WORDCAMP US 2015

THEMES ARE FOR USERS

AUTOMATTIC

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LET’S TALK ABOUT

USERS

MEET MICHELLE

- Needs a website for her handmade purses and handbag accessories
- Wants to showcase her creativity
- Photoblogs about her creative process
- Wants to build a community of followers

Source:
wocintechchat.com/blog/wocintechphotos

THEME DEMO

IMPOSSIBLE PERFECTION

ACTUAL RESULTS

LOST IN TRANSLATION

THEME OPTIONS

WHERE DO I START?

MEETING A THEME

MOST USERS ARE IN THE DARK

So, I thought I could make my page look professional on my own... No way in ****. This is for technologically savvy only, I suppose.

WordPress.com user

TOO HARD TO USE!
DISAPPOINTED!

WordPress.com user

Lovely theme but I just don't have the time and patience to learn it.

WordPress.com user

PEOPLE RESIST

COMPLICATED

BRAIN OVERLOAD

IF IT'S TOO COMPLEX, WE SHUT DOWN

MORE CHOICES?

EVEN WORSE!

LONG LISTS

PEOPLE FOCUS ON WHAT'S LEFT

GOOD UX

MORE PROFIT

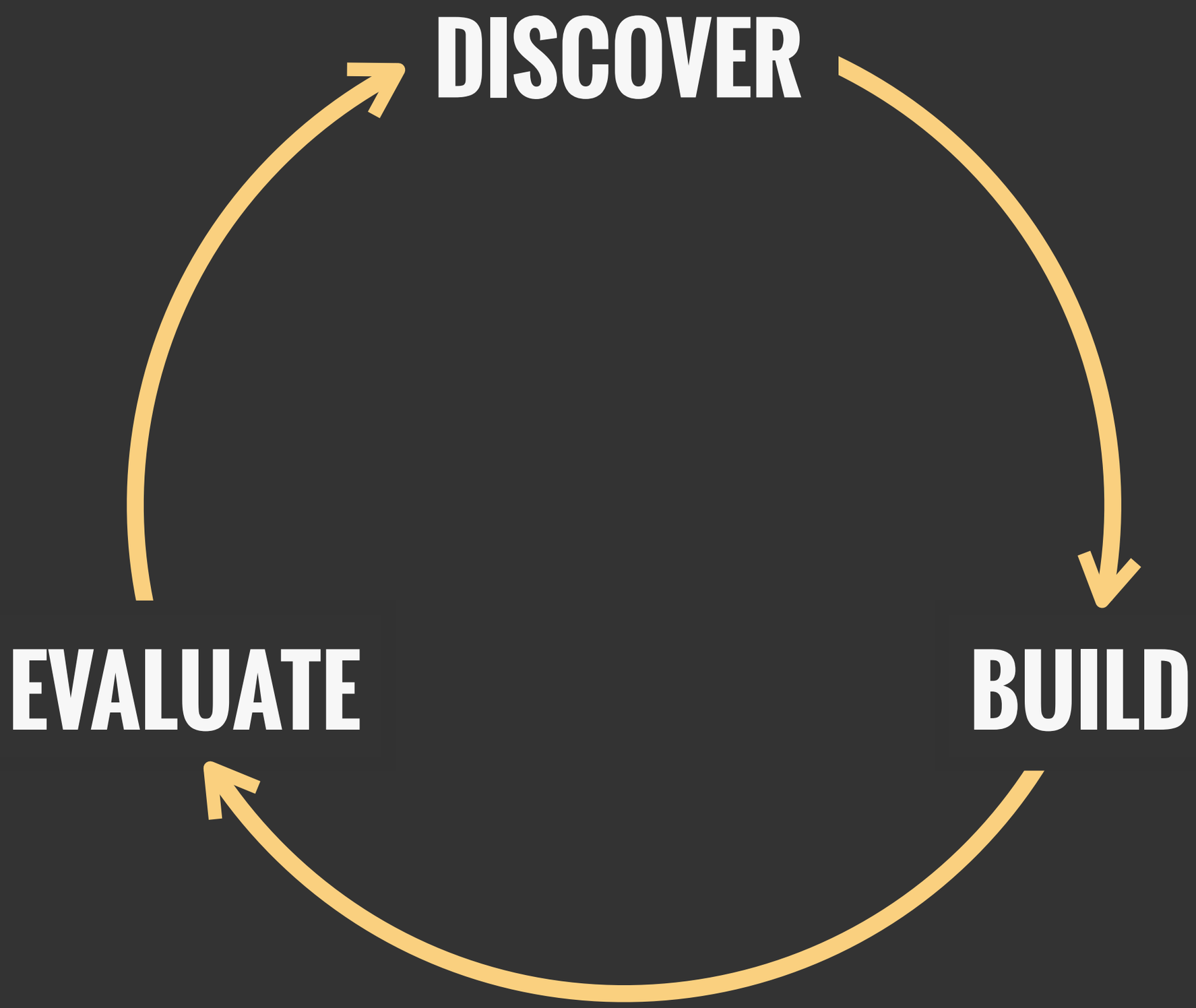
CREATING A

MINDFUL PROCESS

TYPICAL PROCESS

IDEA → DESIGN → BUILD → LAUNCH

ITERATIVE PROCESS



STEP 1

DISCOVER

DISCOVER - ANALYTICS

WHAT PATTERNS DO YOU SEE?

DISCOVER - STAFF

WHAT ARE YOUR PAIN POINTS?

DISCOVER - USERS

INTERVIEW AND CREATE PERSONAS

STEP 2

BUILD

BUILD - SKETCH

YES, WITH PENCIL & PAPER

BUILD - WIREFRAMES

TOOL TIP:
TRY BALSAMIQ

BUILD - PROTOTYPE

TOOL TIP:
USE CODEPEN

STEP 3

EVALUATE

EVALUATE

REPEAT TESTS & LOOK FOR NEW PATTERNS

WORDPRESS THEMING

WHAT DOES THIS MEAN?

THEMES

BECOME FOCUSED

THEME OPTIONS ARE

OPTIONAL

THEME OPTIONS

ENHANCE A THEME'S PURPOSE

DOCUMENTATION

EASIER TO WRITE & MAINTAIN

DOCUMENTATION

NOT “REQUIRED READING” - USERS WIN

SCREENSHOTS & DEMOS

REALISTIC EXPECTATIONS

WORDPRESS THEMING

CREATING BETTER THEMES

BEFORE THEMING

RESEARCH & ESTABLISH FOCUS

WHILE THEMING

BUILD IN CHUNKS.
TEST AS YOU GO.
EXPERIMENT & REVISE.

AFTER THEMING

WHAT DID YOU LEARN?

THANKS! ANY QUESTIONS?

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