

## Chapter 5 CMS Feature Analysis

- The Difficulties of Feature Analysis
  - “Fitness to Purpose”
  - “Do Everything” Syndrome
  - The Whole Is Greater than the Sum of Its Parts
  - Implementation Details Matter
  - Does a Feature Solve the Right Problem?
- An Overview of CMS Features
- Summery

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## The Difficulties of Feature Analysis

1. Fitness to purpose
2. "Do everything" syndrome
3. The whole is greater than the sum of its parts
4. Implementation Details Matter
5. Does a feature solve the right problem



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## 1- Fitness to Purpose

- It can be **challenging** to determine whether a particular feature will **truly meet** the needs of an organization.
- For example, a CMS may have a **form creation** feature, but if it's limited in functionality and does not allow for customization beyond basic fields, it may not have the necessary **Fitness to Purpose** to meet an organization's needs.
- In other words, it's important to evaluate whether a feature truly addresses a **specific** need, rather than just having the feature for the **sake of having it**.



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## 2- Do everything syndrome

- This occurs when a CMS offers an **overwhelming number** of features and capabilities, which can make it difficult to identify which ones are necessary for a specific organization.
- It can be **tempting** to choose a CMS that has every possible feature, but this can lead to a **bloated** and overly complex system that is difficult to use and **maintain**.
- Instead, it's important to carefully **evaluate** which features are **truly essential** to an organization's content management needs and select a CMS that provides those features without **unnecessary** complexity.



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### 3- The Whole Is Greater than the Sum of Its Parts

- This refers to the fact that a CMS is more than just the **sum of its individual** features; rather, it's the overall system and how the features **work together** that determine its **usefulness**.
- In other words, even if a CMS has **all** the necessary individual features, if they don't work **together** seamlessly or are difficult to use, the CMS may not be effective for an organization's content management needs.
- Therefore, it's important to evaluate not only the **individual** features of a CMS, but also how they work **together** as a cohesive system.

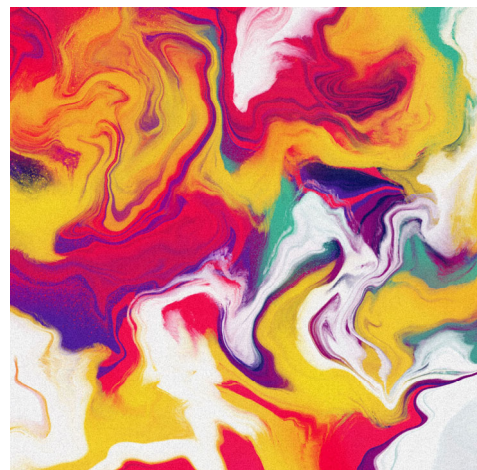


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### 4- Implementation Details Matter

- Even if a CMS has **all the necessary features**, the way those features are implemented can greatly affect their usefulness.
- For example, a CMS may have a feature for **image management**, but if the image upload process is overly complex and time-consuming, it may not be practical for an organization to use.
- Similarly, a CMS may have a feature for **version control**, but if it's difficult to navigate or understand, it may not be used effectively.
- Therefore, it's important to evaluate not only the **features** of a CMS, but also **how they are implemented** and whether they are **practical** and user-friendly for the organization's content management needs.



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## 5- Does a Feature Solve the Right Problem?

- This refers to the fact that a **feature may exist** in a CMS, but it **may not** actually solve the problem that an organization is trying to address.
- For example, a CMS may have a feature for **advanced analytics tracking**, but if the organization's website does not receive enough traffic to make use of the data, the feature may not be useful for that particular organization.
- Therefore, it's important to evaluate whether a feature is **actually necessary** for an organization's content management needs, and whether it solves the specific problem that the organization is trying to address. This requires a **careful understanding** of the organization's **goals and requirements**, and a critical evaluation of whether a particular feature is the right solution for those needs.



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## An Overview of CMS Features

- **Content modeling:** Describing the structure of content and storing content as a **faithful** representation of this structure.
- **Content aggregation:** Logically organizing content into groups and in relation to other content.



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## An Overview of CMS Features-cont.

- **Editorial workflow and usability:**  
Enabling and assisting the creation, editing, and management of content within defined boundaries.
- **Publishing and output management:**  
Transforming content in various ways for publication and delivering the prepared content to publishing channels.



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## Summery vs Summary

- Understanding these **basic features** can provide a helpful framework for evaluating the **capabilities** of a CMS.
- By assessing how well a CMS meets these **fundamental needs**, organizations can determine whether a particular system is a **good fit** for their content management requirements.



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