



WORDCAMP US 2015

THEMES ARE FOR USERS

AUTOMATIC
DAVID A. KENNEDY

davidakennedy.com @davidakennedy

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

The background of the image is a wide-angle photograph of a desert landscape. It features numerous large, smooth sand dunes with distinct ridges and shadows. The color palette is dominated by warm tones of orange and yellow, with the sky above being a clear, pale blue.

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

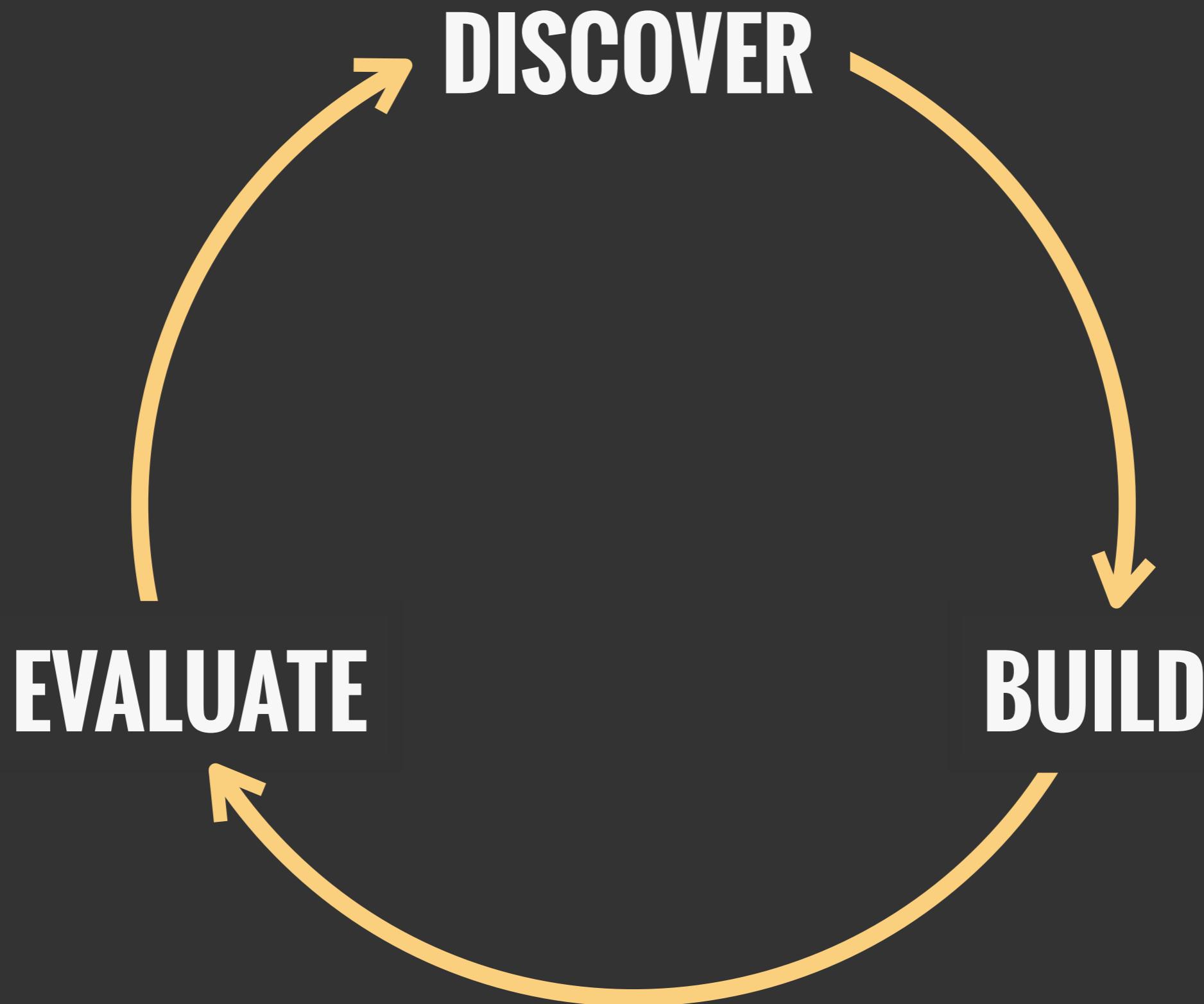
The background of the image is a dramatic photograph of a large, dark blue ocean wave crashing towards the viewer. In the distance, a range of mountains is visible against a sky that transitions from a warm orange and yellow at the horizon to a cooler blue and grey at the top. The overall mood is serene and powerful.

CREATING A MINDFUL PROCESS

TYPICAL PROCESS

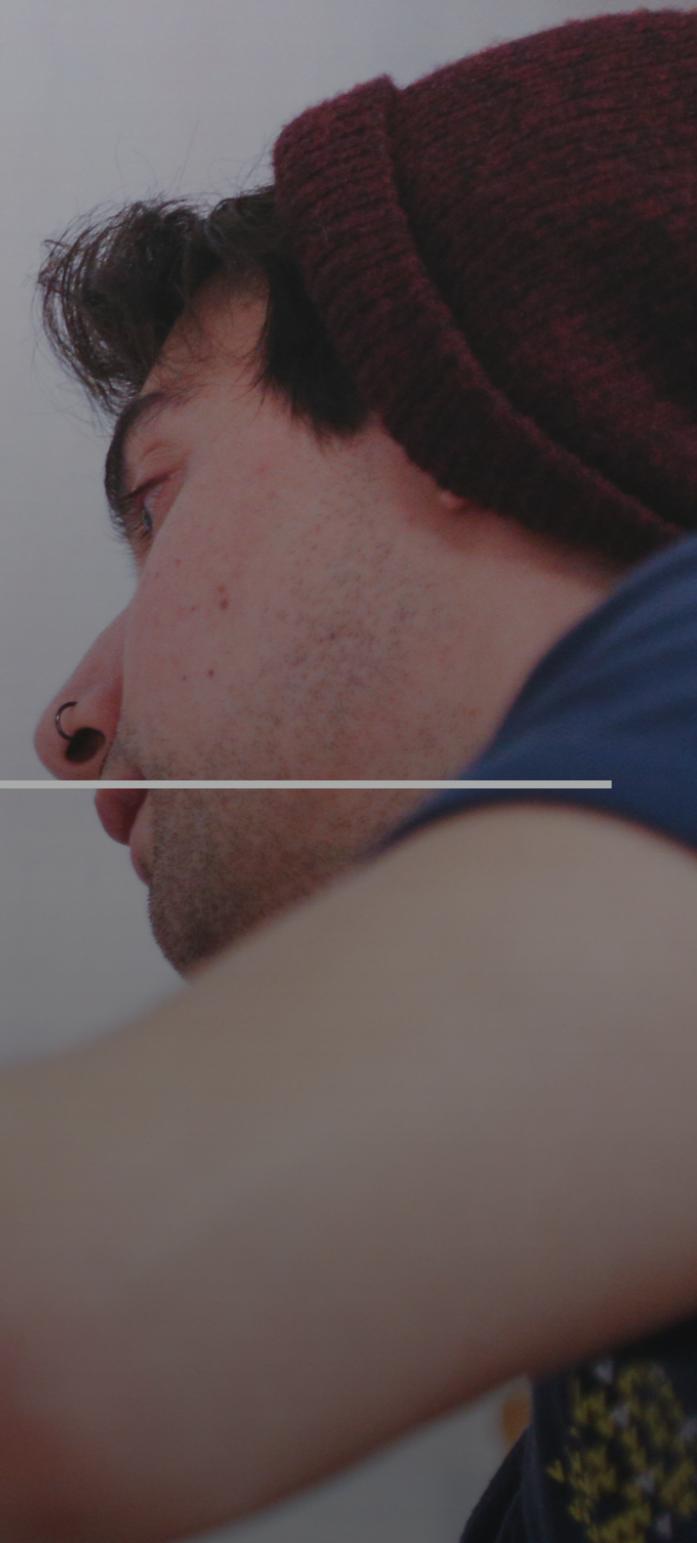
IDEA → DESIGN → BUILD → LAUNCH

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**

A photograph of a man and a woman working together in a modern office or study area. They are seated at a desk, facing each other. The man, wearing glasses and a blue shirt, is smiling and looking towards the woman. The woman, with long blonde hair, is looking down at her work. On the desk between them is a silver laptop with an Apple logo. The background features large windows with a grid pattern, a large yellow lamp, and a wall decorated with a large, abstract black and white photograph of a landscape.

STEP 3

EVALUATE

EVALUATE

REPEAT TESTS & LOOK FOR NEW PATTERNS

A person with dark hair is seen from the side, working at a desk. They are looking at a computer screen which displays a web browser with several tabs open, showing code snippets and theme preview sections. To the left of the main monitor, there's another screen showing a file explorer or a similar interface. A yellow sticky note is pinned to the top edge of the main monitor. The background is slightly blurred, showing an office environment with other equipment like a telephone and some cables.

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

A close-up photograph of a person's hands holding a tablet. The person is wearing a white shirt and a dark suit jacket. They are wearing a light-colored face mask. The tablet screen shows a WordPress website with various posts and images. The background is slightly blurred.

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?



AUTOMATIC

THANKS! ANY QUESTIONS?

davidakennedy.com/speaking/

@davidakennedy