



DRUPAL STARSHOT

Experience Builder

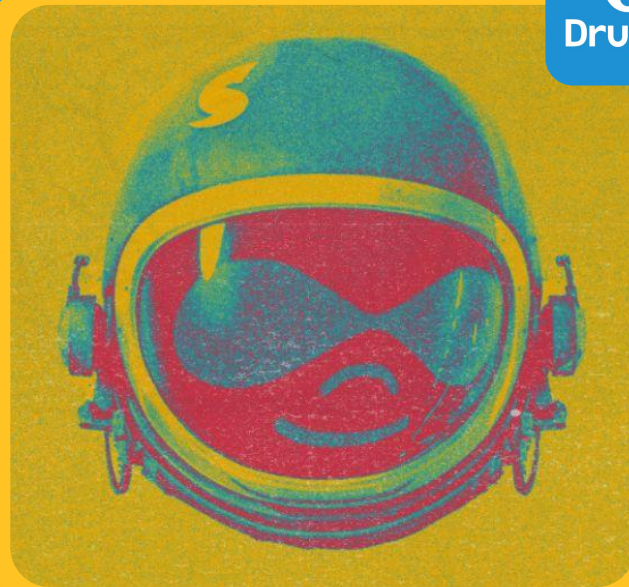
Agenda for today

1. Why do we need Experience Builder?
2. What is Experience Builder?
3. Demo
4. Roadmap
5. Q&A



Drupal Starshot Epics

1. **Installation.** Improve discovery and installation experience of Drupal Starshot.
2. **Configuration.** Make building easier by guiding site builders to success with common best practices and state-of-art innovations.
3. **Launch.** Launch the website with ease.



Experience Builder discovery

- Lauri talked to over ~40 people from 20 organizations, and spent days testing competing products
- Learned that people desperately need to build pages but...
 - **People are uncertain which one to use;** Layout Builder vs Paragraphs vs Gutenberg. Solutions work alongside one another instead of integrating. Companies are doubling down on different solutions, which fractures the community.
 - **No perfect end-to-end solution exists for Drupal.** Layout Builder requires patches and contributed modules to be functional (*e.g. a large Drupal agency installs 10 patches and >10 contributed modules on every project before getting started*).
 - **Layout Builder is complex to use, and requires significant onboarding and documentation for content creators.** Some organizations have specifically hired more technical people to build skeleton pages with Layout Builder to help content creators.
 - **Agencies take weeks to onboard Junior Developers to get started** with the current page building vs. competitors where they've had Junior Developers build websites in less than a week.
 - **It's challenging and time consuming to integrate the existing solutions with JavaScript.**



Experience Builder discovery

- **That is all for experienced Drupal agencies that have been doing Drupal for 10 years.** Now imagine, how hard it is for Site Builders and Junior Devs who are not familiar with Drupal.
- **Organizations and users historically loyal to Drupal are actively choosing competing solutions** like Wordpress because of this.
- It's obvious we need to make this easier
 - Creators should be able to start creating pages without onboarding.
 - Drupal/Senior Developers should *not* be needed for setting up the page builder.
 - Low-code Builders and Junior Developers should be able to integrate a design system with the page builder without help from a Drupal developer.

www.drupal.org/node/3452440

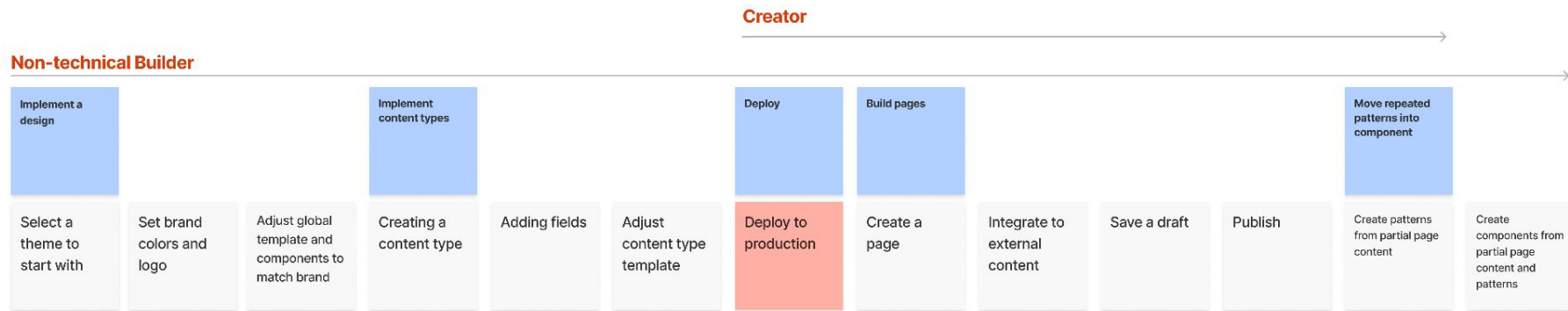


Why Experience Builder?

Site Builders and Junior Developers want to quickly create digital experiences and implement designs that match their brand, to enable Creators to publish high quality content.

They expect to do so with visual, browser based tools that require minimal technical expertise.

We need a well thought out process end-to-end



Drupal Experience Builder Mission Statement


Drupal's new experience builder will 1) enable **site builders without Drupal experience** to easily **theme and build their entire website** using **only their browser**, and 2) it will enable **content creators** to **compose content on any part of the page** without relying on developers.

Unlike competing tools, it will be better for **content re-use across channels** and **managing content at a large scale** because it will enforce data and design consistency.

Potential solutions



	Gutenberg	Plasmic	Layout Builder	Paragraphs
Expertise required	Low, already looks good	Low, already looks good	Lots of work, and lack of expertise in building great user experiences	Lots of work, and lack of expertise in building great user experiences
Effort required	Medium, because we'd need to make substantial changes to enable junior developers but with compromises might be able to get to MVP faster		High, because we need to make it a lot easier, especially for content creation, add features and build components	High, because we would have to extend Paragraphs capabilities outside page building.
Effort required to migrate existing users	Medium, some pre-built solutions for migrations	High, unfamiliar and complex tech stack		
Future-proof	Architecture does not enable supporting decoupled as a first-class citizen.		Limitations with the data model.	Scalability issues with the data model.
Persona match	No-code creators	Senior developers	Low-code builders + Junior developers	Low-code builders + Junior developers
Ability for market differentiation				



+ Best of Layout Builder
+ Best of Paragraphs
+ In-browser theming
+ Single Directory Components

= Experience Builder



DONE

- ✓ Vision and concept wireframes
- ✓ High-level product requirements and user stories

IN PROGRESS TODAY

- User flows and wireframes
- Architecture plan
- Code foundations

NOT STARTED

- Detailed backlog



Status update



ooo

Demo





Delete

Save

More actions ▾



Page title

Page Block

Title

Page title

Cover image

Browse library

- PUBLISHING OPTIONS

Published

Last saved

01.01.24

Author

admin

New revision

- MENU Settings

Provide a menu link

- URL PATH SETTINGS

Generate automatic URL alia?

page-title-value

+ AUTHORIZING INFORMATION

+ PROMOTION OPTIONS



Page title

Page Block

Title
Page title

Cover image
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More actions ▾



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Share

Publish



Search



Basics



Pages >



Sections >



Blocks >



Components >



Other assets



Hybrid
Content
Type
Breakdown



Component
Building
Patterns



Design for
Demo
Content



Tracks





01. Content Creation.

Define the user experience for the Experience Builder focused on content creation.



01. Content Creation

Deliverable

A demo that showcases the new user experience.

Drupal.org issue

www.drupal.org/node/3454094

User Stories

As a creator, I want to add components to pages using an intuitive interface, so that I can create engaging and dynamic layouts that effectively communicate my message and engage with my audience. This includes features such as a drag-and-drop interface, customizable settings for each component, and seamless integration with other Drupal features such as media management.

As a creator, when I'm editing content, I want to see a real time preview of what I'm editing. Custom component code should not have to be aware that it may be rendered in the page builder.

As a creator, I want to be able to use images from the Drupal Media Library, so that I can create more engaging and unique content.

As a creator, I want to be able to insert new components and change the order of the components, and move them from one place to another on the page. This will require actions for drag-and-drop, clicking with mouse, and keyboard.

As a creator, I want to be able to nest components. For example, I want to render an accordion which contains text within a two-column layout.

As a creator, I want to select a variation of a component. For example, I want to select a dark or light variation of a card component.





02. Backend foundations. Establish a stable foundation for Page Builder and Theme Builder.



02. Backend foundations

Deliverable

Architecture plan, data model, and configuration schemas.

Drupal.org issue

www.drupal.org/node/3450586

User Stories

As a technical builder, I want to be able to work in a separate development environment and move changes to components, templates, or the design system to production.

Changes may consist of creation of new components and changes to designs or structure of the components. Ideally this would be managed as part of the configuration management system which is built into Drupal so that Experience Builder doesn't introduce new processes.

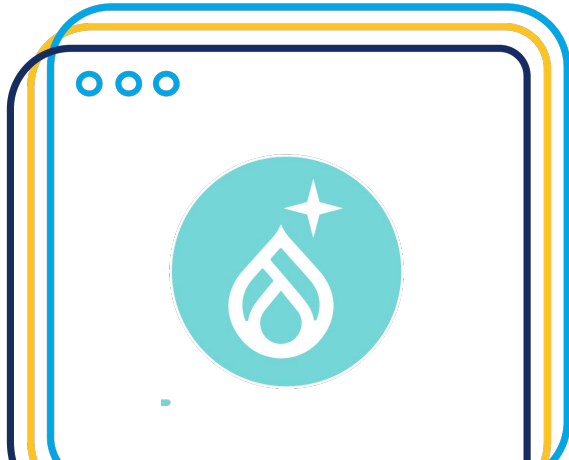
As a creator, I can create draft content and preview and edit content that hasn't been published yet. The workflow state is consistent for the page and the components that are added to the page.

As a builder, when I make changes to pages, I want to be able to see previous versions of the page and revert back to an older version of the page. This could be either before or after the page has been published. Future-facing sibling: "Draft content" capability.

As a creator, I want to map component properties to fields instead of using static content. For example, display the node title in a hero component, or use a design token (i.e. CSS variable) for the background color of the hero component.



Roadmap beyond 2024



- **Proposed milestones:**

<https://docs.google.com/document/d/1UHbKz1zmHNFk6AK7hM5lQ2xPRDa41YW0h6iNA8zMe0Q/edit>

- **User Stories:**

https://docs.google.com/spreadsheets/d/1OpETAzprh6DWjpTsZG55LWgldWV_D8jNe9AM73jNaZo/edit



Get involved!

Drupal.org project
d.o/project/experience_builder

Drupal Slack
[#experience-builder](#)





DRUPAL STARSHOT

Thank you!