Tomorrow’s CMS can provide increased accessibility

Peter Sunna
Cynefin Framework – Dave Snowden, IBM Global Services

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Best Practise
Sense → Categorise → Respond.

**Complicated**
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Emergent
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**Chaotic**
Novel
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Peter Sunna

15 years in Content Management

Previously worked at Funka & Episerver.

Joined Contentful in Berlin 2015 to modernize how content flows when building and iterating on digital products

@sunnaster
Agile principles in the complex quadrant

**People**
Comfortable with experimentation and change

**Processes**
Iterative and enhance learning.

**Technology**
Support rapid delivery of products and services.
Innovation is so complex it requires multiple specialists to work together. Highly skilled people on a mission.
From slow but stable
To fast and flexible
From this

Standardised platforms and technologies
To this

Simple tools for simple problems and complex tools for complex problems
Content needs to be structured
Headless CMS. What is it, really?
Headless CMS is all about structured content
The misconception about headless CMS
Headless CMS overview
Structured content using an API

```javascript
export const ContentfulModels: ContentfulMap = {
  Metadata: {
    metaName: { path: ['fields', 'metaName'] },
    propertyName: { path: ['fields', 'propertyName'] },
    propertyValue: { path: ['fields', 'propertyValue'] },
    valueName: { path: ['fields', 'valueName'] },
    page: {
      path: ['fields', 'page'],
      modelType: ContentfulModelType.ActionPage
    },
    value: { path: ['fields', 'value'] },
  },
  Menu: {
    contentld: { path: ['sys', 'id'] },
    title: { path: ['fields', 'menuTitle'] },
    pathComponent: { path: ['fields', 'pathComponent'] },
    pathAlias: { path: ['fields', 'pathAlias'] },
    menuType: { path: ['fields', 'menuType'] },
    type: { path: ['fields', 'type'] },
    subMenu: {
      path: ['fields', 'submenu'],
      isArray: true,
      modelType: ContentfulModelType.Menu
    },
    description: { path: ['fields', 'description'] },
    metaData: {
      path: ['fields', 'metaData'],
      isArray: true,
      modelType: ContentfulModelType.MetaData
    },
    oldUrl: { path: ['fields', 'oldUrl'] }
  },
};
```
GraphQL gives even more possibilities
Pick your own stack
A CMS should not try to do everything

[Diagram: Big Head CMS vs. Purpose-built Services]
But it should do content really well

Old

Experience platform

Customization

New

Interoperability
A CMS should fit into modern development workflows
How can a CMS empower editors to work with structured content?
WYSIWYG editor?

Apollo 11

Apollo 11 was the spaceflight that landed the first humans, Americans Neil Armstrong and Buzz Aldrin, on the Moon on July 20, 1969, at 20:18 UTC. Armstrong became the first to step onto the lunar surface 6 hours later on July 21 at 02:56 UTC.

Armstrong spent about three and a half two and a half hours outside the spacecraft, Aldrin slightly less; and together they collected 47.5 pounds (21.5 kg) of lunar material for return to Earth. A third member of the mission, Michael Collins, piloted the command spacecraft alone in lunar orbit until
Markdown?

Scroll below for a brief illustrative overview of the update, and also for some obvious thoughts on why Markdown is something useful, yet not another buzzword. As an editor, you might dislike it. That’s okay, *you’re not alone!* However, we encourage you to invest some time into understanding how Markdown improves authoring experience and what principles it’s based upon.

## The update

### Markup highlighting

It’s hard to believe it wasn’t there before. The highlighting helps seeing how the finished copy would look like and simplifies editing.

![Markdown Syntax Highlighting](https://images.contentful.com/126dd668f418f15b5b5b0388b90e58f58ec53d9b9/ac95d7e8d1a9e6d1d0143d745.png)

### Full-screen mode

Focus on writing. Switch to full-screen to hide all the interface elements — except for the text area.

![Markdown Full](https://images.contentful.com/126dd668f418f15b5b5b0388b90e58f58ec53d9b9/ac95d7e8d1a9e6d1d0143d745.png)

You can also see an HTML preview of the Markdown-formatted content:

![Full-screen mode](https://images.contentful.com/126dd668f418f15b5b5b0388b90e58f58ec53d9b9/ac95d7e8d1a9e6d1d0143d745.png)

You can also see an HTML preview of the Markdown-formatted content:
I also accept both directions of writing: LTR (i.e. English) and RTL (i.e. Hebrew). Look:

(though I have no idea what that means).

You can embed entries, between paragraphs

**Environments and navigation bar**
Access the new feature from the navigation bar
Structured rich text!
How can the CMS UI provide better a11y?
Will tomorrow’s CMS provide increased accessibility?
Sometimes the only way to really know...
...is to just try it.
Thank you!
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