

ADMIN AS A USER EXPERIENCE

THE QUEST FOR SIMPLICITY

WORDCAMP CHICAGO
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About Me

- Graphic designer
- Web developer
- Community builder
- 5 years at branding agency
- Currently front-end dev
- @spacedragon





Technology

Functionality

Prototyping

Interactive Logic

Business Logic

Frontend Processes

Information Architecture

Offer

Release Candidate

Interface

Interaction Design

Usability Engineering

Performance

Simplicity

Information Design

UX

Backend Processes

Business Plan

Styleguide

Business Analysis

Consistency

Visual Design Development

Business Case

Brand Design

Surface Design

Look & Feel

Business

Market Communication

Marketing

Design

Corporate Communication



THE QUEST FOR SIMPLICITY

1. Efficiency
2. Consistency
3. Personalization

EXAMPLE SITE

The image shows a browser window with the URL indieboothcraft.com. The website has a dark blue header with the logo 'INDIE BOOTHCRAFT' and a navigation menu with links for 'TIPS', 'CHECKLIST', 'SHOWCASE', and 'ABOUT'. The main content area features a large teal section titled 'CON-STRUCTION' with a sub-header 'CON-STRUCTION' and a paragraph of text. To the right of the text is a diagram of a person with a question mark above their head, surrounded by icons for a hard hat, a computer monitor, a roll of paper, and a power plug, all connected to a 3D wireframe box. Below this are two columns of text with call-to-action buttons. The first column is titled 'WHERE THE HELL DO I START?' and the second is titled 'WHAT DO I ACTUALLY NEED TO BUY?'. Both columns have a yellow arrow-shaped button pointing to the right.

Home | Indie Boothcraft x
indieboothcraft.com

INDIE BOOTHCRAFT

TIPS CHECKLIST SHOWCASE ABOUT

CON-STRUCTION

Indie Boothcraft is a humble attempt to share convention knowledge with indie game developers. We know it's not easy to make a game, let alone market that game on tight deadlines, small budgets, and little sleep. Hopefully these tips and resources shared by indie devs make your life a little easier.

WHERE THE HELL DO I START?
Conventions task you with squeezing a lot of functionality into a tiny space. This is your chance to build a relationship with your fan base, drive sales, and get press attention. Don't get lost in the melee of crowds and noisy neighbors.

WHAT DO I ACTUALLY NEED TO BUY?
A single indie spends an average minimum of \$3,000 to travel, attend and market their game at a convention. That number fluctuates depending on how spendthrift or extravagant the individual or company. Prioritize your spending.

START PLANNING

THE CHECKLIST

1. functions.php

2. Advanced Custom Fields

3. Documentation

functions.php

- Dynamic Sidebars
- Dynamic Menus
- Thumbnail Sizes
- Theme Support
- Custom Post Types
- Pretty cool all around yeah?

CHANGE FOOTER TEXT

Created by [Jamie Sanchez](http://jamiesanchez.com). Powered by [WordPress](http://WordPress.org).

```
function modify_footer_admin () {  
    echo 'Created by <a href="http://jamiesanchez.com">Jamie  
        Sanchez</a>. Powered by <a href="http://WordPress.  
        org">WordPress</a>.';  
}  
add_filter('admin_footer_text', 'modify_footer_admin');
```

ALTER LOGIN SCREEN



Username

Password

Remember Me

[Lost your password?](#)

[← Back to Indie Boothcraft](#)

ALTER LOGIN SCREEN

```
// Brand WP Login Page and Footer
function customize_login_url($url) {
    return get_bloginfo( 'url' );
}
function customize_login_title() {
    return get_option('blogname');
}
function customize_login_logo() {
    echo '<style type="text/css">
        .login h1 a {
            background-image:url('.get_bloginfo('
                template_directory').'/_/_img/logo-login.png)
                !important;
            background-position: center center !important;
            background-size: 310px 100px;
            width: 310px !important;
            height: 100px !important;
        } </style>';
}
add_filter('login_headerurl', 'customize_login_url');
add_filter('login_headertitle', 'customize_login_title');
add_action('login_head', 'customize_login_logo');
```

REMOVE UNNECESSARY INTERFACE

The screenshot displays the WordPress dashboard for the 'Indie Boothcraft' site. The browser address bar shows 'indieboothcraft.com/wp-admin/index.php'. The dashboard includes a sidebar with navigation links: Home, Updates, Posts, Media, Pages, Appearance, Plugins, Users, Tools, Settings, Custom Fields, SEO, and Collapse menu. The main content area features a 'Show on screen' section with checkboxes for 'At a Glance', 'Activity', 'Style Guide', 'Quick Draft', and 'Welcome'. Below this are several widgets: 'At a Glance' showing 3 posts and 10 pages; 'Activity' listing recently published posts; 'Style Guide' with a text block; 'Quick Draft' with a title field and a 'Save Draft' button; and 'Drafts' listing draft posts. The footer contains the text 'Created by Jamie Sanchez. Powered by WordPress.' and 'Version 3.9.1'.

indieboothcraft.com/wp-admin/index.php#screen-options-wrap

Created by [Jamie Sanchez](#). Powered by WordPress.

Version 3.9.1

REMOVE UNNECESSARY INTERFACE

The screenshot shows the WordPress admin interface for editing a post. The browser address bar displays `indieboothcraft.com/wp-admin/post.php?post=1&action=edit`. The top navigation bar includes the site name "Indie Boothcraft", a "New" button, and links for "View Post" and "SEO". The user "Howdy, Jamie" is logged in. The left sidebar contains a menu with "Dashboard", "Posts" (highlighted), "All Posts", "Add New", "Categories", "Tags", "Media", "Pages", "Appearance", "Plugins", "Users", "Tools", "Settings", "Custom Fields", "SEO", and "Collapse menu". The main content area is titled "Edit Post" and features a "Screen Options" dropdown. The post title is "The Men Who Wear Many Hats at PAX East 2013". The "Show on screen" section has checkboxes for "Revisions" (checked), "Excerpt", "Custom Fields", "Slug", "Author", "WordPress SEO by Yoast" (checked), "Showcase" (checked), "Categories" (checked), "Tags", and "Featured Image" (checked). The "Screen Layout" section shows "Number of Columns" set to 2. The "Publish" section includes a "Preview Changes" button, "Status: Published", "Visibility: Public", "Revisions: 7", "Published on: Dec 28, 2013 @ 17:38", and "SEO: Bad". The "Categories" section shows "All Categories" and "Most Used". The post content area contains a rich text editor with the text: "Chicago indie devs, [The Men Who Wear Many Hats](#), published this breakdown of expenses for their 10x10 in the Indie MEGABOOTH. They also experimented with an iCade for *Max Gentlemen* from the [Six Pack Game Jam](#)." The word count is 36, and the post was last edited by Jamie on February 11, 2014 at 10:08 pm.

REMOVE UNNECESSARY INTERFACE

The screenshot shows the WordPress admin interface for editing a page. The browser address bar displays `indieboothcraft.com/wp-admin/post.php?post=21&action=edit`. The top navigation bar includes 'Indie Boothcraft', '+ New', 'View Page', and 'SEO', along with the user name 'Howdy, Jamie'. The left sidebar contains a menu with 'Dashboard', 'Posts', 'Media', 'Pages' (highlighted), 'All Pages', 'Appearance', 'Plugins', 'Users', 'Tools', 'Settings', 'Custom Fields', 'SEO', and 'Collapse menu'. The main content area is titled 'Edit Page' and shows the page title 'Marketing' and its permalink `http://indieboothcraft.com/marketing/`. The 'Show on screen' section has checkboxes for 'WordPress SEO by Yoast', 'Tips', 'Page Attributes', and 'Featured Image', all of which are checked. The 'Screen Layout' section shows 'Number of Columns' set to 2. The 'Publish' section on the right shows the status as 'Published', visibility as 'Public', and a 'Bad SEO' warning. The 'Featured Image' section has a 'Set featured image' link. At the bottom, there is a 'Tips' table with columns for 'Statement *' and 'Explanation *'.

indieboothcraft.com/wp-admin/post.php?post=21&action=edit

Indie Boothcraft + New View Page SEO Howdy, Jamie

Show on screen

WordPress SEO by Yoast Tips Page Attributes Featured Image

Screen Layout

Number of Columns: 1 2

Screen Options ▲

Edit Page Add New

Marketing

Permalink: <http://indieboothcraft.com/marketing/> Edit View Page Get Shortlink

Add Media Visual Text

B *I* **ABE** [List] [List] [Quote] [Link] [Image] [Table] [Table]

Preview Changes

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

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

Revisions: **32** [Browse](#)

Published on: Dec 29, 2013 @ 12:57 [Edit](#)

SEO: **Bad** [Check](#)

Move to Trash Update

Featured Image

[Set featured image](#)

Page Attributes

Tips

Statement *	Explanation *
-------------	---------------

REMOVE UNNECESSARY INTERFACE

```
// Remove menu items, editor boxes and dashboard widgets globally
function remove_admin_items(){
    global $menu;
    global $wp_meta_boxes;
    unset(
        // $menu[5],          // Posts
        // $menu[15],       // Links
        // $menu[25],       // Comments

        // $wp_meta_boxes['dashboard']['normal']['core']['dashboard_right_now'],
        $wp_meta_boxes['dashboard']['normal']['core']['dashboard_recent_comments'],
        $wp_meta_boxes['dashboard']['normal']['core']['dashboard_incoming_links'],
        $wp_meta_boxes['dashboard']['normal']['core']['dashboard_plugins'],
        $wp_meta_boxes['dashboard']['normal']['core']['tribe_dashboard_widget'],
        $wp_meta_boxes['dashboard']['normal']['core']['yoast_db_widget'],
        // $wp_meta_boxes['dashboard']['side']['core']['dashboard_quick_press'],
        // $wp_meta_boxes['dashboard']['side']['core']['dashboard_recent_drafts'],
        $wp_meta_boxes['dashboard']['side']['core']['dashboard_primary'],
        $wp_meta_boxes['dashboard']['side']['core']['dashboard_secondary'],

        // $wp_meta_boxes['post']['normal']['core']['authordiv'],
        // $wp_meta_boxes['post']['normal']['core']['categorydiv'],
        // $wp_meta_boxes['post']['normal']['core']['commentsdiv'],
        // $wp_meta_boxes['post']['normal']['core']['commentstatusdiv'],
        $wp_meta_boxes['post']['normal']['core']['postexcerpt'],
        // $wp_meta_boxes['post']['normal']['core']['postcustom'],
        // $wp_meta_boxes['post']['normal']['core']['postimgdiv'],
        // $wp_meta_boxes['post']['normal']['core']['postexcerpt'],
        // $wp_meta_boxes['post']['normal']['core']['tagsdiv-post-tag'],
        $wp_meta_boxes['post']['normal']['core']['trackbacksdiv'],
        // $wp_meta_boxes['post']['normal']['core']['slugdiv'],

        $wp_meta_boxes['page']['normal']['core']['authordiv'],
        $wp_meta_boxes['page']['normal']['core']['customdiv'],
    );
}
```

```

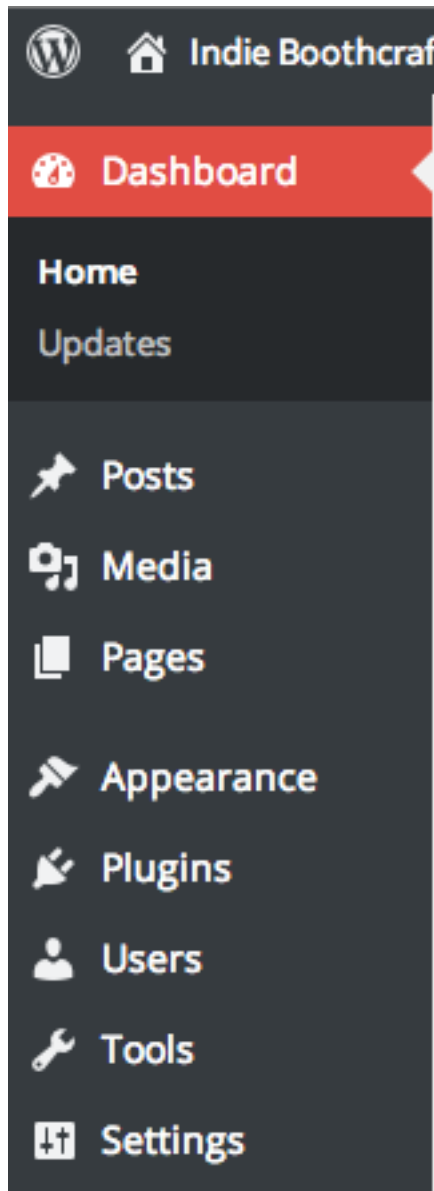
// $wp_meta_boxes['post']['normal']['core']['commentstatusdiv'],
$wp_meta_boxes['post']['normal']['core']['postexcerpt'],
// $wp_meta_boxes['post']['normal']['core']['postcustom'],
// $wp_meta_boxes['post']['normal']['core']['postimgdiv'],
// $wp_meta_boxes['post']['normal']['core']['postexcerpt'],
// $wp_meta_boxes['post']['normal']['core']['tagsdiv-post-tag'],
$wp_meta_boxes['post']['normal']['core']['trackbacksdiv'],
// $wp_meta_boxes['post']['normal']['core']['slugdiv'],

$wp_meta_boxes['page']['normal']['core']['authordiv'],
$wp_meta_boxes['page']['normal']['core']['customdiv'],
$wp_meta_boxes['page']['normal']['core']['commentsdiv'],
$wp_meta_boxes['page']['normal']['core']['commentstatusdiv'],
$wp_meta_boxes['page']['normal']['core']['postcustom'],
$wp_meta_boxes['page']['normal']['core']['postexcerpt'],
$wp_meta_boxes['page']['normal']['core']['postimgdiv'],
// $wp_meta_boxes['page']['normal']['core']['slugdiv'],
$wp_meta_boxes['page']['normal']['core']['trackbacksdiv']

// $wp_meta_boxes['nav-menus']['side']['default']['nav-menu-theme-locations']
// $wp_meta_boxes['nav-menus']['side']['default']['add-post'],
// $wp_meta_boxes['nav-menus']['side']['default']['add-post_tag']
// $wp_meta_boxes['nav-menus']['side']['default']['add-category']
// $wp_meta_boxes['footer_link']['side']['low']
);

// remove_post_type_support( 'post', 'thumbnail' );
// remove_post_type_support( 'post', 'excerpt' );
// remove_post_type_support( 'post', 'comments' );
// remove_post_type_support( 'post', 'trackbacks' );
// remove_post_type_support( 'post', 'revisions' );
remove_post_type_support( 'page', 'thumbnail' );
remove_post_type_support( 'page', 'excerpt' );
remove_post_type_support( 'page', 'comments' );
remove_post_type_support( 'page', 'trackbacks' );
}
add_action('admin_head', 'remove_admin_items');

```



```
// Remove menu items, editor boxes and dashboard v
function remove_admin_items(){
    global $menu;
    global $wp_meta_boxes;
    unset(
        // $menu[5], // Posts
        // $menu[15], // Links
        // $menu[25], // Comments

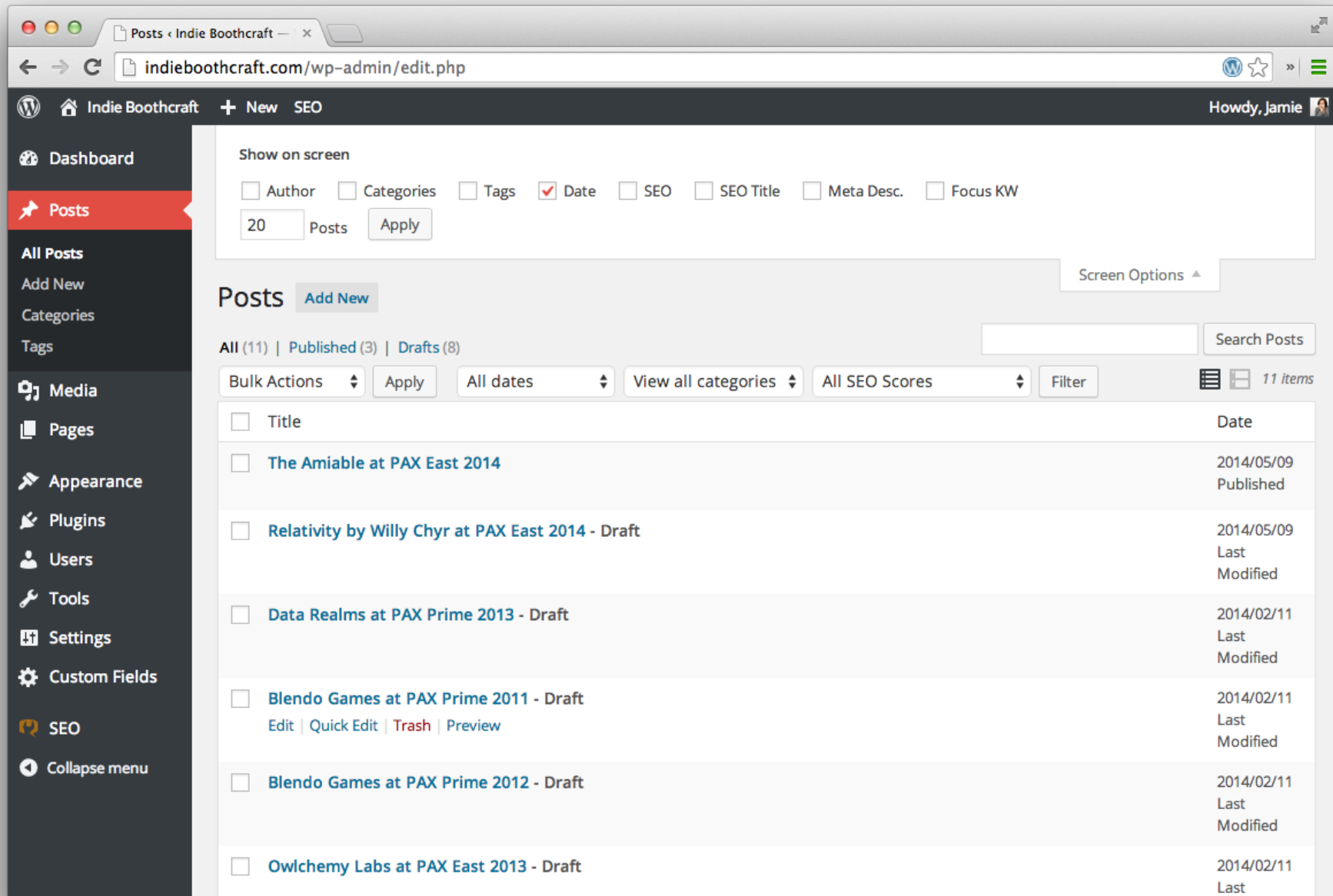
        // $wp_meta_boxes['dashboard']['normal']['co
        $wp_meta_boxes['dashboard']['normal']['co
        $wp_meta_boxes['dashboard']['normal']['co
        $wp_meta_boxes['dashboard']['normal']['co
        $wp_meta_boxes['dashboard']['normal']['co
        // $wp_meta_boxes['dashboard']['side']['co
        // $wp_meta_boxes['dashboard']['side']['co
        $wp_meta_boxes['dashboard']['side']['core
        $wp_meta_boxes['dashboard']['side']['core

        // $wp_meta_boxes['post']['normal']['core'
        // $wp_meta_boxes['post']['normal']['core'
        // $wp_meta_boxes['post']['normal']['core'
        // $wp_meta_boxes['post']['normal']['core'
        // $wp_meta_boxes['post']['normal']['core'
        $wp_meta_boxes['post']['normal']['core'][
        // $wp_meta_boxes['post']['normal']['core'
        // $wp_meta_boxes['post']['normal']['core'
```

UGH THIS IS THE WORST

Menu/-Submenu	Key	Slug	Menu/-Submenu	Key	Slug
Dashboard	2	index.php	Plugins	65	plugins.php
-Home	0	index.php	-Installed Plugins	5	plugins.php
-Updates	10	update-core.php	-Add New	10	plugin-install.php
Posts	5	edit.php	-Editor	15	plugin-editor.php
-All Posts	5	edit.php	Users	70	users.php
-Add New	10	post-new.php	-All Users	5	users.php
-Categories	15	edit-tags.php?taxonomy=category	-Add New	10	user-new.php
-Tags	16	edit-tags.php?taxonomy=post_tag	-Your Profile	15	profile.php
Media	10	upload.php	Tools	75	tools.php
-Library	5	upload.php	-Available Tools	5	tools.php
-Add New	10	media-new.php	-Import	10	import.php
Links	15	link-manager.php	-Export	15	export.php
-All Links	5	link-manager.php	Settings	80	options-general.php
-Add New	10	link-add.php	-General	10	options-general.php
-Link Categories	15	edit-tags.php?taxonomy=link_category	-Writing	15	options-writing.php
Pages	20	edit.php?post_type=page	-Reading	20	options-reading.php
-All Pages	5	edit.php?post_type=page	-Discussion	25	options-discussion.php
-Add New	10	post-new.php?post_type=page	-Media	30	options-media.php
Comments	25	edit-comments.php	-Privacy	35	options-privacy.php
-All Comments	0	edit-comments.php	-Permalinks	40	options-permalink.php
Appearance	60	themes.php	Separator 1	4	separator1
-Themes	5	themes.php	Separator 2	59	separator2
-Widgets	7	widgets.php	Separator Last	99	separator-last
-Menus	10	nav-menus.php			

ALTER COLUMNS PER POST TYPE



The screenshot shows the WordPress admin interface for the 'Posts' section. The 'Screen Options' menu is open, showing the following options:

- Author
- Categories
- Tags
- Date
- SEO
- SEO Title
- Meta Desc.
- Focus KW

The 'Posts' screen displays a list of posts with the following columns: Title, Date, and a status indicator (Published or Draft). The posts listed are:

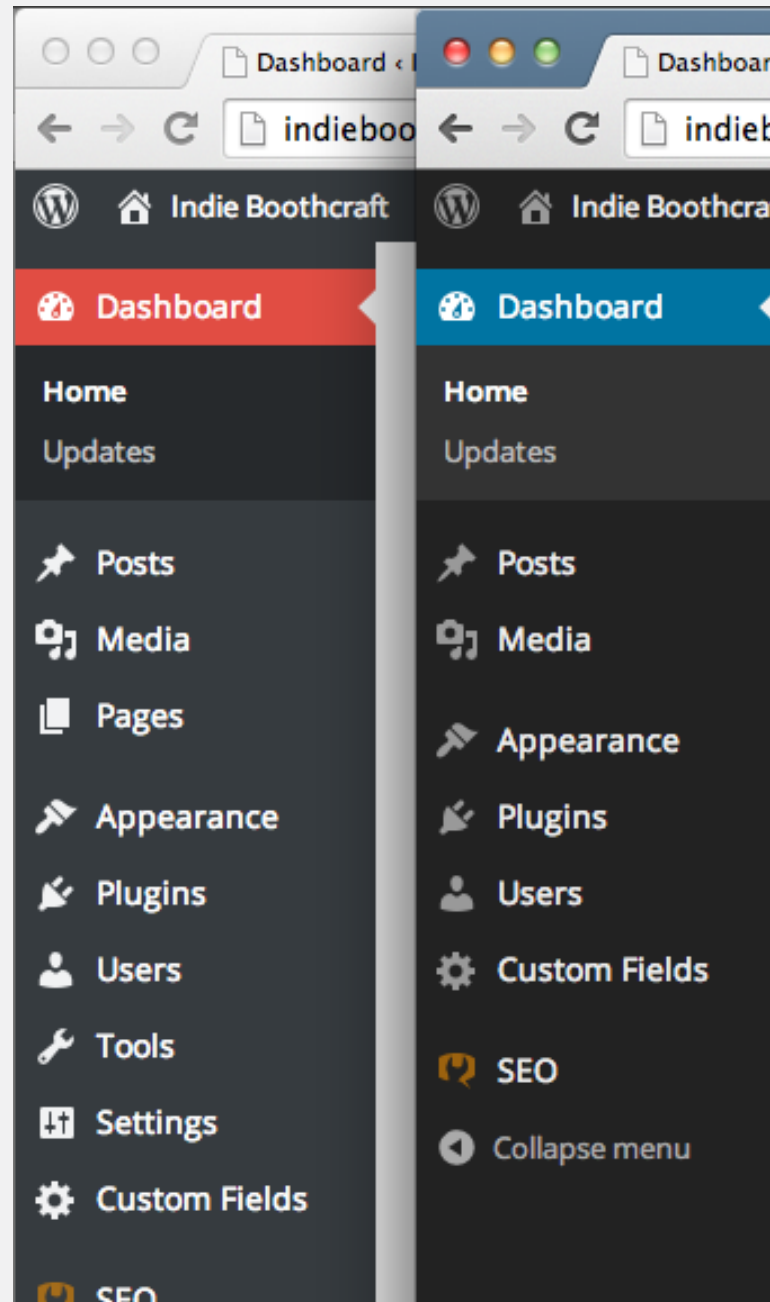
Title	Date	Status
The Amiable at PAX East 2014	2014/05/09	Published
Relativity by Willy Chyr at PAX East 2014 - Draft	2014/05/09	Last Modified
Data Realms at PAX Prime 2013 - Draft	2014/02/11	Last Modified
Blendo Games at PAX Prime 2011 - Draft Edit Quick Edit Trash Preview	2014/02/11	Last Modified
Blendo Games at PAX Prime 2012 - Draft	2014/02/11	Last Modified
Owlchemy Labs at PAX East 2013 - Draft	2014/02/11	Last

ALTER COLUMNS PER POST TYPE



CONFLICTS

OPTIMIZE NON-SUPER USERS



OPTIMIZE NON-SUPER USERS

```
// Removes admin items for non-super-users
function optimize_super_admin(){

    if (get_current_user_id() != '1') :
        show_admin_bar(false);
        add_action('init', create_function('$a', "remove_action('init',
            'wp_version_check');"), 2);
        add_filter('pre_option_update_core', create_function('$a', "return null;"));

        global $menu;
        unset($menu[20]);
        global $submenu;
        unset($submenu['edit.php'][15]);
        unset($submenu['edit.php'][16]);

        remove_submenu_page('edit-tags.php', '?taxonomy=post_tag');
        remove_menu_page('tools.php');
        remove_menu_page('options-general.php');
        remove_submenu_page('options-general.php', 'theme-editor.php' );

    endif;

}
add_action('admin_menu', 'optimize_super_admin');
```

CUSTOM DASHBOARD WIDGETS

The screenshot shows the WordPress dashboard for the site 'Indie Boothcraft'. The browser address bar indicates the URL is `indieboothcraft.com/wp-admin/index.php`. The dashboard includes a sidebar with navigation links for Home, Updates, Posts, Media, Pages, Appearance, Plugins, Users, Tools, Settings, Custom Fields, SEO, and a Collapse menu button. The main content area features several custom widgets:

- Show on screen:** A control bar with checkboxes for 'At a Glance', 'Activity', 'Style Guide', 'Quick Draft', and 'Welcome'. All are checked except 'Welcome'.
- At a Glance:** Displays '3 Posts' and '10 Pages', and notes 'WordPress 3.9.1 running Indie Boothcraft theme.'.
- Activity:** Titled 'Recently Published', it lists three posts with their dates and titles: 'The Amiable at PAX East 2014' (May 9th, 10:58 am), 'Trinket Studios at PAX East 2013' (Feb 10th, 9:52 pm), and 'The Men Who Wear Many Hats at PAX East 2013' (Dec 28th, 5:38 pm).
- Style Guide:** Contains the text: 'All submitted posts are simply an excerpt with a link to direct traffic to the original post. Keep it short, snappy and positive.'
- Quick Draft:** Includes a 'Title' input field, a text area for 'What's on your mind?', and a 'Save Draft' button.
- Drafts:** Lists three draft posts with their titles and dates: 'Relativity by Willy Chyr at PAX East 2014' (May 9, 2014), 'Data Realms at PAX Prime 2013' (February 11, 2014), and 'Blendo Games at PAX Prime 2011' (February 11, 2014). A 'View all' link is present.

At the bottom of the dashboard, it says 'Created by Jamie Sanchez. Powered by WordPress.' and 'Version 3.9.1'. The browser's status bar shows the URL `indieboothcraft.com/wp-admin/index.php#screen-options-wrap`.

CUSTOM DASHBOARD WIDGETS

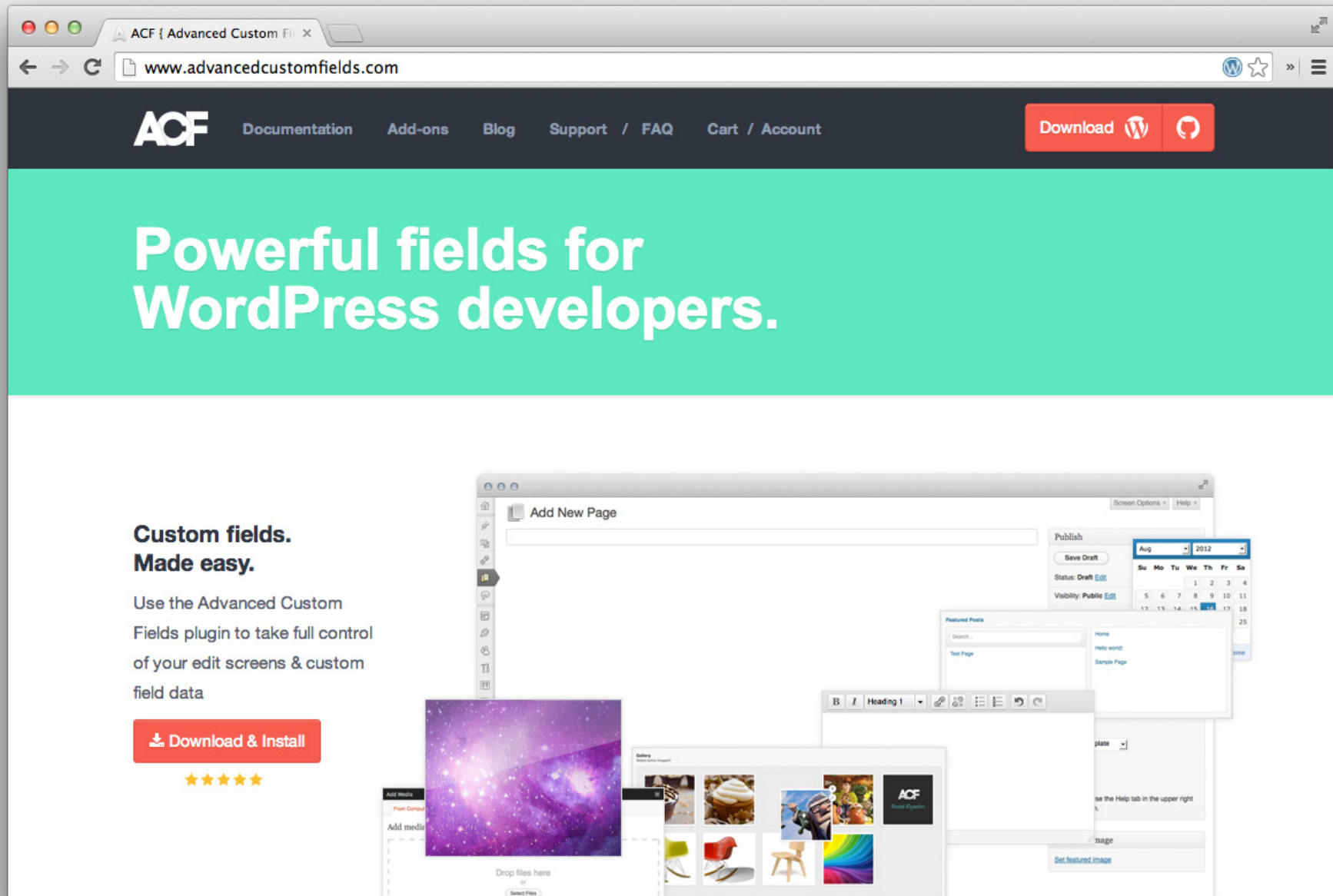
```
// Create custom dashboard widget
function custom_dashboard_widget() {
    $page_id = '270';
    $page_data = get_page( $page_id );
    echo apply_filters('the_content', $page_data->post_content);
}
function customize_dashboard_widgets() {
    wp_add_dashboard_widget('custom_dashboard_widget', 'Style Guide', '
        custom_dashboard_widget');
}
function custom_dashboard_style() {
    echo '<style type="text/css">#custom_dashboard_widget .inside ul { list-style:
        disc; margin-left: 1.5em; }</style>';
}
add_action('wp_dashboard_setup', 'customize_dashboard_widgets');
add_action('admin_head', 'custom_dashboard_style');
```

1. functions.php

2. Advanced Custom Fields

3. Documentation

SERIOUSLY AWESOME PLUGIN



The image shows a browser window displaying the ACF website. The browser's address bar shows 'www.advancedcustomfields.com'. The website's navigation bar includes links for 'Documentation', 'Add-ons', 'Blog', 'Support / FAQ', and 'Cart / Account', along with a 'Download' button featuring the WordPress logo. A large green banner contains the text 'Powerful fields for WordPress developers.' Below this, on the left, is the text 'Custom fields. Made easy.' followed by a description of the plugin's capabilities and a 'Download & Install' button with a five-star rating. On the right, a collage of overlapping screenshots illustrates the plugin's use in various WordPress edit screens, including 'Add New Page', 'Add Media', 'Featured Posts', and 'Publish'.

ACF { Advanced Custom Fields }
www.advancedcustomfields.com

ACF Documentation Add-ons Blog Support / FAQ Cart / Account Download WordPress

Powerful fields for WordPress developers.

Custom fields. Made easy.

Use the Advanced Custom Fields plugin to take full control of your edit screens & custom field data

[Download & Install](#)

★★★★★

Add New Page

Published

Save Draft

Status: Draft Edit

Visibility: Public Edit

Aug 2012

Home

Help word

Sample Page

Set featured image

Drop files here

ACF

SIMPLE FORM FIELD

Showcase | Indie Boothcraft x

indieboothcraft.com/showcase/

INDIE BOOTHCRAFT

TIPS CHECKLIST SHOWCASE ABOUT


ROUND-UPS BY INDIE DEVS

SUBMIT YOUR POST

The Amiable at PAX East 2014

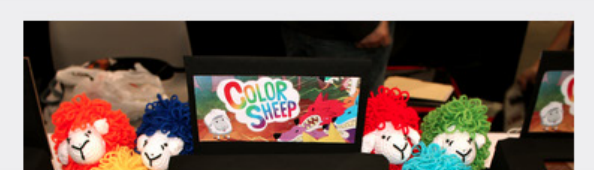
Chicago indies *The Amiable* exhibited *Tetrapulse* in the Indie Minibooth and Kickstarter Arcade this year. Check out this great postmortem on networking with other devs, marketing mishaps, and the emotional roller coaster that is exhibiting at a huge conference.

READ THAT POST



Trinket Studios at PAX East 2013

Instead of purchasing ridiculously expensive iPad stands to showcase their games *Color Sheep* and *Orion's Forge*, Trinket designed DIY tablet holders. Top-notch ingenuity, professional results. Read about their



SIMPLE FORM FIELD

Custom Fields ▲

Name	Value
<input type="text" value="link"/>	<input type="text" value="http://hatsproductions.com/blog/news/pax-east-postmortem-2/"/>
<input type="button" value="Delete"/> <input type="button" value="Update"/>	

Add New Custom Field:

Name	Value
<input type="text" value="— Select —"/>	<input type="text"/>
Enter new	
<input type="button" value="Add Custom Field"/>	

Custom fields can be used to add extra metadata to a post that you can [use in your theme](#).

SIMPLE FORM FIELD

Link

Opens new tab automatically. Remember the http://...!

SIMPLE FORM FIELD

The screenshot shows the WordPress admin interface for editing a field group. The browser address bar shows the URL: `indieboothcraft.com/wp-admin/post.php?post=219&action=edit`. The page title is "Edit Field Group" with an "Add New" button. The left sidebar contains navigation items: Dashboard, Posts, Media, Pages, Appearance, Plugins, Users, Tools, Settings, Custom Fields (highlighted), Custom Fields (Export, Add-ons), and SEO (Collapse menu). The main content area displays the "Showcase" field group details in a table format:

Field Order	Field Label	Field Name	Field Type
1	Link <small>Edit Docs Duplicate Delete</small>	link	Text

Below the table, the configuration options for the field are shown:

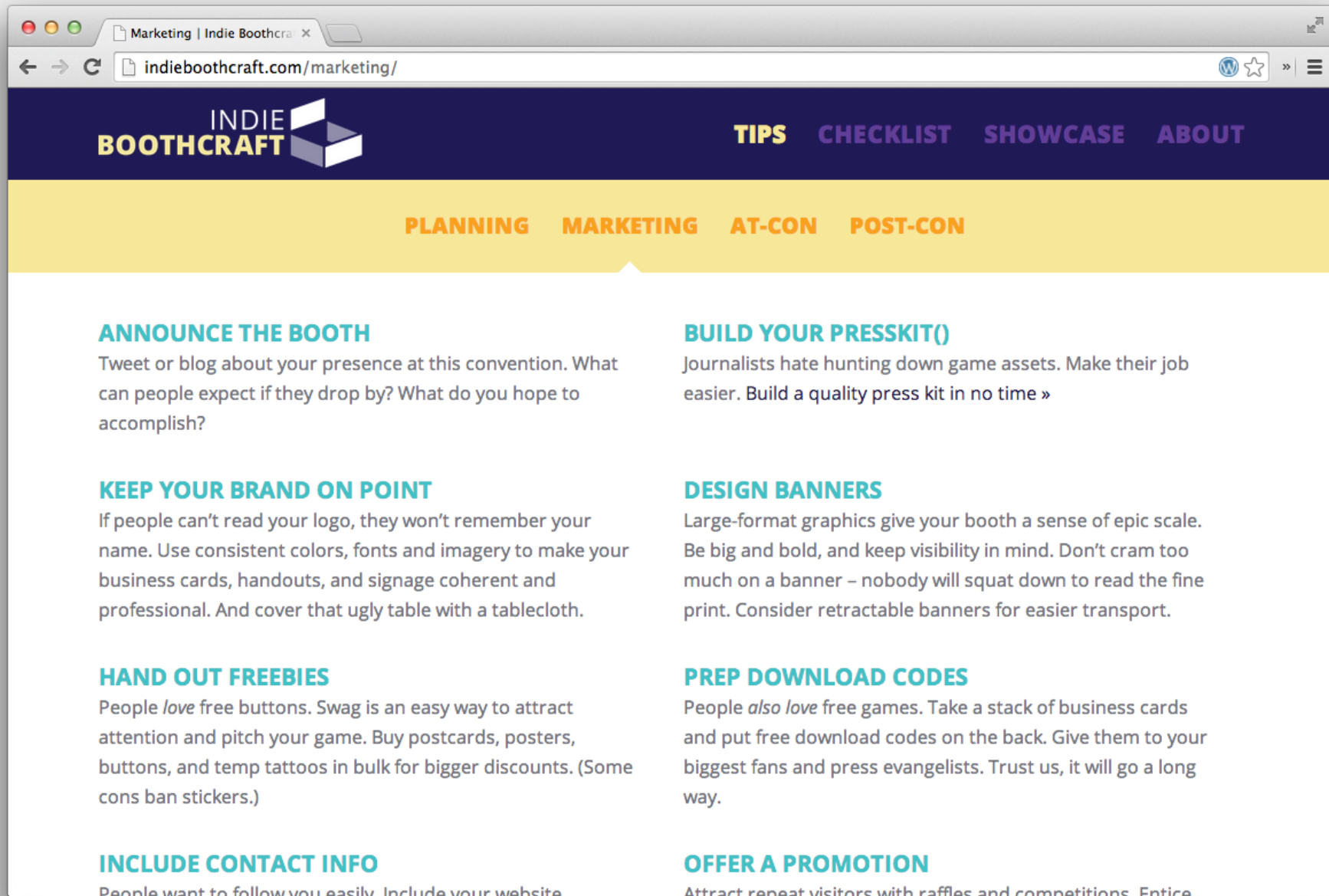
- Field Label ***: This is the name which will appear on the EDIT page. Input: Link
- Field Name ***: Single word, no spaces. Underscores and dashes allowed. Input: link
- Field Type ***: Text
- Field Instructions**: Instructions for authors. Shown when submitting data. Input: Opens new tab automatically. Remember the http://...!
- Required?**: Yes No

On the right side, the "Publish" section shows the status as "Published" with an "Update" button and a "Move to Trash" link.

SIMPLE FORM FIELD

```
<a href="<?php echo get_post_meta($post->ID, 'link', true); ?>" class="arrow  
" target="_blank">Read that post</a>
```

MULTIPLE WYSIWYGS



The image shows a browser window displaying the 'Marketing' page of Indie Boothcraft. The page has a dark blue header with the logo and navigation links: TIPS, CHECKLIST, SHOWCASE, and ABOUT. Below the header is a yellow navigation bar with links: PLANNING, MARKETING, AT-CON, and POST-CON. The main content area is white and features a grid of eight marketing tips, each with a teal section header and a paragraph of text.

Marketing | Indie Boothcraft x
indieboothcraft.com/marketing/

INDIE BOOTHCRAFT **TIPS** **CHECKLIST** **SHOWCASE** **ABOUT**

PLANNING **MARKETING** **AT-CON** **POST-CON**

ANNOUNCE THE BOOTH
Tweet or blog about your presence at this convention. What can people expect if they drop by? What do you hope to accomplish?

KEEP YOUR BRAND ON POINT
If people can't read your logo, they won't remember your name. Use consistent colors, fonts and imagery to make your business cards, handouts, and signage coherent and professional. And cover that ugly table with a tablecloth.

HAND OUT FREEBIES
People *love* free buttons. Swag is an easy way to attract attention and pitch your game. Buy postcards, posters, buttons, and temp tattoos in bulk for bigger discounts. (Some cons ban stickers.)

INCLUDE CONTACT INFO
People want to follow you easily. Include your website

BUILD YOUR PRESSKIT()
Journalists hate hunting down game assets. Make their job easier. Build a quality press kit in no time »

DESIGN BANNERS
Large-format graphics give your booth a sense of epic scale. Be big and bold, and keep visibility in mind. Don't cram too much on a banner – nobody will squat down to read the fine print. Consider retractable banners for easier transport.

PREP DOWNLOAD CODES
People *also love* free games. Take a stack of business cards and put free download codes on the back. Give them to your biggest fans and press evangelists. Trust us, it will go a long way.

OFFER A PROMOTION
Attract repeat visitors with raffles and competitions. Entice

MULTIPLE WYSIWYGS

The screenshot shows a WordPress admin interface for editing a page titled "Tips". The browser address bar shows the URL: `indieboothcraft.com/wp-admin/post.php?post=21&action=edit`. The user is logged in as "Howdy, Jamie".

The main content area displays a table with the following data:

	Statement *	Explanation *
1	Announce the booth	Tweet or blog about your presence at this convention. What can people expect if they drop by? What do you hope to accomplish?
2	Build your Presskit()	Journalists hate hunting down game assets. Make their job easier. Build a quality press kit in no time »
3	Keep your brand on point	If people can't read your logo, they won't remember your name. Use consistent colors, fonts and imagery to make your business cards, handouts, and signage coherent and professional. And cover that ugly table with a tablecloth.
	Design banners	Large-format graphics give your booth a sense of

On the right side of the editor, there is a "Page Attributes" sidebar with the following settings:

- Parent: (no parent)
- Template: Tips
- Order: 11

Below the "Page Attributes" sidebar, there is a note: "Need help? Use the Help tab in the upper right of your screen."

MULTIPLE WYSIWYGS

The screenshot displays the WordPress admin dashboard for 'Indie Boothcraft'. The main content area is titled 'Edit Field Group' and shows a table with one field entry:

Field Order	Field Label	Field Name	Field Type
1	Tips	tips	Repeater

Below the table, the configuration details for the 'Tips' field are shown:

- Field Label ***: Tips (This is the name which will appear on the EDIT page)
- Field Name ***: tips (Single word, no spaces. Underscores and dashes allowed)
- Field Type ***: Repeater
- Field Instructions**: Instructions for authors. Shown when submitting data
- Required?**: Yes No

On the right side, the 'Publish' panel shows the status as 'Published' with an 'Update' button.

MULTIPLE WYSIWYGS

The screenshot shows the WordPress Custom Fields editor interface. The browser address bar indicates the URL is `indieboothcraft.com/wp-admin/post.php?post=29&action=edit`. The WordPress dashboard sidebar is visible on the left, with 'Custom Fields' selected. The main content area is titled 'Repeater Fields' and contains a table with the following data:

Field Order	Field Label	Field Name	Field Type
1	Statement	statement	text
2	Explanation	explanation	textarea

Below the table, the configuration for the second field is shown:

- Field Label ***: Explanation (This is the name which will appear on the edit page)
- Field Name ***: explanation (Single word, no spaces. Underscores and dashes allowed)
- Field Type ***: A dropdown menu is open, showing options: Basic, Text, **Text Area** (selected), Number, Email, Password, Content, Wysiwyg Editor, Image, File, and Choice.
- Field Instructions**: (Empty)
- Required?**: Radio buttons for Yes and No.
- Column**: (Empty)

MULTIPLE WYSIWYGS

The screenshot shows the WordPress admin interface for editing a custom field group. The browser address bar shows the URL: `indieboothcraft.com/wp-admin/post.php?post=29&action=edit`. The user is logged in as 'Howdy, Jamie'. The left sidebar menu is visible, with 'Custom Fields' highlighted in red. The main content area is divided into two sections: 'Location' and 'Options'.

Location

Rules
Create a set of rules to determine which edit screens will use these advanced custom fields

Show this field group if

Page Template is equal to Tips and

or

Add rule group

Options

Order No.
Field groups are created in order from lowest to highest

0

Position

Normal (after content)

Style

Seamless (no metabox)

Hide on screen
Select items to hide them from the edit screen
If multiple field groups appear on an edit screen, the first field group's options will be used. (the one with the lowest order number)

- Hide / Show All
- Permalink
- Content Editor
- Excerpt
- Custom Fields
- Discussion
- Comments

MULTIPLE WYSIWYGS

```
<?php /* Template Name: Tips */ ?>

<?php get_header(); ?>

<?php if (have_posts()) : while (have_posts()) : the_post(); ?>

<div class="content clearfix">

    <div class="wrapper">

        <?php the_content(); ?>

        <article class="post" id="post-<?php the_ID(); ?>">
            <?php if(get_field('tips')): ?>

                <div class="tips">
                    <?php while(has_sub_field('tips')): ?>
                        <div class="column">
                            <h1><?php the_sub_field('statement'); ?></h1>
                            <p><?php the_sub_field('explanation'); ?></p>
                        </div>
                    <?php endwhile; ?>
                </div>

                <?php endif; ?>
            </article>

        </div><!-- /wrapper -->

    </div><!-- /content -->

<?php endwhile; endif; ?>

<?php get_footer(); ?>
```


MULTIPLE WYSIWYGS

```
<?php if(get_field('tips')): ?>

    <div class="tips">
        <?php while(has_sub_field('tips')): ?>
            <div class="column">
                <h1><?php the_sub_field('statement'); ?></h1>
                <p><?php the_sub_field('explanation'); ?></p>
            </div>
        <?php endwhile; ?>
    </div>

<?php endif; ?>
```

Logistics | Indie Boothcraft x

indieboothcraft.com/logistics/

INDIE BOOTHCRAFT

TIPS CHECKLIST SHOWCASE ABOUT

LOGISTICS ELECTRONICS MATERIALS

BOOTH

The bulk of your budget will go towards a 10x10 booth. Expect higher rates for prime locations, and more for add-ons like carpeting and electric. Team up with another another dev and split the cost if you're strapped for cash.

CONSIDERATIONS	ESTIMATED PRICE
Indie MEGABOOTH	\$1500-\$1600
Penny Arcade Expo	\$1400-\$1800

TRAVEL

Book as early as possible. Most conventions require exhibitors be present for setup and teardown, so double-check those dates before purchasing tickets. Get direct flights if you're hauling everything in carry-ons to save on fees. Do not fly Spirit Airlines.

CONSIDERATIONS	ESTIMATED PRICE
Kayak	Varies
Hipmunk	Varies



REPEATERS WITHIN REPEATERS

The screenshot shows the WordPress admin interface for editing a page titled "Checklist". The left sidebar contains navigation menus for Dashboard, Posts, Media, Pages (highlighted), All Pages, Appearance, Plugins, Users, Tools, Settings, Custom Fields, and SEO. The main content area displays two checklist items:

- Item 1: Booth**
 - Description:** The bulk of your budget will go towards a 10x10 booth. Expect higher rates for prime locations, and more for add-ons like carpeting and electric. Team up with another another dev and split the cost if you're strapped for cash.
 - Options:** A table with columns for Expense, Detail, Link, and Price.

	Expense	Detail	Link	Price	
1	Indie ME		http://inc	\$1500-\$	
2	Penny Ai		http://pa	\$1400-\$	

[Add Expense](#)
- Item 2: Travel**
 - Description:** Book as early as possible. Most conventions require exhibitors be present for setup and teardown, so double-check those dates before purchasing tickets. Get direct flights if you're hauling everything in carry-ons to save on fees. Do not fly Spirit Airlines.

The right sidebar shows "Page Attributes" with fields for Parent (no parent), Template (Checklist), and Order (20). A "Set featured image" link is also visible at the top right.

REPEATERS WITHIN REPEATERS

The screenshot shows the WordPress Admin interface for editing a field group. The browser address bar indicates the URL is `indieboothcraft.com/wp-admin/post.php?post=103&action=edit`. The sidebar on the left shows the 'Custom Fields' menu is active. The main content area is titled 'Repeater Fields' and contains a table with the following data:

Field Order	Field Label	Field Name	Field Type
1	Item	item	text
2	Description	description	textarea
3	Options	options	repeater

The 'Options' field (row 3) is selected, and its configuration is shown in a form below the table:

- Field Label ***: Options
- Field Name ***: options
- Field Type ***: Repeater
- Field Instructions**: (empty)

REPEATERS WITHIN REPEATERS

The screenshot shows the WordPress Custom Fields editor interface. The browser address bar indicates the URL: `indieboothcraft.com/wp-admin/post.php?post=103&action=edit`. The WordPress dashboard sidebar is visible on the left, with the 'Custom Fields' menu item highlighted. The main content area displays the configuration for a 'Repeater' field.

Field Type *: Repeater

Field Instructions: (Empty text box)

Required?: Yes No

Repeater Fields

Field Order	Field Label	Field Name	Field Type
1	Expense	product	text
2	Detail	detail	text
3	Link	link	text
4	Price	price	text

Field Label *: Price

This is the name which will appear on the edit

REPEATERS WITHIN REPEATERS

```
// loop through rows (parent repeater)
while( has_sub_field('checklist') ): ?>
  <div class="item">
    <h1>php the_sub_field('item'); ?&gt;&lt;/h1&gt;
    &lt;p&gt;<?php the_sub_field('description'); ?&gt;&lt;/p&gt;
    &lt;?php if( get_sub_field('options') ): ?&gt;
      &lt;table class="products"&gt;
        &lt;tr&gt;
          &lt;th class="product" colspan="2"&gt;Considerations&lt;/th&gt;
          &lt;th class="price"&gt;Estimated Price&lt;/th&gt;
        &lt;/tr&gt;
        &lt;?php while( has_sub_field('options') ): ?&gt;
          &lt;tr&gt;
            &lt;td class="product"&gt;
              &lt;?php if( get_sub_field('link') ): ?&gt;
                &lt;a href="<?php the_sub_field('link'); ?" target="_blank">php
                  the_sub_field('product'); ?&gt;&lt;/a&gt;
              &lt;?php else: ?&gt;
                &lt;?php the_sub_field('product'); ?&gt;
              &lt;?php endif; ?&gt;
            &lt;/td&gt;
            &lt;td class="detail"&gt;<?php the_sub_field('detail'); ?&gt;&lt;/td&gt;
            &lt;td class="price"&gt;<?php the_sub_field('price'); ?&gt;&lt;/td&gt;
          &lt;/tr&gt;
        &lt;?php endwhile; ?&gt;
      &lt;/table&gt;
    &lt;?php endif; ?&gt;
  &lt;/div&gt;
&lt;?php endwhile; ?&gt;</pre
```

ADDED BONUS!

The screenshot shows the WordPress Custom Fields editor interface. The browser address bar indicates the URL: `indieboothcraft.com/wp-admin/post.php?post=219&action=edit`. The page title is "Edit Field Group - Indie Boothcraft". The user is logged in as "Howdy, Jamie".

The left sidebar contains the following menu items: Dashboard, Posts, Media, Pages, Appearance, Plugins, Users, Tools, Settings, Custom Fields (highlighted), Custom Fields (sub-menu), Export, Add-ons, SEO, and Collapse menu.

The main content area displays the following settings for the field group:

- Position:** Normal (after content)
- Style:** Seamless (no metabox)
- Hide on screen:** Select items to hide them from the edit screen. If multiple field groups appear on an edit screen, the first field group's options will be used. (the one with the lowest order number)

The "Hide on screen" section includes a list of checkboxes for the following elements:

- Hide / Show All
- Permalink
- Content Editor
- Excerpt
- Custom Fields
- Discussion
- Comments
- Revisions
- Slug
- Author
- Format
- Featured Image
- Categories
- Tags
- Send Trackbacks

At the bottom of the page, it says "Created by Jamie Sanchez. Powered by WordPress." and "Version 3.9.1".

ADDED BONUS!

Export < Indie Boothcraft — x

indieboothcraft.com/wp-admin/edit.php?post_type=acf&page=acf-export

Howdy, Jamie

Indie Boothcraft + New SEO

Dashboard

Posts

Media

Pages

Appearance

Plugins

Users

Tools

Settings

Custom Fields

Custom Fields

Export

Add-ons

SEO

Collapse menu

Export

Export Field Groups

Field Groups Select the field groups to be exported	About Checklist Home Showcase Tips
---	--

[Export to XML](#) [Export to PHP](#)

Export to XML

ACF will create a .xml export file which is compatible with the native WP import plugin.

Imported field groups will appear in the list of editable field groups. This is useful for migrating fields groups between Wp websites.

1. Select field group(s) from the list and click "Export XML"
2. Save the .xml file when prompted
3. Navigate to Tools » Import and select WordPress
4. Install WP import plugin if prompted
5. Upload and import your exported .xml file
6. Select your user and ignore Import Attachments
7. That's it! Happy WordPressing

ADDED BONUS!

The screenshot shows the WordPress Admin interface for 'Indie Boothcraft'. The browser address bar shows the URL: `indieboothcraft.com/wp-admin/edit.php?post_type=acf&page=acf-addons`. The page title is 'Advanced Custom Fields Add-Ons'. A yellow notice box states: 'The following Add-ons are available to increase the functionality of the Advanced Custom Fields plugin. Each Add-on can be installed as a separate plugin (receives updates) or included in your theme (does not receive updates).' Three add-on cards are displayed:

- Repeater Field**: 'Create infinite rows of repeatable data with this versatile interface!'. Status: Installed.
- Gallery Field**: 'Create image galleries in a simple and intuitive interface!'. Status: Purchase & Install.
- Options Page**: 'Create global data to use throughout your website!'. Status: Purchase & Install.

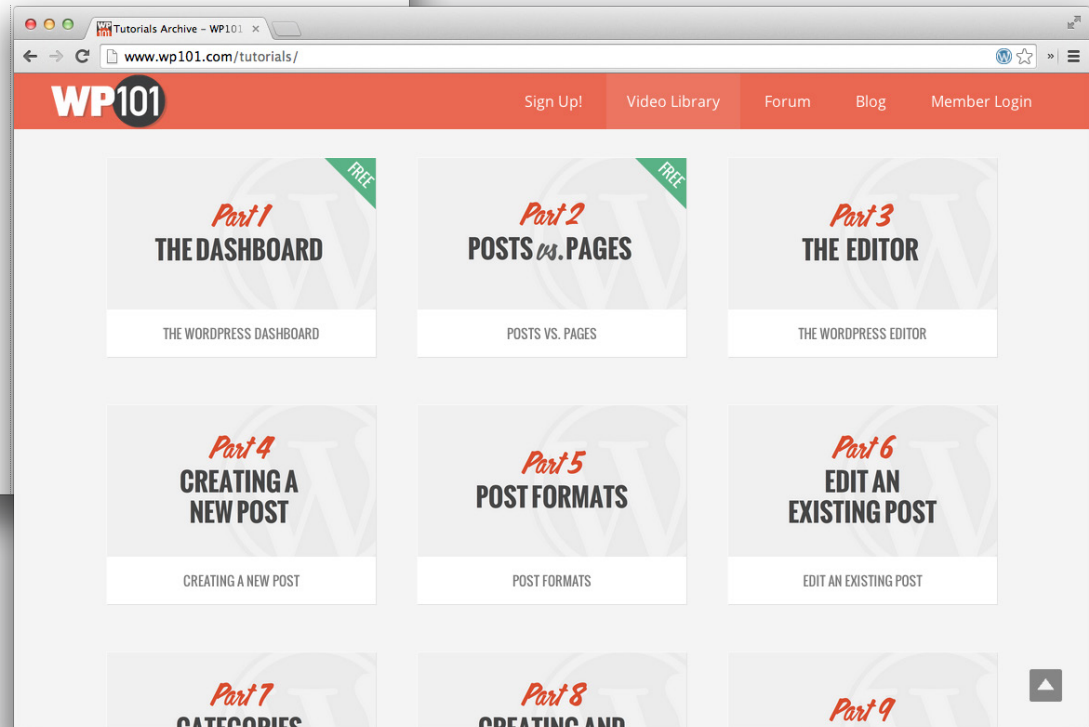
The left sidebar menu includes: Dashboard, Posts, Media, Pages, Appearance, Plugins, Users, Tools, Settings, Custom Fields (highlighted), Custom Fields, Export, Add-ons, SEO, and Collapse menu.

1. functions.php

2. Advanced Custom Fields

3. Documentation

BASIC TUTORIALS

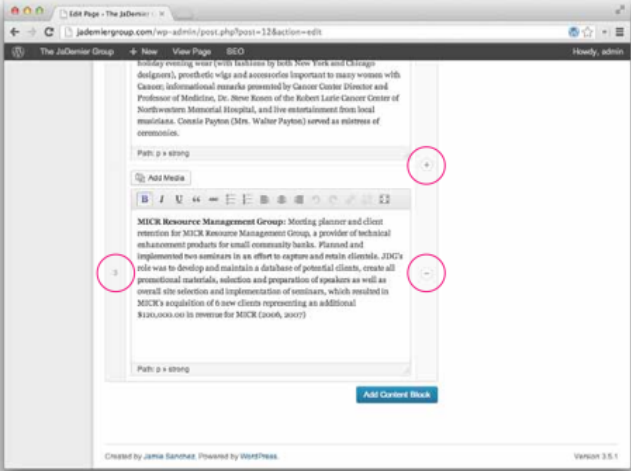


CUSTOM DOCUMENTATION

JDC_WebsiteManual_2013-03-10.pdf

Open with Preview

EDITING PAGE COLUMNS



EDITING A SPECIAL PAGE

Pages that have a three-column structure on the public side will have a section called “Columns” on the WordPress side.

CREATING AND REMOVING BLOCKS

Create a new block at the end by clicking on the blue “Add Content Block” button near the bottom of the page. Or click on the Plus icon between blocks to insert a new block in that very place. Remove it by clicking on the Minus icon.

REORDERING BLOCKS

Hover over the number on the left side of the block to see the Move cursor. Click and drag the block up or down to reorder it.

SAVING CHANGES

Be sure to click the big blue “Update” button to commit all edits.

JADEMIER WEBSITE MANUAL • 9

STYLE GUIDES AND PATTERN LIBRARIES

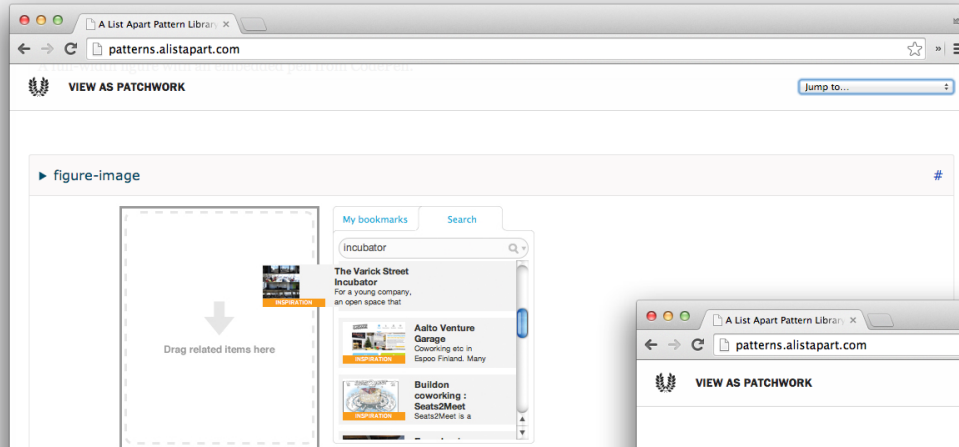
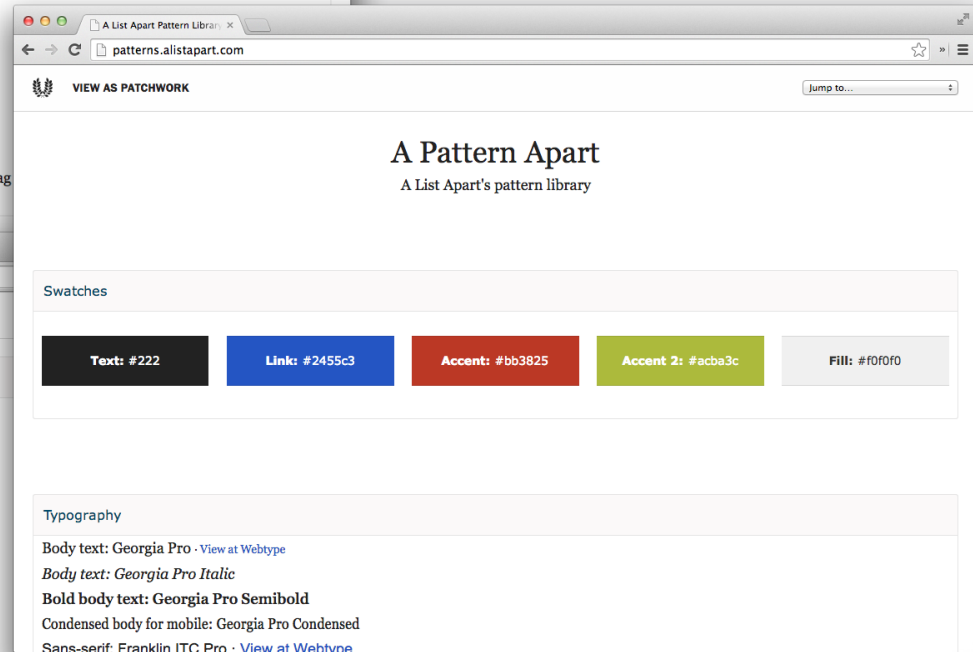
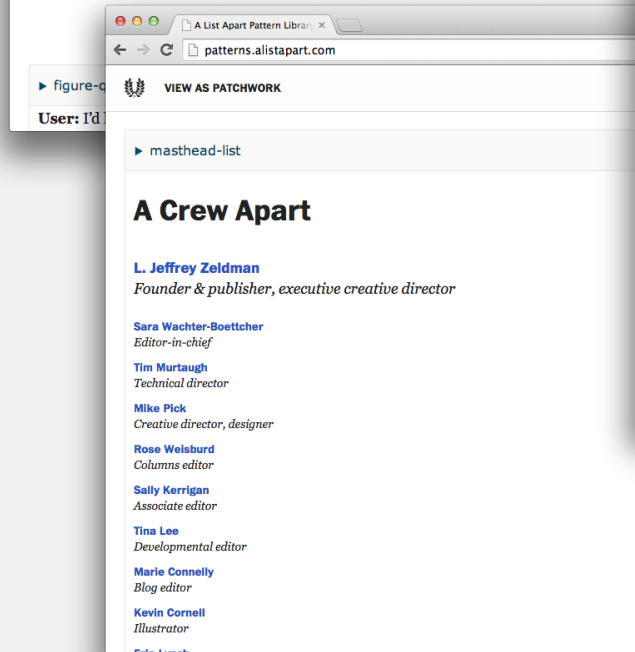


Figure 5.5: This feature, collecting bookmarks for related items, requires a mouse to drag button would make this more accessible.



STYLE GUIDES AND PATTERN LIBRARIES

Revenue buttons
These buttons are only used in conjunction with their specific revenue products and colors. Add classes to `Large`, `primary` buttons.

Deal button <code>.ybbtn-deal</code>	
CTA button <code>.ybbtn-cta</code>	
Platform button <code>.ybbtn-platform</code>	
Reservations button <code>.ybbtn-reservations</code>	
Giant call-out button <code>.ybbtn-giant</code>	

Social buttons
Use these buttons for any social media actions. Add classes to `Large`, `primary` buttons.

Facebook share button <code>.facebook</code>	
--	--

Button group
A button group is a series of buttons laid out next to each other, joined together to create one continuous UI. No extra markup is necessary, just a container with the modifier classes.

<code>One</code>	<code>Two</code>	<code>Three</code>
------------------	------------------	--------------------

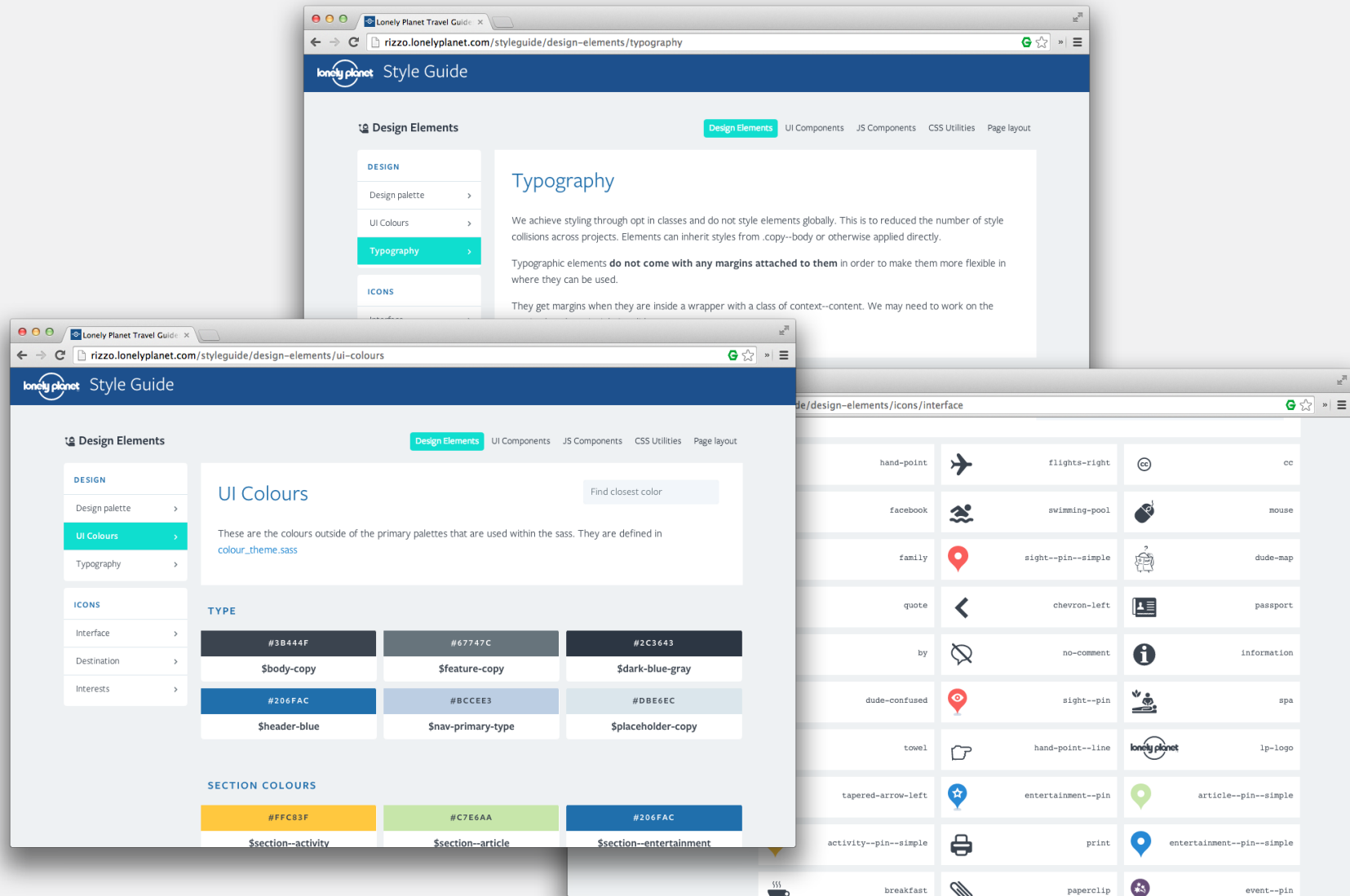
```
<span class="ybbtn-group clearfix">
  $$.ybbtn_attributes(...)
  $$.ybbtn_attributes(...)
  $$.ybbtn_attributes(...)
</span>
```

Typography utilities
Occasionally, there is a need to distinguish some copy from the rest of the page.

Bullet separator Yelp commonly groups pieces of similar information horizontally through the use of bullets between content pieces. Depending on your needs, you can put the bullet before or after the paragraph. <code>.bullet-before</code> or <code>.bullet-after</code>	
Embossed text A subtle white shadow at the bottom to make a text look embossed (on gray background only). <code>.embossed-text-white</code>	Embossed Text
Legal copy Better explain what needs explainin' or the fuzz will come for you. <code>.legal-copy</code>	You must agree to our Terms and Services
Subtle text Use sparingly. <code>.subtle-text</code>	Subtle text
Time stamp Did something happen at a specific time? Tell people when with this style. <code>.time-stamp</code>	2 hours ago

Buttons
Small: `Button` `Disabled`
Primary: `Button` `Disabled`
Code: `$.ybbtn_attributes(tag_name, ybbtn_type=None, size=None, content='', **tag_attributes)`

STYLE GUIDES AND PATTERN LIBRARIES



4. Additional Plugins!

Consider these...

- Enable Media Replace
- Disable Comments
- Simple Page Ordering
- WP Help



CAUTION



MAINTENANCE



CONFLICTS



TIME

THE QUEST FOR SIMPLICITY

1. Efficiency
2. Consistency
3. Personalization



THANK YOU

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Jamie Sanchez
DESIGNER AND WEB DEVELOPER