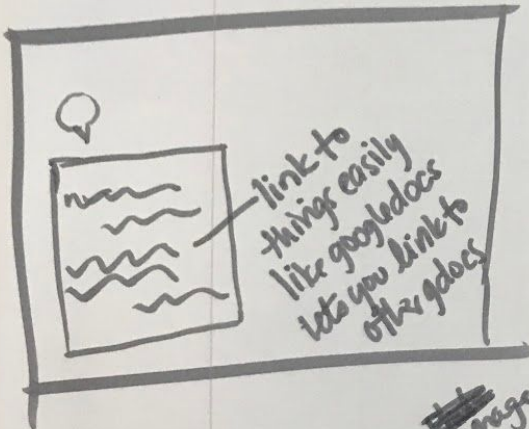
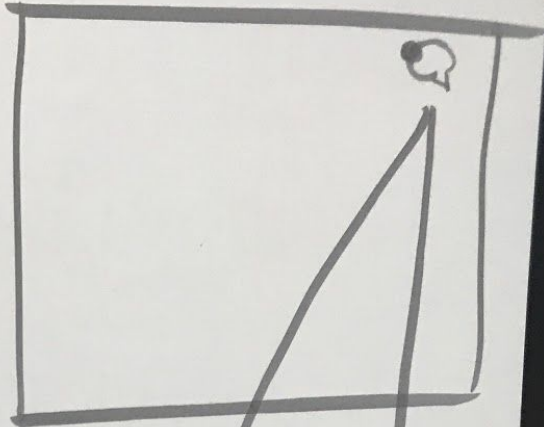
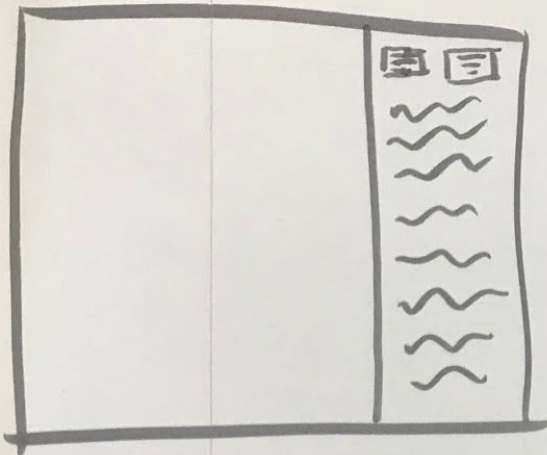
Maybe a "G" icon that drops down bar upon hover/click?



Preview of gatsbyjs.com is up-to-date ~~xxxx~~. Last updated 2 days ago. v

- Preview of gatsbyjs.com is up-to-date. Last updated 2 days ago. ^
- Contentful space
 - Github repo
 - Gatsby Cloud





error (x)
warning (triangle)
question (?)
idea (i)
assignment (square)

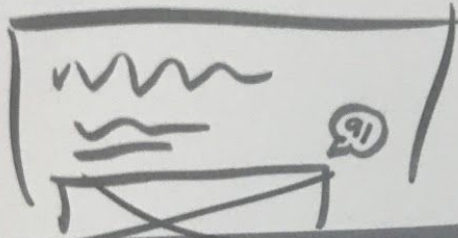
screen recording

My assignments
wavy line
Go to thread

Jump to location
Go to thread
edit
turn into issue

Hello!

Mary left a comment on
<https://www.gatsbyjs.com/docs>
Preview



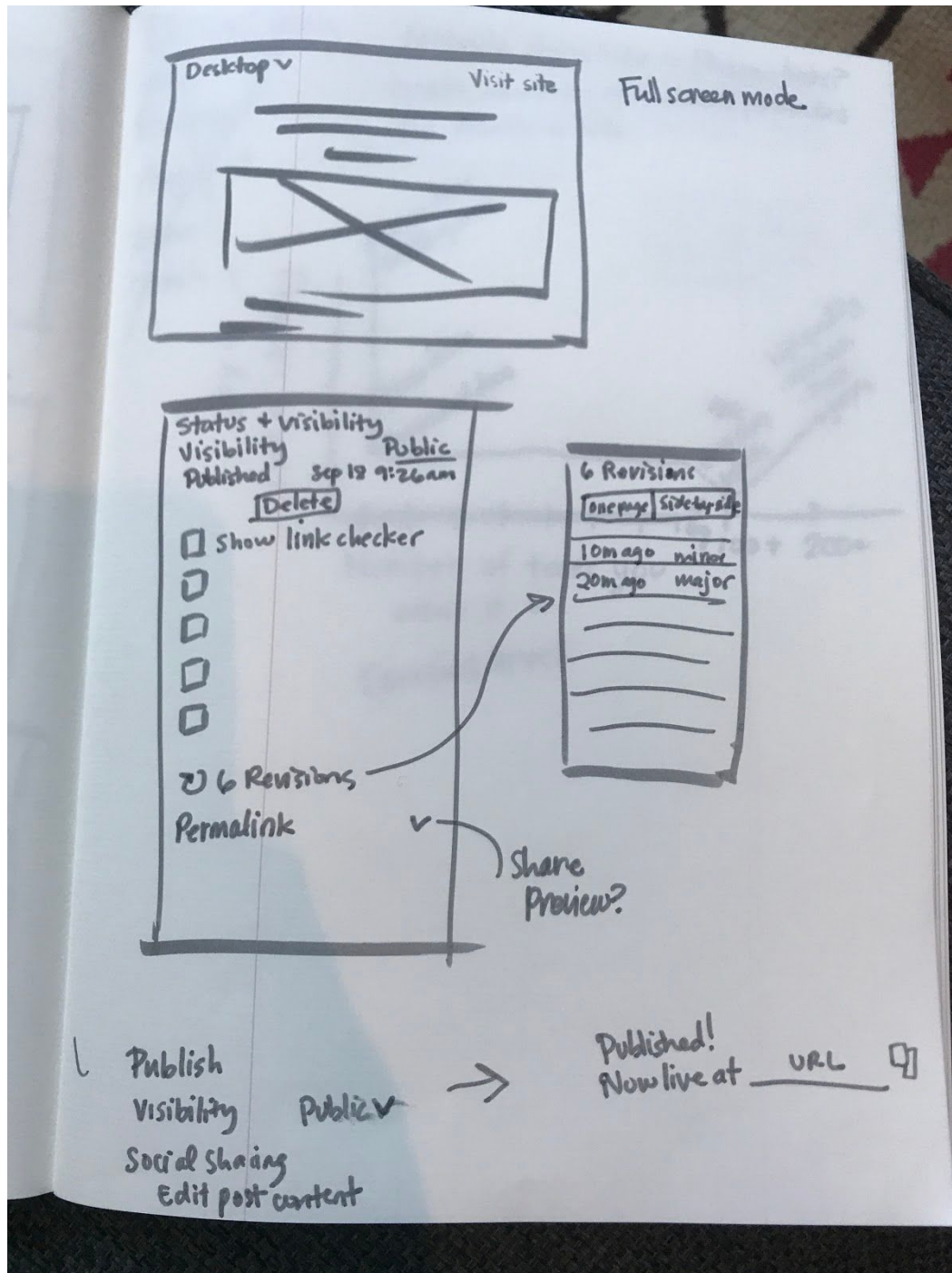
91 Hey, just wondering if this
is the new image

Reply

Submit

[Go to comment in Preview](#)

Ideas from WordPress Gutenberg editor:



User Stories

(MVP is in bold)

User can

- ❑ From Cloud, see stats about each page in a site
 - ❑ Like google analytics
- ❑ From Cloud and in the Preview App, search for sites and pages to edit
 - ❑ sort search results by recently edited pages and new pages
- ❑ Edit content
 - ❑ From Cloud, open edit mode on a site (default is homepage) or a specific page of a site
 - ❑ From preview instance, open edit mode for current page
 - ❑ User can view editing interface and Preview side-by-side
 - ❑ See what content is available to edit
 - ❑ List of text
 - ❑ Visual view. Hover over an element (like chrome dev tools) and anchor comment there. Maybe that's the default and then can resize it
 - ❑ Edit available fields
- ❑ See content in all relevant real-life contexts
 - ❑ See preview on multiple devices (ex. Adobe emails links to test on phones. What about text messages, a share button with a text message icon where they put in their number – we could offer to save the number so in the future they just click "text me" and it gets sent
 - ❑ See preview of all locations where a piece of data is used (if a content block is reused across the site)
 - ❑ See Preview versions compared with each other and with the live site
 - ❑ Clear indication of which version you're looking at
 - ❑ Including comments
- ❑ Get suggestions of edits to make
 - ❑ Find broken hyperlinks
 - ❑ Automatic comments when we find a broken hyperlink and show thumbnail of what the link loads, when they get fixed, #gatsbot could auto-resolve.
 - ❑ Make sure images are web ready
 - ❑ Make rough measurements of site performance changes. Maybe manually trigger lighthouse for a page
 - ❑ Catch typos
- ❑ Get feedback on editing
 - ❑ Hot reloading of draft edits
 - ❑ See status of edits (pending/processing and "last updated 3 mins ago")
 - ❑ Publish stats (publish status and published in x time)

- ❑ Get feedback from internal stakeholders
 - ❑ Comment on functionality that doesn't have a URL (ex. Dropdown menu).
 - ❑ Leave a screen recording in a comment, at least
 - ❑ **Leave comments on Preview**
 - ❑ **Comment anchored in place and time**
 - ❑ Drawing and shapes
 - ❑ Screencast/screenshots
 - ❑ Leave a review (group of comments with meta-comment)
 - ❑ **User can read comments**
 - ❑ User can filter comments
 - ❑ Status
 - ❑ Open
 - ❑ Resolved
 - ❑ Stale (page has changed since the comment was saved)
 - ❑ Author
 - ❑ Assignment
 - ❑ Mentions
 - ❑ User can assign people/groups to resolve a comment
 - ❑ Due dates
 - ❑ Tags/Labels
 - ❑ GitHub status (if linked to GitHub) - autoclose or batch close when issue is resolved
 - ❑ More issue tracking ideas?
 - ❑ User can track status of comment turning into an issue that gets resolved
 - ❑ Turn comment into GitHub issue (link to original comment). What if the comment in Preview showed a bit of data about GitHub (# of replies, status, etc)
 - ❑ Turn comment into JIRA ticket
- ❑ Get notified about what's important to them
 - ❑ User can create and/or join "page owner" group
 - ❑ Can get automatic notifications of changes to pages they own
 - ❑ User can subscribe to follow updates to a page (specific URL)
 - ❑ **User gets notified of the following changes in Preview via channels they prefer**
 - ❑ **@ mentions**
 - ❑ Assignments
 - ❑ Changes to a page they follow
 - ❑ User can share and get notified of Preview comments and updates via channels
 - ❑ ~~URL of live Preview~~
 - ❑ Slack integration
 - ❑ **Email**
 - ❑ User can share Preview with select audience (google authentication)

- ❑ What about making a copy of a preview instance to share w different audiences or try out a new strategy/theme?
- ❑ Publish edits

Marketing managers user stories

- Manage the site's performance budget
 - it'd be great to be able to setup conversion goals & \$\$\$ amounts for conversions like google analytics does — then we could automatically access how perf is affecting conversion for people
 - huh, this would be insane — we could literally calculate how much a 10% improvement in perf would impact things — man, we got to get analytics rolling
 - A/B Testing results
- Quickly assess whether planned changes to the website help or hurt their business goals (see old version vs. new version)
- Website optimization and performance, however, is ongoing and a daily/weekly project for most marketing teams. So how can we make Gatsby more sticky for the marketing persona? Gatsby is uniquely positioned in this case because we can give visibility to the marketer about the website performance AND tie that directly to website updates/code pushes so it gives them immediate feedback on impact of potential changes. We can also help identify potential areas for improvement that they can send to the developer/designer for action. This puts more power into the hands of the marketer and helps close the gap of knowledge between devs/marketing. And if we can find a way to tie this to a few key metrics they care about (like lead conversions, organic traffic ranking, etc), then that will be an unforgettable experience.
- So for an MVP, I envision a version of the Gatsby Cloud dashboard for the marketer. One that shows lighthouse scores and explains what that is, with a deeper dive into how to improve the rankings. And eventually, include a simple 'google analytics' type view that shows changes to organic search results with each new code push as well as the feature to track changes in conversions for a key event. Basically, we'll show the marketer the metrics they care about and how each change to the website impacts those metrics.
- Give feedback that gets listened to and implemented if possible
- Give assignments
- Minimize risks of pushing bad changes to production (broken links, funky wording, huge images, etc)

MVP (archived)

Link to Figma prototype depicting this MVP:

<https://www.figma.com/proto/ayUA2ZWNWCfn7KGXjl5fp9om/Cloud-GA?node-id=5541%3A433&viewport=280%2C339%2C0.5&scaling=min-zoom>

- User knows status of Preview instance when looking at the Preview instance
- User knows how to edit Preview instance when looking at it

Later:

- User can view editing interface and Preview side-by-side (maybe could take this out of MVP. People can just open up two tabs side-by-side)
- User can leave comments on Preview
 - Comment anchored in place and time
 - User gets notified of @ mentions in Preview comments via channels they prefer (maybe just email for MVP)
- User can share Preview updates via email and get notified of updates via email (honestly don't remember what this means)

-