BASECAMP – AEM Process workflow

USE BASECAMP
Content author that needs assistance from the writing, design, digital media teams

DON'T USE BASECAMP
Start for simple edits done by one person

The following workflow provides an overview for a typical web project that uses Basecamp as the project management tool, and AEM as the web authoring tool.

This assumes the following

- Content Authors will be responsible for initiating a work flow request to have content posted live.
- Content Authors will be responsible for updating Basecamp and provide communications with the project owner and stakeholders.
- Digital Media will be responsible for work flow approvals,
- Digital Media will not be assigned to the milestones in Basecamp UNLESS someone on the digital media team is assigned as the content author.
- Simple edits that do not require input from SME approval, design elements or input from anyone, will not need to follow Basecamp route.
- Simple edits do not involve the Digital Media team other than activating the content.

BASECAMP:
Milestone set up for project. Design, Writing or Demand Gen. provide content and resources.

BASECAMP:
Project Assigned a Marketing content author for completing the project in AEM

AEM:
CONTENT AUTHOR goes into AEM begins entering content for the project or updates the content

AEM:
Once content is complete, Author intiates a work flow to have the content posted to production

Simple content updates do not need to be entered in Basecamp

WORKFLOW Appoval

REJECTED:
Email sent to author to make corrections

DIGITAL MEDIA TEAM INVOLVEMENT

APPROVED:
Email goes to author and content is posted live.

Used Base Camp?

NO

SIMPLE EDIT COMPLETE

YES

BASECAMP:
After content is posted live, the content author will be responsible to updating Basecamp project and notifies the project owner.

CONTENT NEEDS UPDATES

PROJECT OWNER UPDATES

NO UPDATES

PROJECT MARKED COMPLETE.