

# Structured Content Meeting

April 17th, 2019 - 18:00 - 22:00 CET

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## Participants

- Annett (TYPO3 developer)
- Liddy (TYPO3 developer)
- Benni Mack
- Joey (Mr. Gridelements)
- Benjamin Kott

- Rodger (frontend developer)
- André Kraus
- Rachel Foucard
- Kevin Appelt

## Topics

### Recap Last Meeting

- Protocol
- <https://docs.google.com/document/d/1KR1DCxSmPWKKcCkbrytHtGFf8HajgX2ao6sJ4uK-iw4/edit#>
- we presented different CMS interfaces and there Structured content philosophy (conclusion : No “magic solution for everything” -> every CMS has its advantages and flaws)
- we presented a real life use case with some user stories (None of the shown CMS can fulfill all user stories)
- we listed cool thing we want to have, and things we want to get rid of, from these presentations
- we also talked about the "problem" of frontend editing in relation to our initiative
- we have put together our team
- and decide for some tools (prototyping and project management)

## Homework

### Initiative summary

#### **Structured Content Initiative**

The goal of this initiative to build a better, native support for custom, semantically structured content element types for TYPO3. In turn this means:

- We want to create a better experience for editors to work with content types in a more intuitive way
- We want for integrators to build such content types easily, semantically correct and flexible / re-usable. These content types are not bound to layouts, templates, or technologies like FlexForms.

#### **The focus for us is always:**

Do not look at the current implementation and limitation, but rather find for the best user experience first, then look at technologies!

These are the steps we're tackling as intermediate goals:

1. Evaluate other Content Management Systems about content structures (how is content structured for editors, how are they defined and stored)
2. Create UX wireframes and click dummies on how a system for editors could look like, re-evaluating current Page Module, List Module, FormEngine and Frontend Editing concepts
3. Create UX wireframes on how to create semantically correct content types for integrators
4. Create a concept on how to semantically store these content types in the database
5. Define technical details on what technologies should be used
6. Create an action plan on how to integrate this into TYPO3 Core or as an extension

**The participants agree with the definition of the Structured Content Initiative.**

Name	Vote	Comment
Rachel Foucard	✓	perfect :)
Benjamin Kott	✓	
André Kraus	✓	I think it is very good to keep the topic this abstract.
Lidia Demin	✓	Very nice: not too specific, but touches every important aspect
Kevin Appelt	✓	
Rodger Rüdiger	✓	

### Concept

- **@Olly:** Should be visible by anyone but editable only by working group: Confluence of TYPO3, if not possible Google Docs with invited people
- **@Benni M** Define scope, goal and roadmap (no dates yet) -> **@all** proofread this and discuss on next meeting
- **@Joey:** Define ubiquitous vocabulary
- Evaluate if it is possible to create cool things in the context of TYPO3 and in which ways
- **@Liddy** Examples of requirements (see conclusions of CMS presentations)

### Project management

- **@Rachel:** use the Jira account to initiate the project

### Ubiquitous vocabulary

No list yet, but we can use <https://wiki.typo3.org/Talk:Blueprints/ContentElementDefinitions> as basis.

## Ideas/thoughts how to generate semantically correct HTML

Introduction of raw draft how to differentiate and combine layout and semantics in BE to generate semantically correct HTML output. Please see this as inspiration for further steps and discussions.

### Access point of discussion

- Confusion about Backend sections vs. Frontend sections (section HTML tag)
- How to build semantically correct HTML
  - e.g. there should exist one headline per HTML section describing the section's content
  - section without heading doesn't make sense from a semantic point of view
- Rendering of the frontend view via frontend technologies e. g. React, View, ...
  - Conditional rendering would allow dynamic HTML structures such as headline levels
- Backend provides data structure e.g. as JSON
- JSON structure and fields of element create basic communication level between integrator and frontend developer

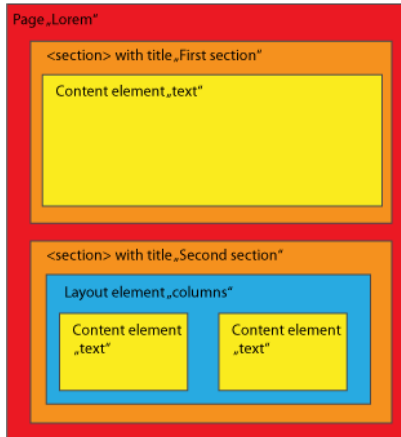
### Our experience

- Editors often work with Word documents as basis for content editing in TYPO3
- In those Word documents they intuitively create a semantic structure based on headline sizes
- Because website layouts often don't follow a linear style, editors are often confused or unsure how to transfer their content structure from Word document to TYPO3

### Thoughts

- Editor shouldn't have to know about HTML semantics
- No options like "headline 2", "headline 3" but "headline big", "headline medium"
- Tools like a document outline (much like in Google Docs) could be provided to help structuring the document via headlines
- CMS / Rendering technology currently not able to create correct headline levels
- Depending on page structure the resulting document would be semantically correct independent from the style
  - e.g. accordion with h2 as accordion head should not contain an h2 element but the visual h2 style is kept
- Therefore we need to differentiate between structure (HTML section, headlines, ...) and layout (Bootstrap grid)
- Treat rendering in BE similar/ almost equally to FE (e.g. using data processor in BE)

Semantic representation



- Content Elements:
- \* Text
  - \* Image
  - \* Teaser
  - \* Accordion
- Layout Elements:
- \* Color area
  - \* Columns
- <section> headlines can be hidden

Possible BE representation

Page „Lorem“	
„First section“	
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.	
„Second section“	
Lorem ipsum dolor sit amet, consetetur s adipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.	Lorem ipsum dolor sit amet, consetetur s adipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

Possible forntend output 1

Header image	
<b>Lorem</b>	
<b>First section</b>	
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.	
<b>Second section</b>	
Lorem ipsum dolor sit amet, consetetur s adipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.	Lorem ipsum dolor sit amet, consetetur s adipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

Markup

```

<body>
<header>...</header>
<main>
<h1>Lorem</h1>
<section>
<h2>First section</h2>
<p>Lorem ipsum ...</p>
</section>
<section>
<h2>Second section</h2>
<div class="cols12 col6of12">
<p>Lorem ipsum ...</p>
</div>
<div class="cols12 col6of12">
<p>Lorem ipsum ...</p>
</div>
</section>
</main>
<footer>...</footer>
</body>
    
```

Possible forntend output 2

Header image	
<b>Lorem</b>	
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.	
Lorem ipsum dolor sit amet, consetetur s adipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.	Lorem ipsum dolor sit amet, consetetur s adipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

Tools for PM

- Github should be used
  - Milestones
  - Tasks
  - Code Documentation
- Documentation on Google Docs (things like Slack Call Protocol, Ideas summary and so on)
- Planing: From call - to - call

# Initiative Description

## Initiative Title

### **Structured Content**

## Initiative Summary

The goal of this initiative to build a better, native support for custom, semantically structured content element types for TYPO3.

## Background

There are several reasons, why people are constantly asking for structured content or content structures in the TYPO3 core for a long time.

Sometimes a flexible use of multiple columns or maybe even more complex layouts to structure content is required.

On top, TYPO3 should provide a semantically correct way for defining custom content types.

## Goals

- We want to create a better experience for editors to work with content types in a more intuitive way
- We want for integrators to build such content types easily, semantically correct and flexible / re-usable. These content types are not bound to layouts, templates, or technologies like FlexForms.

## Scope

First find for the best user experience and expectations, and then look at existing or new technologies later.

Not in Scope:

- Frontend editing

## Timing

This initiative is a long-term project, no specific milestones have a specific time frame yet, however this will evolve while we are planning and create concepts.

## Milestones

These are the steps we're tackling as intermediate goals:

1. Evaluate other Content Management Systems about content structures (how is content structured for editors, how are they defined and stored)

2. Create UX wireframes and click dummies on how a system for editors could look like, re-evaluating current Page Module, List Module and FormEngine concepts
3. Create UX wireframes on how to create semantically correct content types for integrators
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5. Define technical details on what technologies should be used
6. Create an action plan on how to integrate this into TYPO3 Core or as an extension

## Current Status

- Evaluated other Content Management Systems about content structures and done conclusions.
- Summarized interesting features and current drawbacks to be removed

## Team & Lead

Name	Position	Slack Account	TYPO3.org Account	GitHub Account	Photo Link
Rachel Foucard	Initiative leader, Concept, UI/UX	rakel	rakel	rfoucard	<a href="https://typo3.org/fileadmin/t3o_common_storage/images/portraits/rachel_foucard.jpg">https://typo3.org/fileadmin/t3o_common_storage/images/portraits/rachel_foucard.jpg</a>
Lidia Demin	Initiative leader, Concept	typecat	typecat	typecat	<a href="https://www.dropbox.com/s/bgjtb96q362ebjs/typo3-profile.jpg">https://www.dropbox.com/s/bgjtb96q362ebjs/typo3-profile.jpg</a>
André Kraus	Initiative leader, Concept, UI/UX	André Kraus	andrekraus	krausandre	<a href="https://drive.google.com/open?id=1NcVlBqRi-lOo7M6170xlbK7dnwnAaRTu">https://drive.google.com/open?id=1NcVlBqRi-lOo7M6170xlbK7dnwnAaRTu</a>
Annett Jähnichen	Concept, UI/UX	mcmietz			
Claus Due	Concept, Backend/API				

Benjamin Kott	Concept, UI/UX	benjaminkott	benjaminkott	benjaminkott	<a href="https://1drv.ms/u/s!At8IOkyxQ06Su7oNzZv2fIZTKapM5w">https://1drv.ms/u/s!At8IOkyxQ06Su7oNzZv2fIZTKapM5w</a>
Jo Hasenau	Concept, UI/UX				
Benni Mack	Concept, Backend/API	benni	benni	bmack	<a href="https://typo3.org/fileadmin/_processed_/1/5/csm_Benni-mack-pressefoto-klassisch_7b51655e41.jpg">https://typo3.org/fileadmin/_processed_/1/5/csm_Benni-mack-pressefoto-klassisch_7b51655e41.jpg</a>
Rodger Rüdiger	UI/UX	Rodger	spike_shape	SpikeShape	
Oliver Hader	Backend/API				<a href="https://typo3.org/fileadmin/_processed_/1/f/csm_oll_27b6493000.png">https://typo3.org/fileadmin/_processed_/1/f/csm_oll_27b6493000.png</a>
Kevin Appelt		kevin-appelt	kevin-appelt	kevin-appelt	<a href="https://typo3.org/fileadmin/_processed_/6/8/csm_kevin-appelt_2d4455b6ba.jpg">https://typo3.org/fileadmin/_processed_/6/8/csm_kevin-appelt_2d4455b6ba.jpg</a>

## Get involved

**Slack:** #cig-structuredcontent

**GitHub:** <https://github.com/TYPO3-Initiatives/structured-content>

Are we looking for contributors with specific skills for this initiative?

## References / Further Reading

**Forge:** <https://forge.typo3.org/issues/84101>

**Blueprint:** <https://wiki.typo3.org/Talk:Blueprints/ContentElementDefinitions>



## Next (short term)

- **Most important:** Re-evaluate the initiative. Maybe split up into meta (goals: user stories and data structure) and implementation (goal: actual implementation)? (e.g. pass results to persistence or other initiatives or form a new)
- **@all:** prepare a list of expectations to the results of the initiative
- **@rachel:** Create Doodle for next meeting

## Postpone

- Create the official initiative page in typo3.org  
(<https://typo3.org/community/teams/typo3-development/start-an-initiative/>)
  - Write description of the initiative
  - Ask current participants to apply for this initiative
  - Collect GitHub Accounts
  - Collect TYPO3 Accounts
  - Collect Photos of Team
  - **@Liddy:** Ping people for photo links
  - **@Liddy** remind **@benni** to submit the template
- **@rachel:** Create Doodle for next meeting
- **@rachel:** Create tasks in the structured-content github repository
- **@all:** Post photo links into the initiative template
- Apply for <https://t3init19.typo3.com/>
- **@rachel:** collect all team members google accounts for the official google drive
- Find a User Stories Template:
  - André, Rachel, Liddy
  - Find what has to be in the Story (who, user feelings, what to do)
  - „First describe the problem, then “
  - Personas may be editors, integrators
  - Video inspiration from Google:  
<https://www.youtube.com/watch?v=y1TEPQz02iU>
  - <https://w3c.github.io/IndexedDB/>