



The Art of the Custom Admin Interface

Sarah James | Senior UX Designer



Why should you care?

WordPress core is great, but...

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WordPress core is great, but...

Every project has unique business and content needs. Pairing these with user needs creates delightful experiences.

Why should you care?

WordPress core is great, but...

In other words, don't just slap some shit together and call it good. You're better than that.

The Process, Broken Down

Step 1: Identify Requirements

Step 2: Create Rapid Mockups

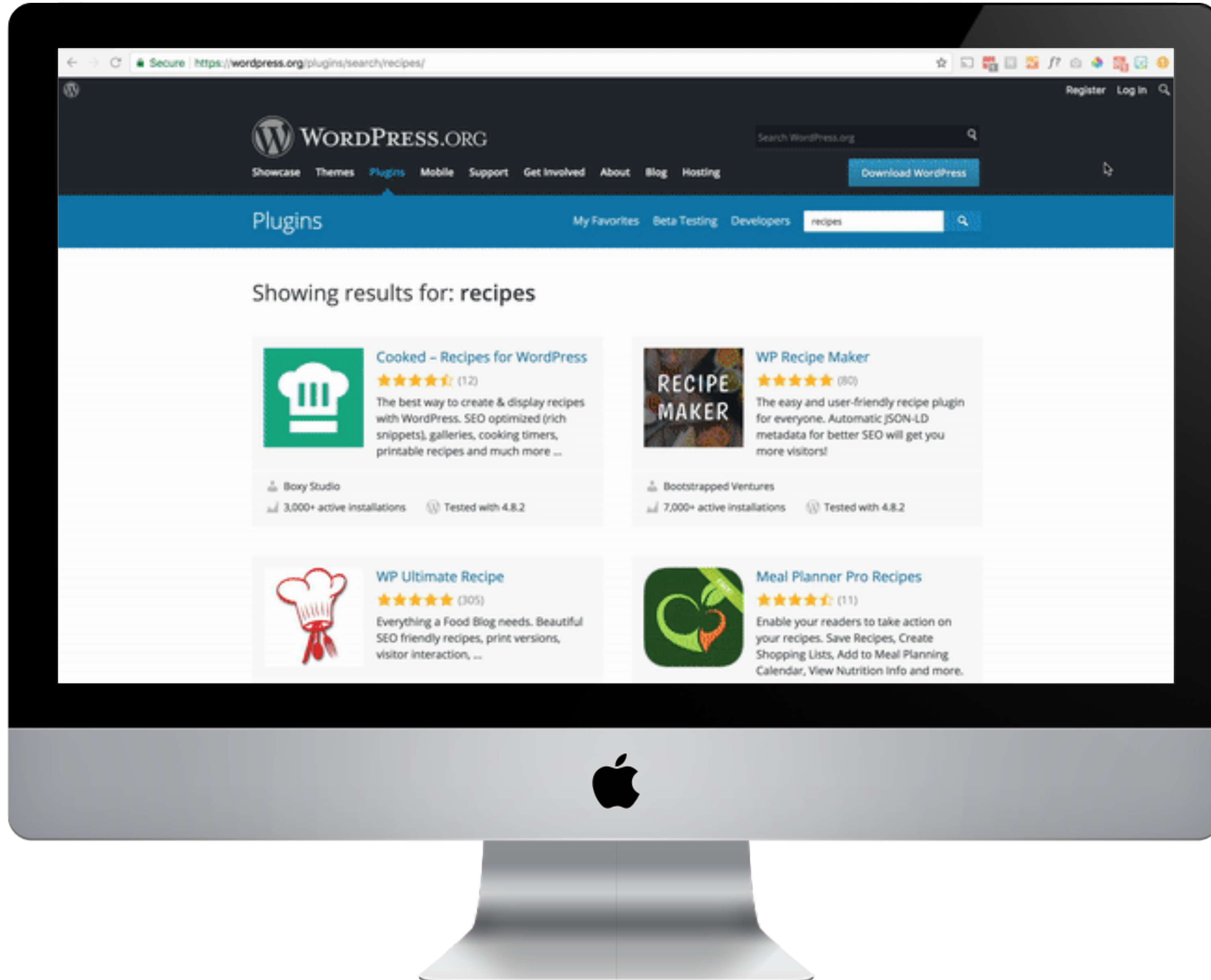
Step 3: Review & Weigh Ideas

Step 4: Research LOE & Existing Solutions

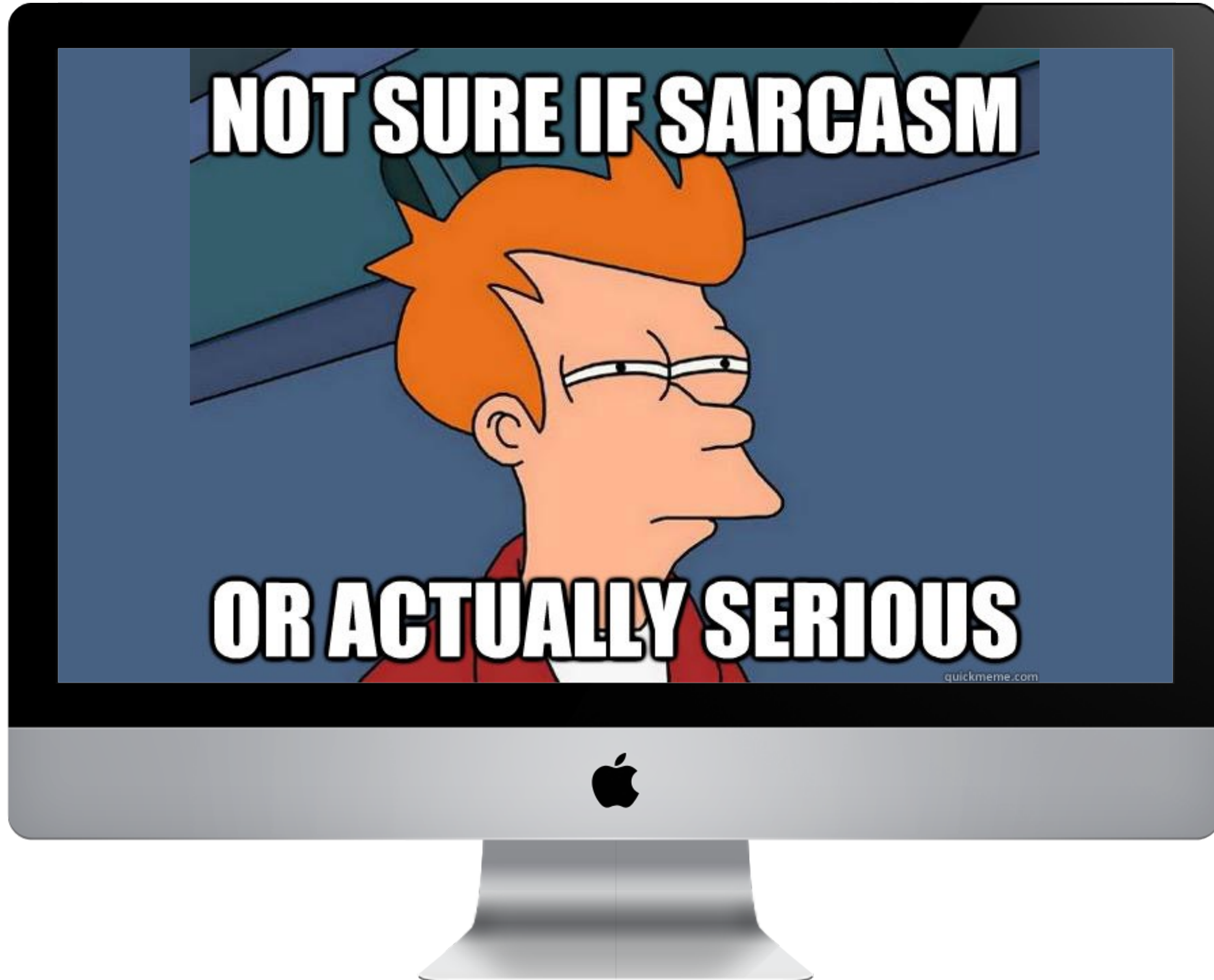
Step 5: Decide and Implement

An Everyday Scenario

A well-meaning client needs a website for their food blog. The site will need sections for items such as recipes or menu options. According to them, this is a pretty simple, straight-forward build.



The answer is easy... start searching for a plugin



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Plugins are great, but have limitations. Before choosing a solution, let's start by fully understanding the problem space.

Step 1: Identify Requirements

Begin by Understand the Problem Space

Define the problem to move beyond the superficial and get to the heart of the issue we are trying to solve.

How to Define a Problem

- The 5 Whys
- Defining who, what, where, when, & why
- User stories
- Mad-lib style problem statements

Gather Requirements

Fully understanding content elements and what authors need will assist in finding a solution.

Defining Requirements

- Content Modeling
- Foundational Architecture
- Task Model
- Content Auditing (current site & future state)
- Define Key User Tasks & Goals

THE NOSHHER

CHALLAH

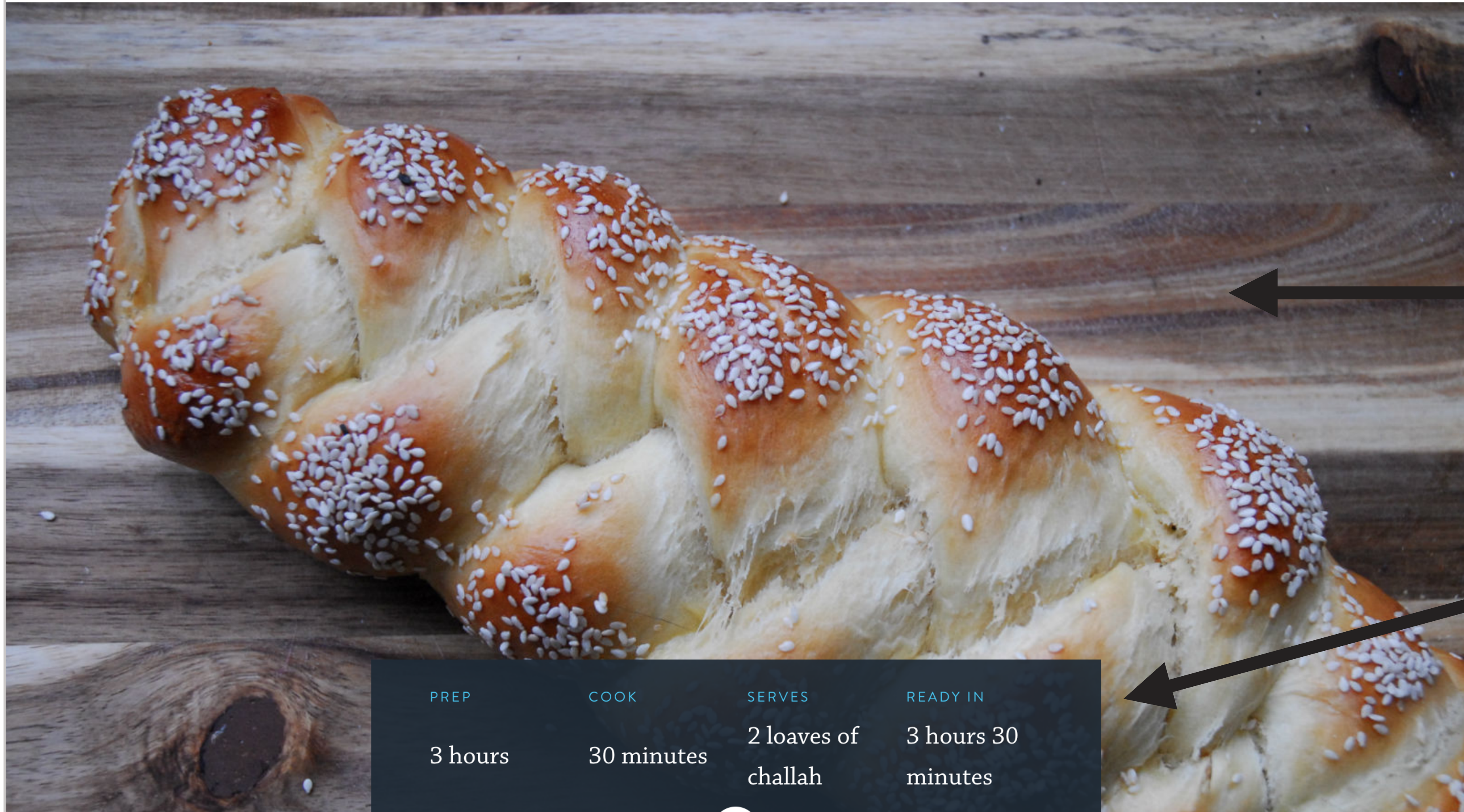
NOSHING

VEGETARIAN

DESSERT

FOOD VIDEOS

Search...



Back to Our Well-Meaning Client

Before the build, your client has provided you with either designed comps or high fidelity wireframes. This is the blueprint you have to begin creating the WP-Admin.

FEATURED IMAGE

RECIPE OVERVIEW

- Prep Time
- Cook Time
- Serving #
- Ready Time

PREP	COOK	SERVES	READY IN
3 hours	30 minutes	2 loaves of challah	3 hours 30 minutes



How to Make Challah

Make perfect, fluffy challah every time with this classic recipe.

BY THE NOSHER | APRIL 26, 2017

Advertisement



Classic challah is almost as sacred as Shabbat itself, and we know how gratifying and delicious it is to prepare homemade challah at home. If you have always feared this task, we promise: it is easier than you think.

Watch below for step-by-step directions on how to make Claudia Roden's classic challah recipe. And don't forget to [check out our video](#) for mastering a 3-braid, 6-braid or even round braided challah.

Please note: this recipe can easily be doubled to make 4 loaves instead of 2.



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Even Jimmy Fallon Loves Israeli Chocolate

NOSHING



How to Make Chicken Soup in an Instant Pot

DINNER

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CATEGORY

PAGE TITLE

SUBHEAD

RELATED CONTENT

BODY COPY

Ingredients

INGREDIENTS

- 1 1/8 cups lukewarm water
- 1 Tbs dry yeast
- 1 tsp sugar
- 4 1/2 cups all-purpose flour
- 2 eggs, beaten, plus 1 whole egg for glazing
- 1/2 Tbs salt
- 1/4 cup sugar
- 1/4 cup vegetable oil
- Poppy or sesame seeds (optional)

Advertisement

Directions

DIRECTIONS

- 1 Dissolve the yeast in the water with 1 teaspoon of the sugar. Beat well and leave 10 minutes, until it froths.
- 2 In a very large bowl, lightly beat the eggs. Then add the salt, sugar, and oil and beat again. Add the frothy yeast mixture and beat well. Now add the flour gradually, and just enough to make a soft dough that holds together, mixing well, first with a large spoon, then working it in with your hands.
- 3 Knead vigorously for about 15 minutes, until it is very smooth and elastic, adding

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NEWSLETTER

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COMMENTS

KEEP ON NOSHING

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CONTENT



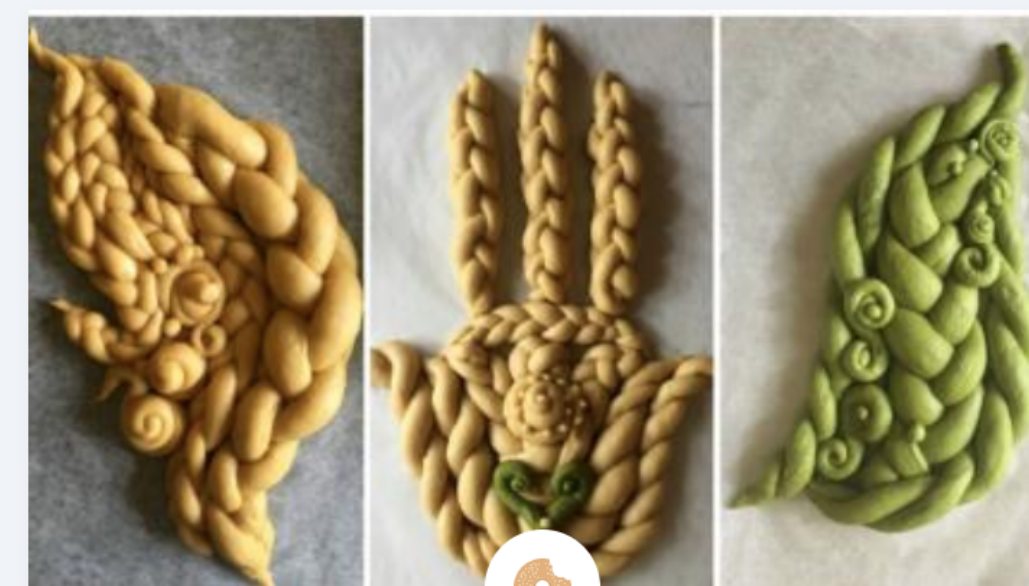
DESSERT

Chocolate, Pecan and Banana
Cookies Recipe



GIVEAWAY

Ottolenghi's New Cookbook is
Seriously Drool-Worthy, and...



CHALLAH

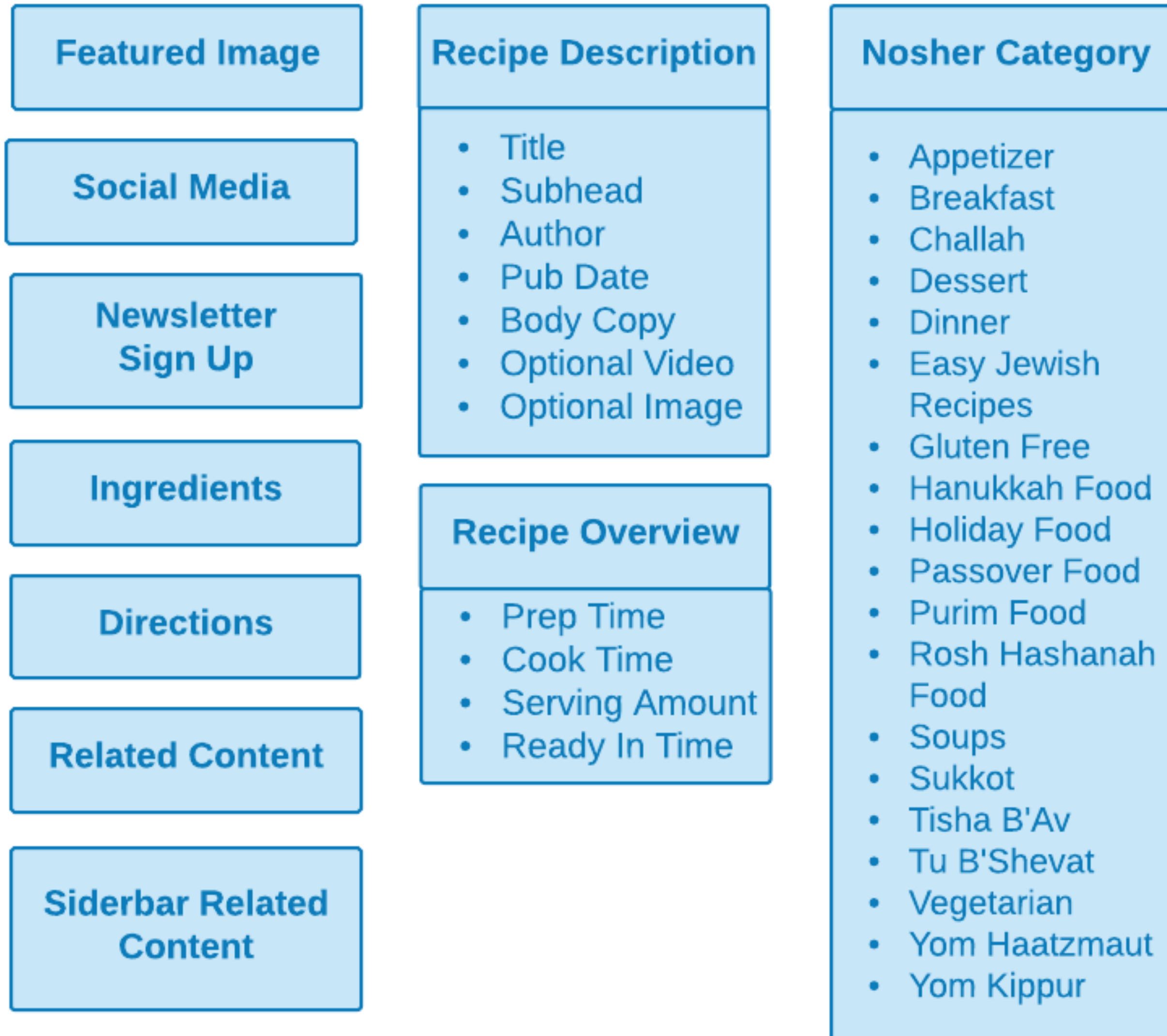
The Most Gorgeous Challah
You've Ever Seen

Ideas for Defining Requirements

a.k.a: The UX Deliverables

My Jewish Learning

Content Model & Types: Recipes



Content Models

This exercise audits and documents content types and requirements, creates taxonomy categories, and maps how content is organized.

Tools



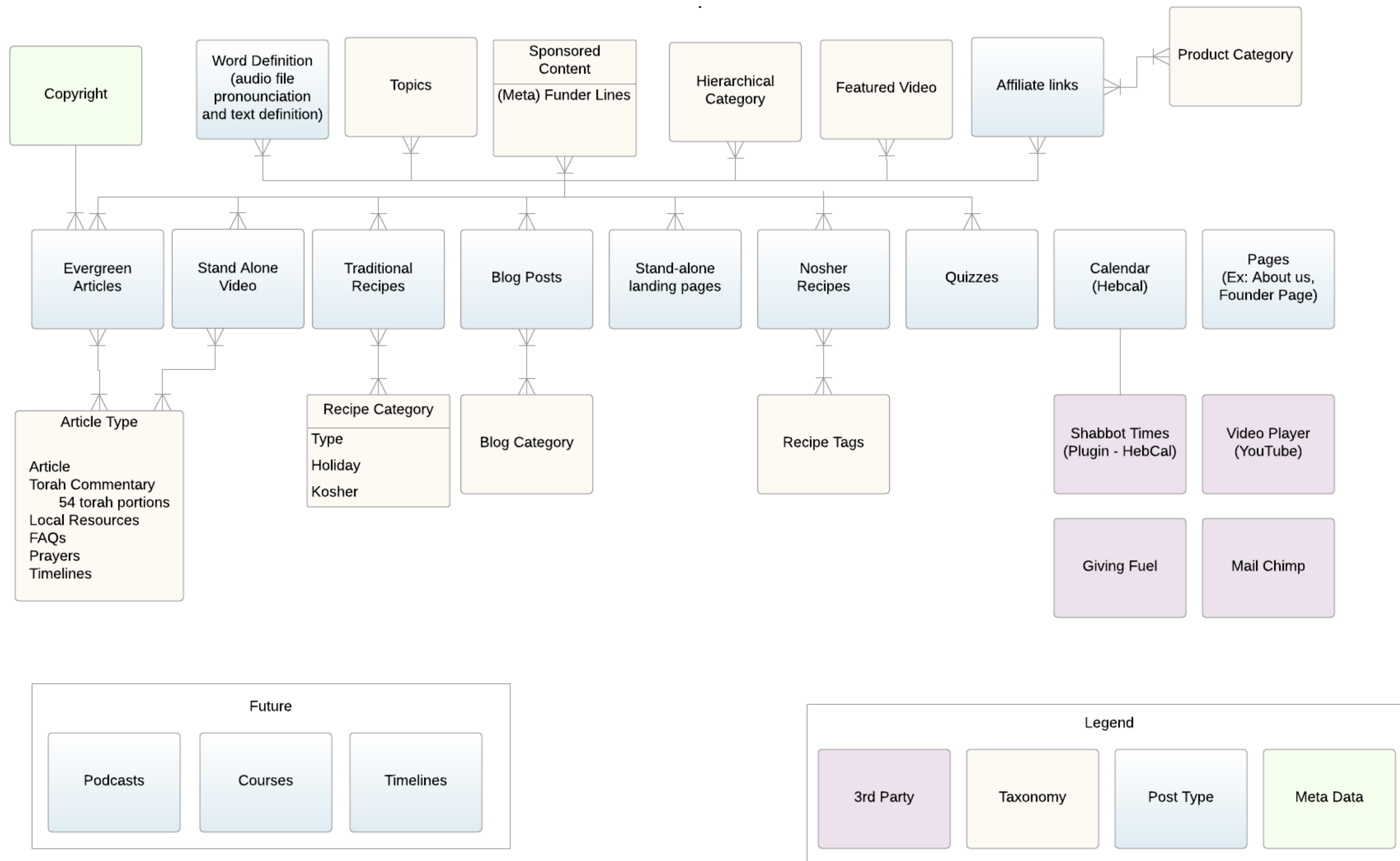
Google Sheets



Excel Spreadsheets



LucidChart



Foundational Architecture

Foundational architecture is a visual diagram that maps and defines content types and their relationships within the WordPress site. This is more foundational and usually less detailed than a content model diagram.

Tools



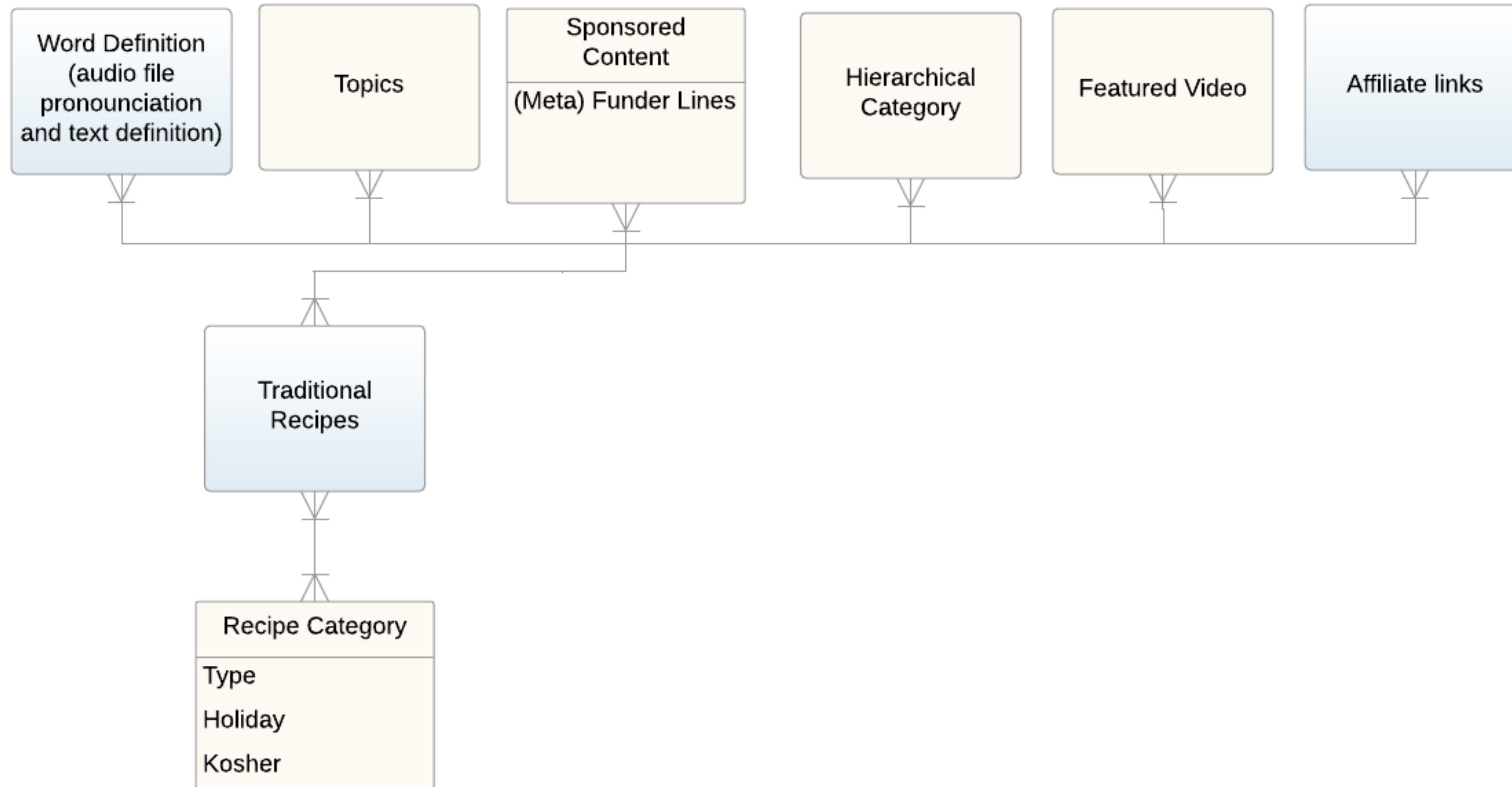
LucidChart



Draw.io



Axure



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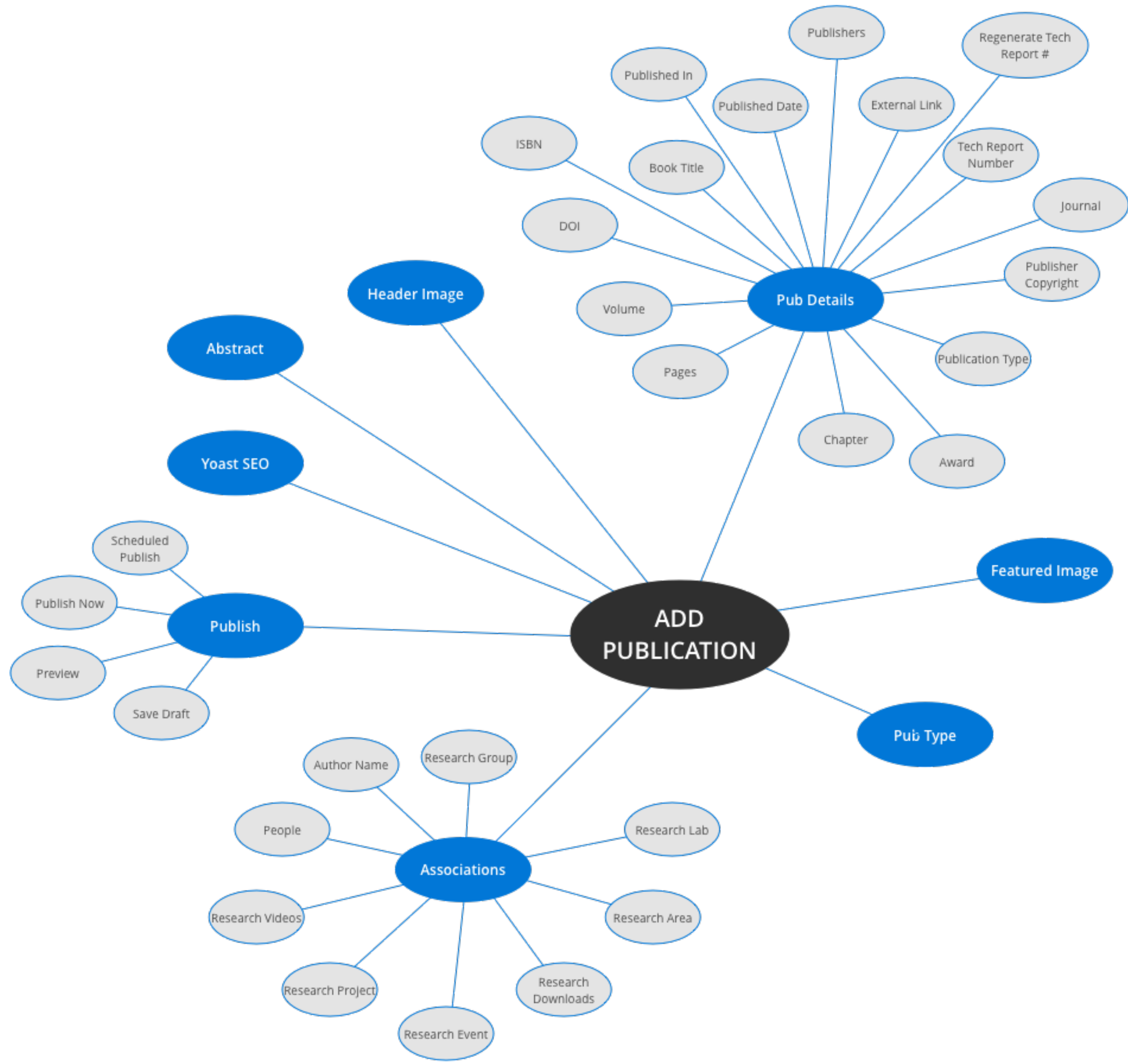
LucidChart



Draw.io



Axure



Task Model

This exercise is a visual representation of each task a user can accomplish on a webpage or admin interface. The purpose is to map out both typical use cases and edge cases and note their interrelationships with each other.

Tools



Sketch



Adobe Illustrator



Draw.io

Now that everything is defined...

We can find a plugin or start using advanced custom fields... right?

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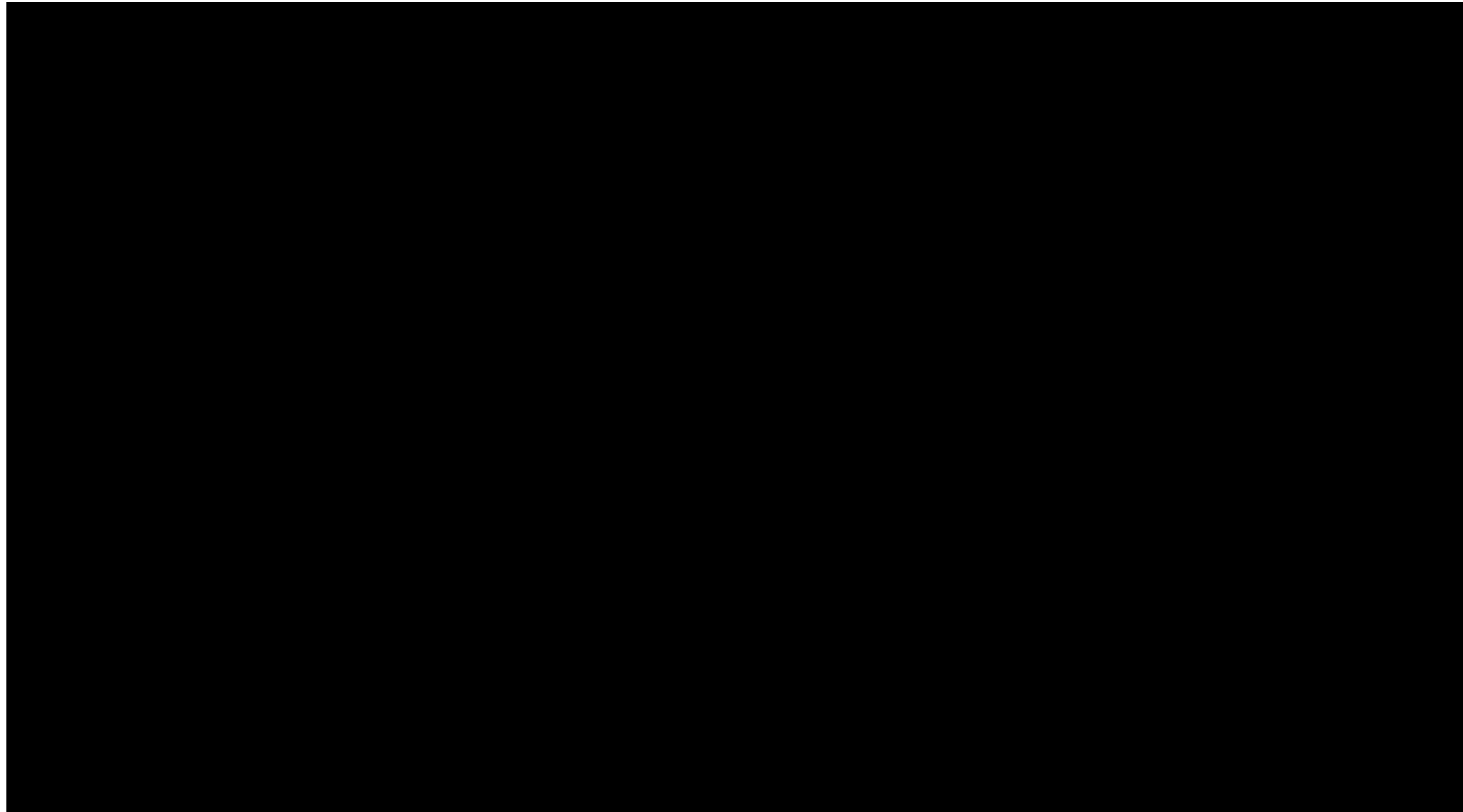


*Almost no content model survives its first touch.
Revisions will happen...*

*...but now that we understand the content, let's
see how to best organize it in the WP-Admin.*

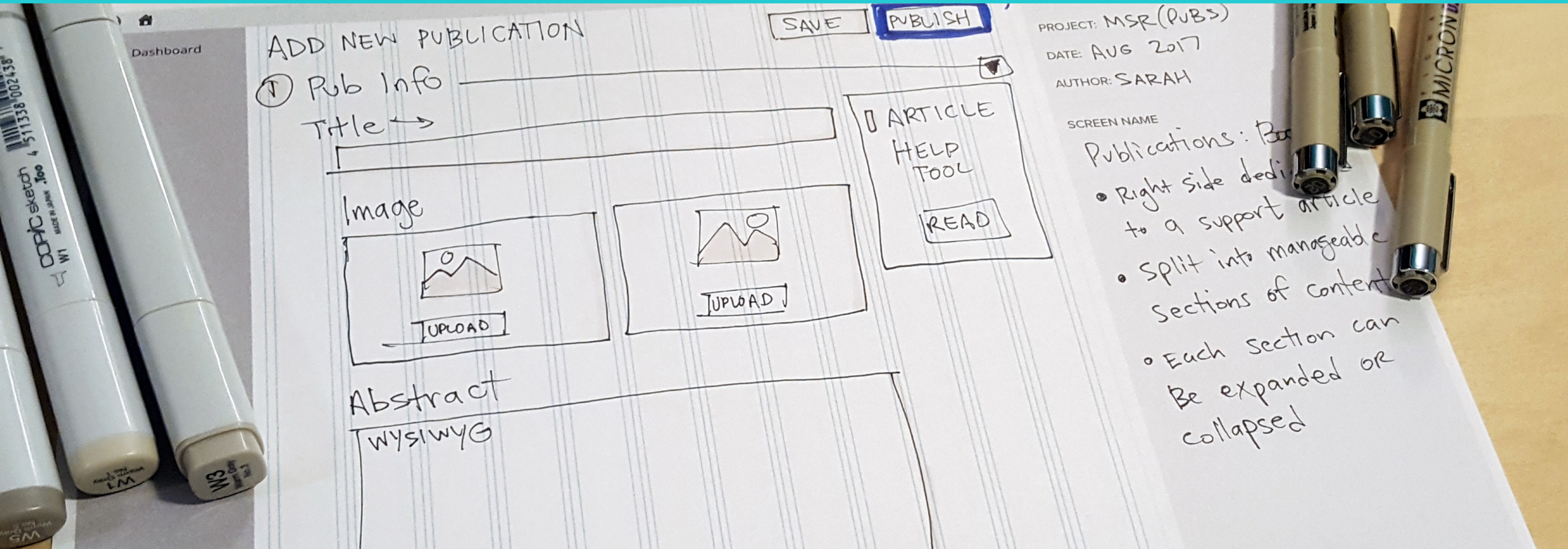
Step 2: Create Rapid Mockups

But, Sarah, I don't have time for this!



<https://www.youtube.com/watch?v=VPbjSnZnWP0>

Creating rapid prototypes allows you to fail early fast — which is much cheaper than failing late and over budget.

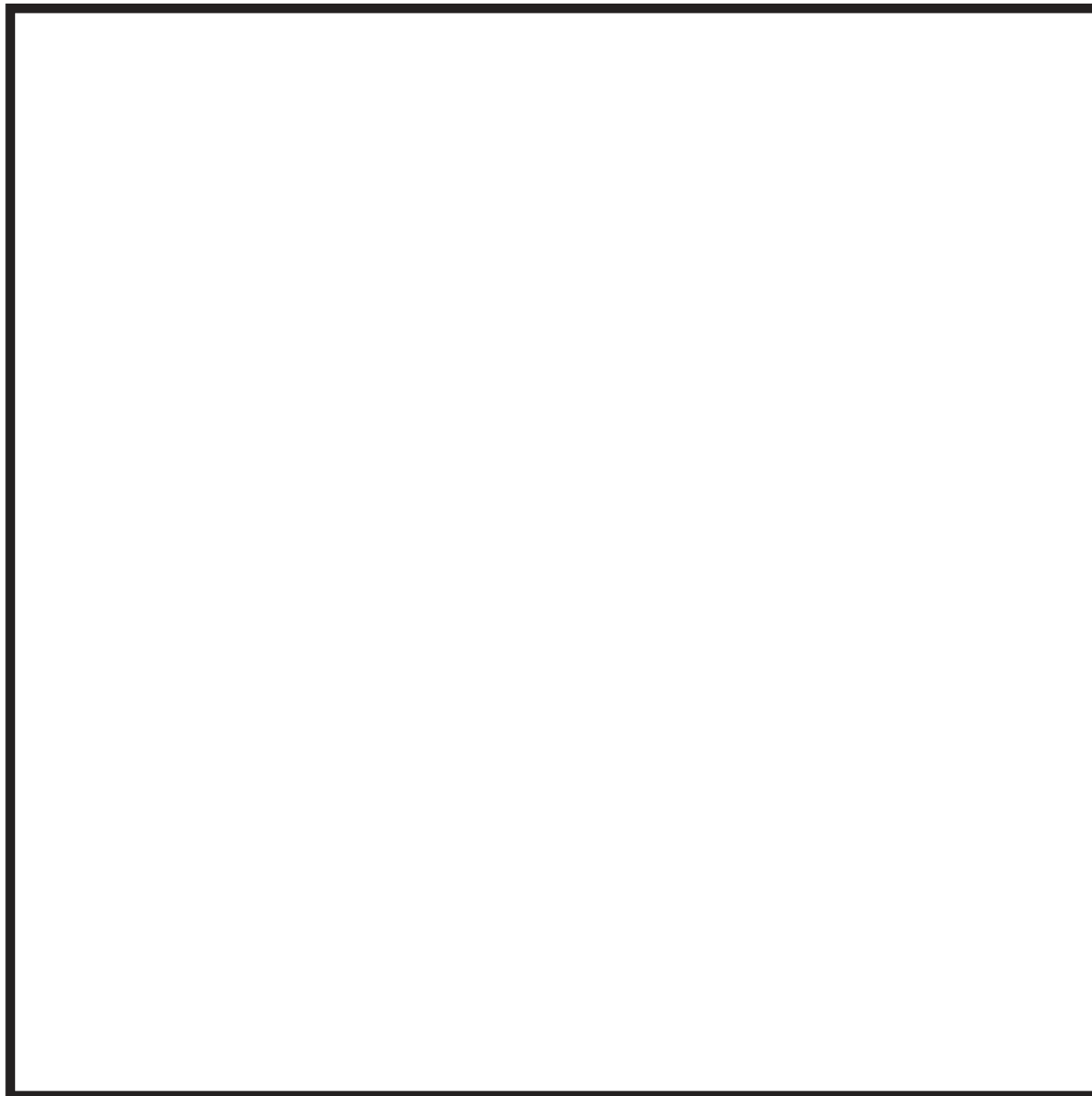


Pen & Paper

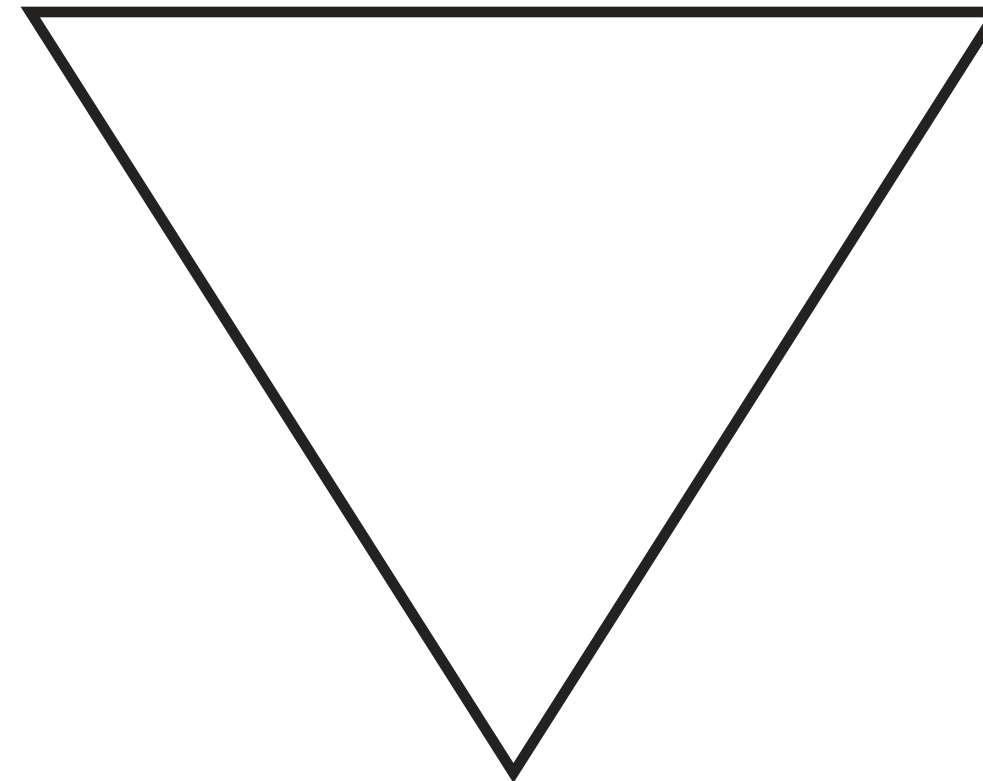
Use a napkin, burrito wrapper, coaster...anything to start drawing. Create multiple iterations with very little level of effort.

But, Sarah, I'm not a designer!

If you can draw this:



And this:



Then you can draw wireframes!



Start with the Basics

Use WordPress Core Elements as a Foundation

This includes (but is not limited to)...

Meta Boxes

Meta Box Title ▲

Buttons

Publish

Add Media

Action Text

Helper Text

Helper Text

Publish Meta Box Layout

Publish ▲

Save Draft Preview

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

Publish: Immediately [Edit](#)

Publish

Tables

<input type="checkbox"/>	File	Author	Uploaded to		Date
<input type="checkbox"/>	The Analytical Engine analytical_engine.png Edit Delete Permanently View	Ada Lovelace	"Sketch of the Analytical Engine Invented by Charles Babbage" translated with notes Detach	—	1842/10/22
<input type="checkbox"/>	Ada Lovelace enchantress_of_numbers.jpg	Charles Babbage	Ada Detach	—	1842/10/22
<input type="checkbox"/>	Lovelace & Babbage graphic_novel_L&B.png	Sydney Padua	The Thrilling Adventures of Lovelace and Babbage Detach	—	1842/10/22
<input type="checkbox"/>	Ada Lovelace enchantress_of_numbers.jpg	Charles Babbage	Ada Detach	—	1842/10/22
<input type="checkbox"/>	Lovelace & Babbage graphic_novel_L&B.png	Sydney Padua	The Thrilling Adventures of Lovelace and Babbage Detach	—	1842/10/22

Customizer

Save & Publish

You are customizing [The Analytical Engine](#) ?

Active theme
Mockupress [Change](#)

Site Identity >

Colors >

Header Image >

Background Image >

Menus >

Widgets >

Static Front Page >

Text Areas

Text Area

Dropdown Menus

Dropdown

Enter Title Here

Drag & Drop

Drop files anywhere to upload

or

Select Files

Maximum upload file size: 49MB.

Modals

Image Details

Caption

Alternative Text

DISPLAY SETTINGS

Align [Left](#) [Center](#) [Right](#) [None](#)

Size [Thumbnail - 150 x 150](#)

Link To [None](#)

ADVANCED OPTIONS

Image Title Attribute

Image CSS Class

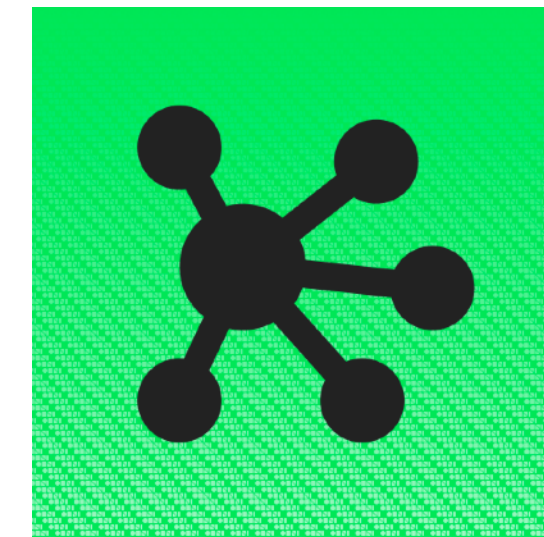
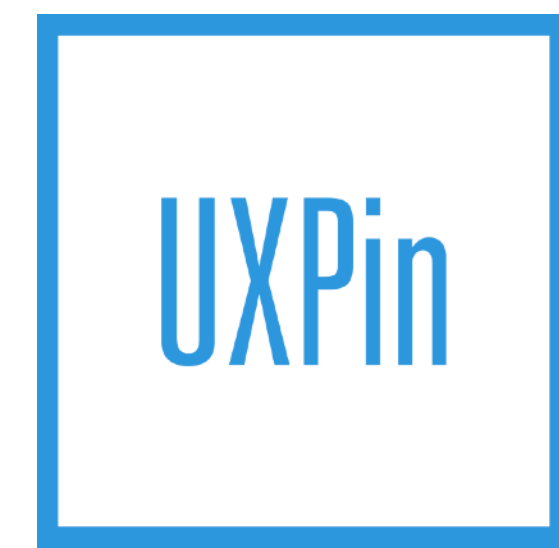
Open link in a new tab

Link Rel

Link CSS Class

[Edit Original](#) [Replace](#)

Update



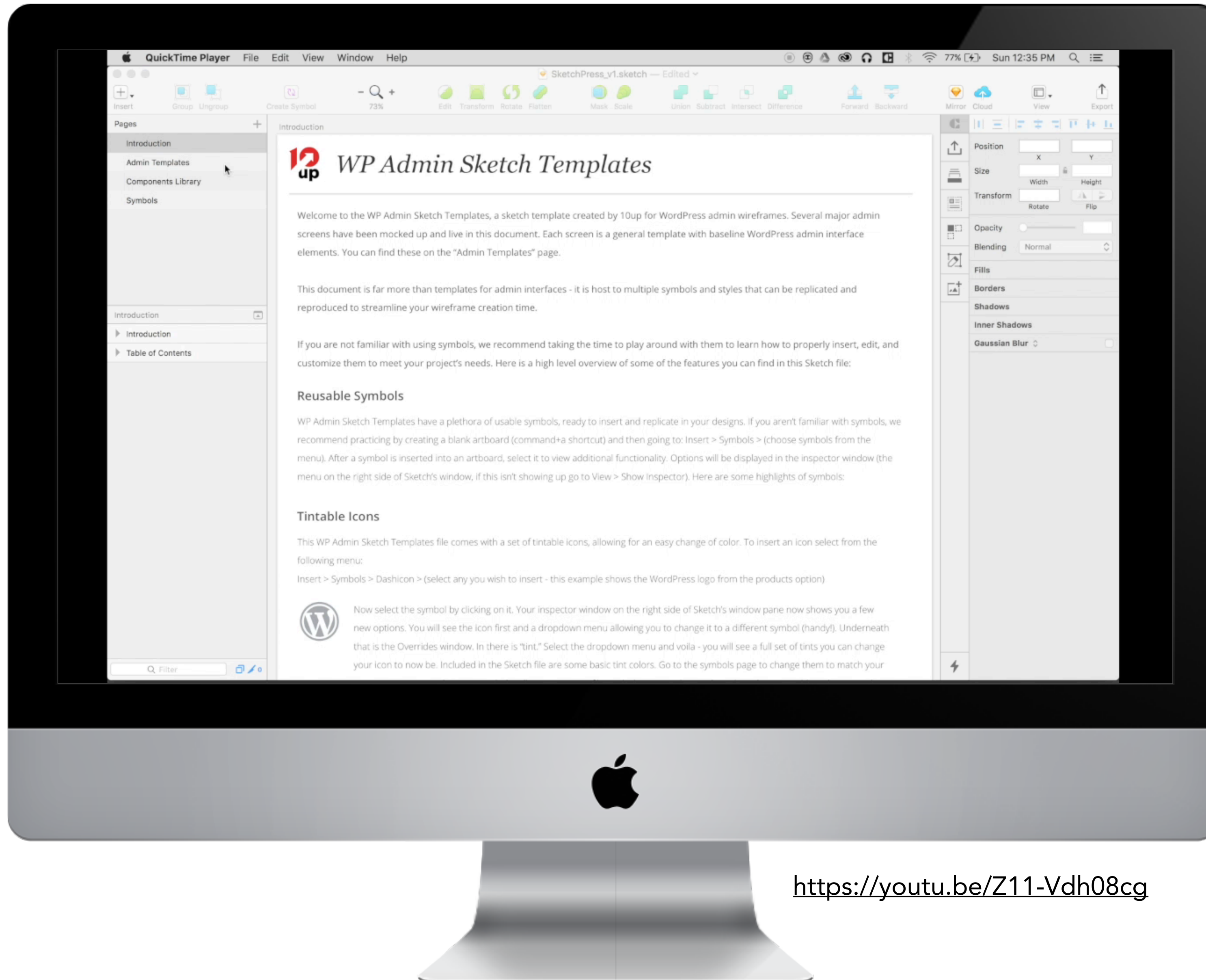
Digital Tools

Wireframe tools provide higher fidelity mockups and interaction states. They can better illustrate intention to your teams.

But, Sarah, I don't even know where to begin and it will take too long to start from scratch!

Don't worry, I have you covered!





<https://youtu.be/Z11-Vdh08cg>



WP-Admin Wireframes for Sketch!

10up has created a Sketch template for rapid prototypes of WordPress admin interfaces and includes 32+ wireframes of WP core screens.

This free resource is available on GitHub here:

<https://github.com/10up/SketchPress>

(SVG files of individual components are also here)

Back to Our Well-Meaning Client

After creating a requirements document, and fully understanding the design problem, we decide creating a custom post type for food is needed.

Insert Group Ungroup

Pages +

- New Wireframe
- Introduction
- Admin Templates
- Components Library
- Symbols

New Wireframe

Bitmap

Edit New Food Item

Core / admin bar-d...

Filter

New Page ⌘N

Shape ▶

Vector V

Pencil P

Text T

Image...

Artboard A

Slice S

Symbols ▶

iOS UI Design ▶

Styled Text ▶

SketchPress_v1.sketch — Edited

Edit Transform Rotate Flatten Mask Scale Union Subtract Intersect Difference Forward Backward

1 0 + New

Howdy, Ada

5%

Mirror Cloud View Export

Position X Y

Size Width Height

Transform Rotate Flip

Opacity

Blending Normal

Fills

Borders

Shadows

Inner Shadows

Gaussian Blur

Video can be found here:
<https://youtu.be/jKnsynUW5mo>

Step 3: Review & Weigh Ideas

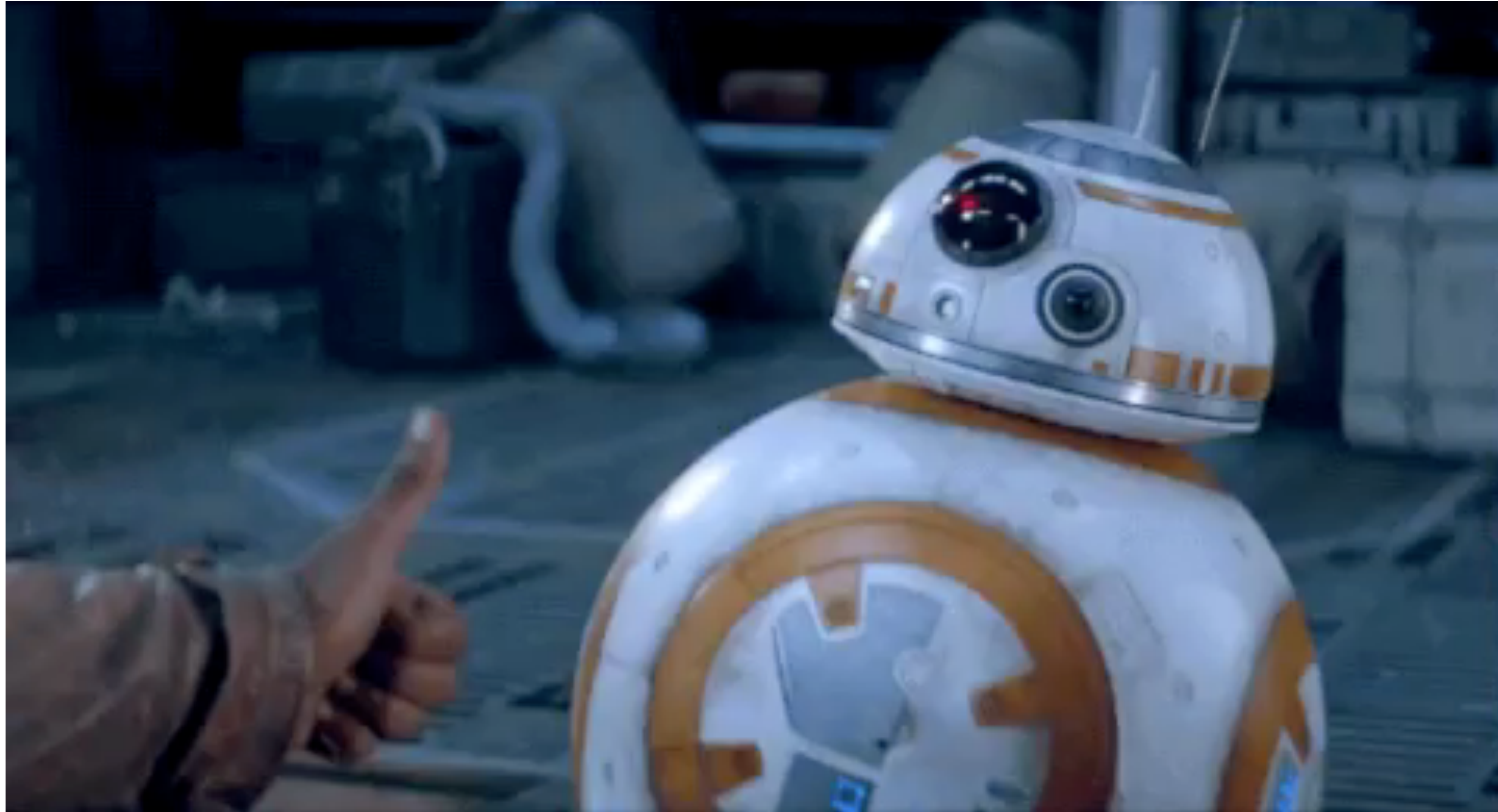


What if there isn't a clear direction?

- Review the problem statement again: how well does XX solution work to solve this problem?
- Is it feasible? If not, can you make it feasible?
- Is it exciting, interesting, daring?
- Can you contribute it to the community?

Step 4: Research LOE & Existing Solutions

Okay..now can I research existing solutions, right?



Resources for Implementation

- Is there a preexisting solution?
 - Examples include plugins, advanced custom fields, and page builders / shortcode.
- Make it custom.
- Collaborate with others — can you partner with other engineers to create a mutual solution?

Step 5: Decide and Implement

A Few Examples for Inspiration

THE NOSHHER

CHALLAH

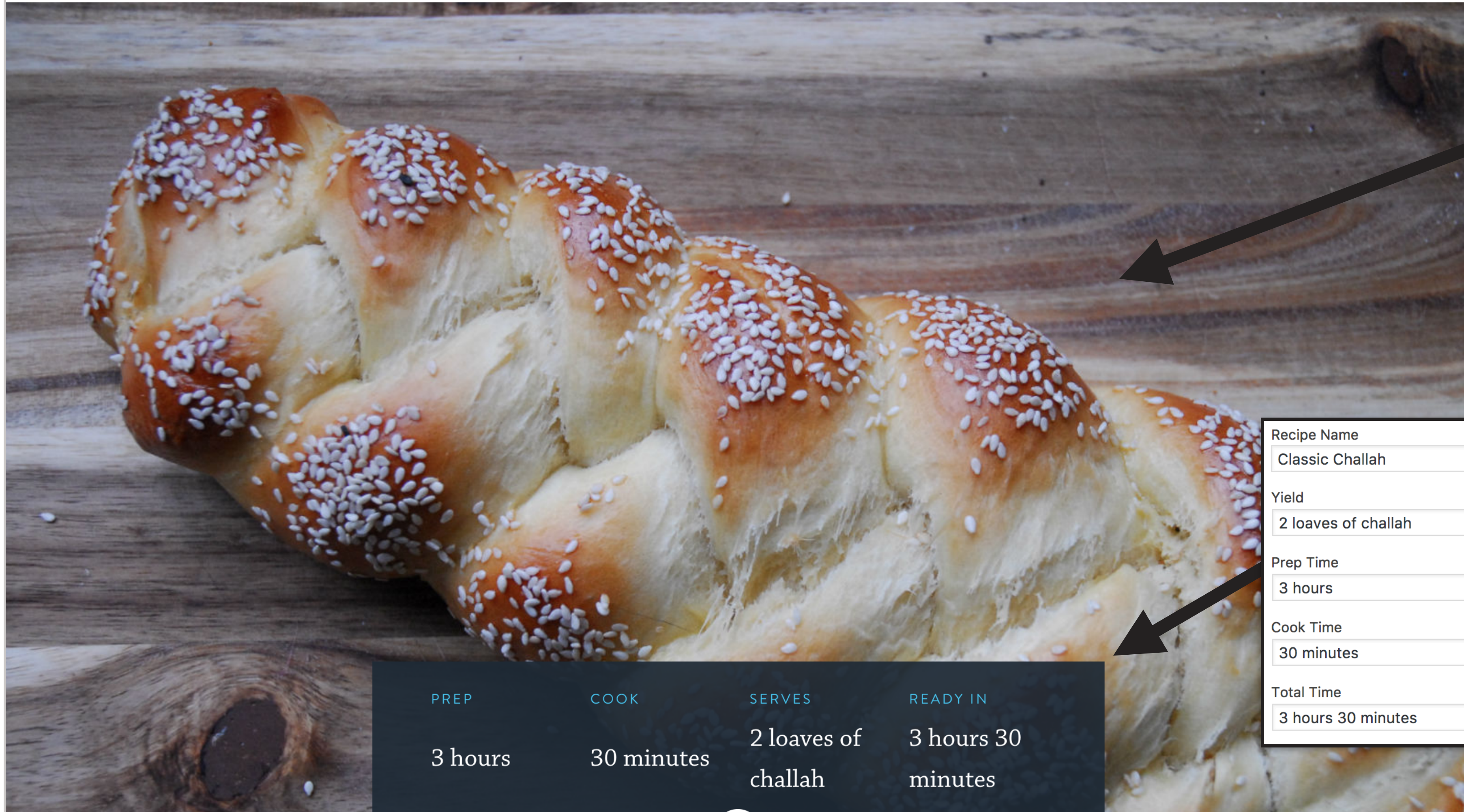
NOSHING

VEGETARIAN


DESSERT

FOOD VIDEOS

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PREP	COOK	SERVES	READY IN
3 hours	30 minutes	2 loaves of challah	3 hours 30 minutes

Recipe Name	Classic Challah
Yield	2 loaves of challah
Prep Time	3 hours
Cook Time	30 minutes
Total Time	3 hours 30 minutes



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BY THE NOSHER | APRIL 26, 2017

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Please note: this recipe can easily be doubled to make 4 loaves instead of 2.



The Noshers Category

All Noshers Categories **Most Used**

- Challah Primary
- Shabbat Meals [Make primary](#)
- Appetizer
- Breakfast
- Dessert
- Dinner
- Easy Jewish Recipes
- Food Videos

[+ Add New Noshers Category](#)

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Even Jewish Loves Chocolate
NOSHING



How to Make Chicken Soup in an Instant Pot
DINNER

How to Make Challah

Permalink: <https://www.myjewishlearning.com/the-noshers/how-to-make-challah/> Edit

Make perfect, fluffy challah every time with this classic recipe.

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your@emailaddress.com

SIGN UP

Ingredients

- 1 1/8 cups lukewarm water
- 1 Tbs dry yeast
- 1 tsp sugar
- 4 1/2 cups all-purpose flour
- 2 eggs, beaten, plus 1 whole egg for glazing
- 1/2 Tbs salt
- 1/4 cup sugar
- 1/4 cup vegetable oil
- Poppy or sesame seeds (optional)

Ingredients

Add Media Add Post Element Add Contact Form

Paragraph B I [List Icons]

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3. Knead vigorously for about 15 minutes, until it is very smooth and elastic, adding flour if the dough is too sticky.
4. Pour a little oil in the bowl and turn the dough, so that it is greased all over.
5. Cover the bowl with plastic wrap or a damp towel and put it in a warm place to rise for 2–3 hours, or until it has doubled in bulk. Punch the dough down and knead again, then divide into 2 pieces to make 2 loaves.
6. Braid challah into desired shape and place on a baking sheet lined with parchment paper or a silicone baking mat, leaving plenty of room for them to expand. Allow them to rise for 1 hour, or until doubled in bulk.
7. Now brush gently with the beaten egg, or if you want to sprinkle with poppy or sesame seeds, brush first with the whole beaten egg.(The seeds stick better if the white is there too.)
8. Bake in a preheated 350F oven for 25-30 minutes or until the loaves are beautifully golden-brown. They are done if they sound hollow when you tap the bottoms.

Edit Food Item [Add New](#)

The Great with Bacon

Product Information

Micros POS ID:

Web-To-Go ID:

Price: \$

Description: **B I**

The Great Grilled Cheese melted to perfection with three strips of applewood smoked bacon

Link Overrides

Order Link:
Use `%Location-id%` to specify where the location ID should be inserted.

Nutrition Information

Display: Show Nutrition Information in product detail view

Nutrition Facts

Calories	870	Cal
Calories from fat	500	Cal
Total Fat	56	g
Sat Fat	27	g
Trans Fat	1	g
Cholesterol	140	mg
Sodium	1780	mg
Total Carbs	51	g
Dietary Fiber	2	g
Sugars	0	g
Protein	40	g

Additional Information: **B I**

Contains dairy and wheat.

Allergens, vegetarian, gluten-free, Calorie notes, etc.

Publish

Status: **Published** [Edit](#)

Visibility: **Public** [Edit](#)

Published on: Apr 25, 2017 @ 18:06 [Edit](#)

[Move to Trash](#) [Update](#)

Food Categories

All Food Categories **Most Used**

- Grilled Cheese
- Baguette Burgers
- Beverages
- Breakfast
- Combos
- Desserts
- Fresh Baked Bread
- Kids Menu

[+ Add New Food Category](#)


Locations

All Locations **Most Used**

- Boudin SF, 5 Points Huntington Beach
- Boudin SF, Almaden Plaza
- Boudin SF, Balboa Mesa
- Boudin SF, Broadway Plaza
- Boudin SF, Crossroads
- Boudin SF, Fremont
- Boudin SF, Irvine

[+ Add New Location](#)

Product Image



Click the image to edit or update

[Remove product image](#)

GRILLED CHEESE

Served with a choice of mixed greens or original potato chips.



The Great Grilled Cheese 8.09



The Great with Bacon 8.79



Grilled Brie with Apples & Fig Jam 8.79

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[MORE ABOUT THIS ITEM](#)

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[MORE ABOUT THIS ITEM](#)

The Great with Bacon 8.79

Applewood smoked bacon, Havarti & sharp cheddar cheese melted to perfection on Parmesan-crusting sliced sourdough.

[ORDER NOW](#)



Nutritional Information

Calories	870 Cal
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Total Fat	56 g
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Add New

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Calories	<input type="text" value="870"/>	Cal
Calories from fat	<input type="text" value="500"/>	Cal
Total Fat	<input type="text" value="56"/>	g
Sat Fat	<input type="text" value="27"/>	g
Trans Fat	<input type="text" value="1"/>	g
Cholesterol	<input type="text" value="140"/>	mg
Sodium	<input type="text" value="1780"/>	mg
Total Carbs	<input type="text" value="51"/>	g
Dietary Fiber	<input type="text" value="2"/>	g
Sugars	<input type="text" value="0"/>	g
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[Remove product image](#)

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Link Overrides

Order Link:
Use `%location-id%` to specify where the location ID should be inserted.

Nutrition Information

Show Nutrition Information in product detail view

Nutrition Facts

Calories	870	Cal
Calories from fat	500	Cal
Total Fat	56	g
Sat Fat	27	g
Trans Fat	1	g
Cholesterol	140	mg
Sodium	1780	mg
Total Carbs	51	g
Dietary Fiber	2	g
Sugars	0	g
Protein	40	g

Additional Information **B I**

Contains dairy and wheat.

Allergens, vegetarian, gluten-free, Calorie notes, etc.

Publish

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Visibility: **Public** [Edit](#)

Published on: Apr 25, 2017 @ 18:06 [Edit](#)

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Food Categories

All Food Categories [Most Used](#)

- Grilled Cheese
- Baguette Burgers
- Beverages
- Breakfast
- Combos
- Desserts
- Fresh Baked Bread
- Kids Menu

[+ Add New Food Category](#)


Locations

All Locations [Most Used](#)

- Boudin SF, 5 Points Huntington Beach
- Boudin SF, Almaden Plaza
- Boudin SF, Balboa Mesa
- Boudin SF, Broadway Plaza
- Boudin SF, Crossroads
- Boudin SF, Fremont
- Boudin SF, Irvine

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Product Image



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GRILLED CHEESE

Served with a choice of mixed greens or original potato chips.



The Great Grilled Cheese 8.09

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The Great with Bacon 8.79

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Grilled Brie with Apples & Fig Jam 8.79

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The Great with Bacon 8.79

Applewood smoked bacon, Havarti & sharp cheddar cheese melted to perfection on Parmesan-crusting sliced sourdough.

[ORDER NOW](#)



Nutritional Information

Calories	870 Cal
Calories from fat	500 Cal
Total Fat	56 g
Sat Fat	27 g
Trans Fat	1 g
Cholesterol	140 mg
Sodium	1,780 mg
Total Carbs	51 g
Dietary Fiber	2 g
Sugars	0 g
Protein	40 g

Additional Information

Contains dairy and wheat.

Go Beyond Core

Microsoft Research Incrementor: 923 Hello, jarahsames

Dashboard

Articles

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Abstract

Add Media Add Post Element Add Form

Paragraph B I [List Icons]

Word count: 0

Publication Details

Publisher

Publisher Copyright

Published In

Published Date

Book Title

Journal

Publish

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Click "edit" Publish date to set the actual date that you want your publication's web page to be published. The date that your publication was published should be included in the publication details section below.

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Yes No

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Readability: Needs improvement

SEO: Not available

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A 655x280 image is recommended.

Header Image

Set header image

A 1920x720px image is recommended

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Research Area

Research Lab

Research Group

Research Project

Research Event

Microsoft

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Status: Draft Edit Revisions: 3 Browse

1 Publication Information

PAGE TITLE *

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ABSTRACT *

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Word count: 0

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








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Abstract

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Microsoft Intellectual Property

Yes
 No

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Publication Details

Publisher

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Published In

Published Date

Book Title

Journal

Volume

Chapter

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◆ Sara Smith (ssmith)	<input type="button" value="edit"/>	<input type="button" value="toggle"/>	<input type="button" value="delete"/>
◆ Josh Berdine (jberdine)	<input type="button" value="edit"/>	<input type="button" value="toggle"/>	<input type="button" value="delete"/>

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New Project +
Kevin McMillan 

Add New Project

PROJECT NAME

Permalink: <http://www.fritolay.com/bag-of-bones-packaging>

Basic Details

SELECT BRAND

CREATIVE BRIEF TYPE

Full Brief Short Brief


DESIGN LEAD

DESIGNER

Project Status

PUBLISH PROJECT

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Due Dates

GRAPHIC REQUIREMENTS



IN-STORE DATE


Project Details

OVERVIEW Add Media

B I ABC [bullets] [checkboxes] [quote] [link] [image] [table]

P


New Project +
Kevin McMillan 

 Hey Kevin, the [Bag of Bones Packaging](#) project is waiting for your input!
Approve
Decline
✕

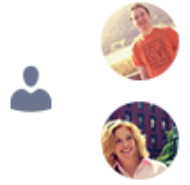
Cheetos Bag of Bones Packaging EDIT


DUE DATE
July 22, 2014

DATE REQUESTED
May 12, 2014

IN-STORE DATE
Sept 15, 2014

REQUESTED BY
Kevin McMillan

 **Rıza Selçuk Saydam**
Design Lead

 **Sherry Cotton**
Designer

Drop files here or
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PENDING REVIEW ▼

Project Details

OVERVIEW

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DESIGN OBJECTIVES


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PROJECT NAME

Bag of Bones Packaging

Permalink: <http://www.fritolay.com/bag-of-bones-packaging>

Basic Details

SELECT BRAND

-Select Brand- ▾

CREATIVE BRIEF TYPE

Full Brief Short Brief

DESIGN LEAD

-Select Lead- ▾

DESIGNER

-Select Lead- ▾

Due Dates

GRAPHIC REQUIREMENTS

-Select a Date-

IN-STORE DATE

-Select a Date-

Project Status

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CREATIVE BRIEF TYPE

Full Brief Short Brief

DESIGN LEAD

-Select Lead- 

DESIGNER

-Select Lead- 

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Due Dates

GRAPHIC REQUIREMENTS

 -Select a Date-

IN-STORE DATE

 -Select a Date-

Project Details

OVERVIEW

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B *I* ABC          

P

RECAP

The Process, Broken Down

- Step 1:** Identify Requirements
- Step 2:** Create Rapid Mockups
- Step 3:** Review & Weigh Ideas
- Step 4:** Research LOE & Existing Solutions
- Step 5:** Decide and Implement

Thanks!

Sarah James | Senior UX Designer | 10up

@apollo_ux