



**WORDCAMP US 2015**

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**THEMES ARE FOR USERS**



AUTOMATIC

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**LET'S TALK ABOUT**

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**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](http://wocintechchat.com/blog/wocintechphotos)



**THEME DEMO**

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**IMPOSSIBLE PERFECTION**



A photograph of a desert landscape featuring rolling sand dunes. The dunes are a warm, golden-brown color and are illuminated by soft, low-angle light, creating long, gentle shadows. The sky above is a clear, pale blue. The overall mood is serene and vast.

**ACTUAL RESULTS**

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**LOST IN TRANSLATION**





**THEME OPTIONS**

**WHERE DO  
I START?**





**MEETING A THEME**

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**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

A woman with long brown hair and black-rimmed glasses is sitting at a wooden desk, looking down at a laptop. She is wearing a light blue button-down shirt under a grey cardigan. The background is a red brick wall. The image has a dark, semi-transparent overlay.

**PEOPLE RESIST**

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**COMPLICATED**



**BRAIN OVERLOAD**

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**IF IT'S TOO COMPLEX, WE SHUT DOWN**

**MORE CHOICES?**

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**EVEN WORSE!**

**LONG LISTS**

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**PEOPLE FOCUS ON WHAT'S LEFT**



**GOOD UX**

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**MORE PROFIT**

A serene sunset or sunrise over a body of water with mountains in the background. The sun is low on the horizon, creating a soft glow and reflecting on the water's surface. The sky is a mix of light blue and orange, and the mountains are silhouetted against the bright light.

**CREATING A**

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**MINDFUL PROCESS**

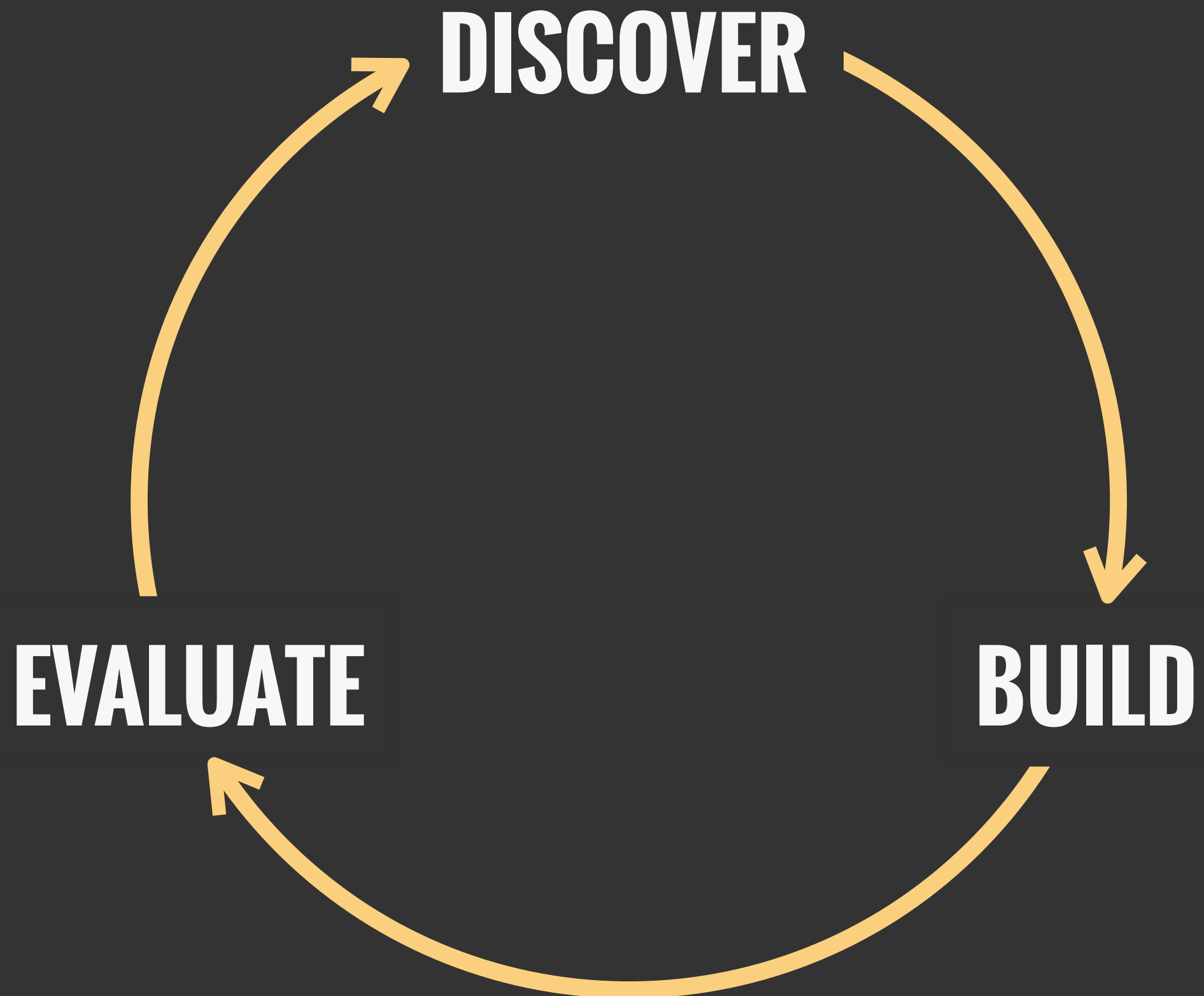
# TYPICAL PROCESS

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**IDEA → DESIGN → BUILD → LAUNCH**

# ITERATIVE PROCESS

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**STEP 1**

**DISCOVER**





**DISCOVER - ANALYTICS**

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**WHAT PATTERNS DO YOU SEE?**

**DISCOVER - STAFF**

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**WHAT ARE YOUR PAIN POINTS?**



**DISCOVER - USERS**

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**INTERVIEW AND CREATE  
PERSONAS**





STEP 2

BUILD



**BUILD - SKETCH**

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**YES, WITH  
PENCIL & PAPER**

# **BUILD - WIREFRAMES**

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**TOOL TIP:  
TRY BALSAMIQ**



**BUILD - PROTOTYPE**

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**TOOL TIP:  
USE CODEPEN**



A man and a woman are sitting at a desk in a modern office. The man, on the left, is wearing glasses and a blue shirt, smiling as he looks at a laptop. The woman, on the right, is wearing a dark dress and is looking at the laptop. The desk is a light-colored wooden cube. A large window with a grid pattern is in the background, letting in bright light. A large, cylindrical lamp hangs over the desk. The office has patterned partitions and a yellow textured chair.

**STEP 3**

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**EVALUATE**



**EVALUATE**

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**REPEAT TESTS & LOOK FOR NEW  
PATTERNS**

A person with long dark hair is seen from the side, sitting at a desk and looking at two computer monitors. The monitor on the left shows a list of items, possibly a product catalog. The monitor on the right shows a web page with a grid of images and text, likely a WordPress theme preview. The person's hand is resting on their chin, suggesting they are in deep thought or focused on their work. The background is slightly blurred, showing a window and some office equipment.

**WORDPRESS THEMING**

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**WHAT DOES THIS MEAN?**



**THEMES**

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**BECOME FOCUSED**

**THEME OPTIONS ARE**

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**OPTIONAL**



**THEME OPTIONS**

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**ENHANCE A THEME'S PURPOSE**

**DOCUMENTATION**

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**EASIER TO WRITE & MAINTAIN**



**DOCUMENTATION**

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**NOT “REQUIRED READING” -  
USERS WIN**

**SCREENSHOTS & DEMOS**

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**REALISTIC EXPECTATIONS**





**WORDPRESS THEMING**

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**CREATING BETTER THEMES**



**BEFORE THEMING**

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**RESEARCH & ESTABLISH FOCUS**



# WHILE THEMING

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

**AFTER THEMING**

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**WHAT DID  
YOU LEARN?**







AUTOMATIC

**THANKS! ANY QUESTIONS?**

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