

# No constraints

Building an MVP with WordPress

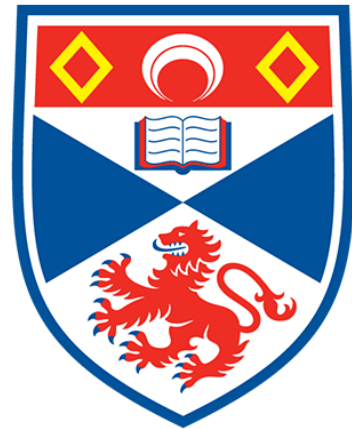
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WordCamp Edinburgh

21 November 2015



University of  
St Andrews

Background



## Study at St Andrews

[Undergraduate](#) [Postgraduate](#) [Non-degree courses](#) [Study abroad](#) [International](#) [Access and outreach](#) [Courses](#)

# Ever to excel

Study at the University of St Andrews and experience world-class teaching, cutting edge research and the flexible degree structure of Scotland's first university.

[Search for courses](#)

### Seven centuries of academic excellence and groundbreaking research

Over the last 600 years, the University of St Andrews has established a reputation as one of the world's leading research universities. Today, we offer a flexible degree structure based on your choice of subject specialism or research, creating an environment that nurtures inquisitive minds and a culture of shared learning.



## Study at St Andrews

Navigation

### Ever to excel

Study at the University of St Andrews and experience world-class teaching, cutting edge research and the flexible degree structure of Scotland's first university.

[Search for courses](#)



# Scotland's first university



Discover what it's like to study at St Andrews. Search undergraduate courses, explore postgraduate opportunities or find flexible study options.

Why St Andrews



University of St Andrews - Scotlan...

[Students](#) [Postgraduates](#) [Staff](#)

 University of St Andrews 

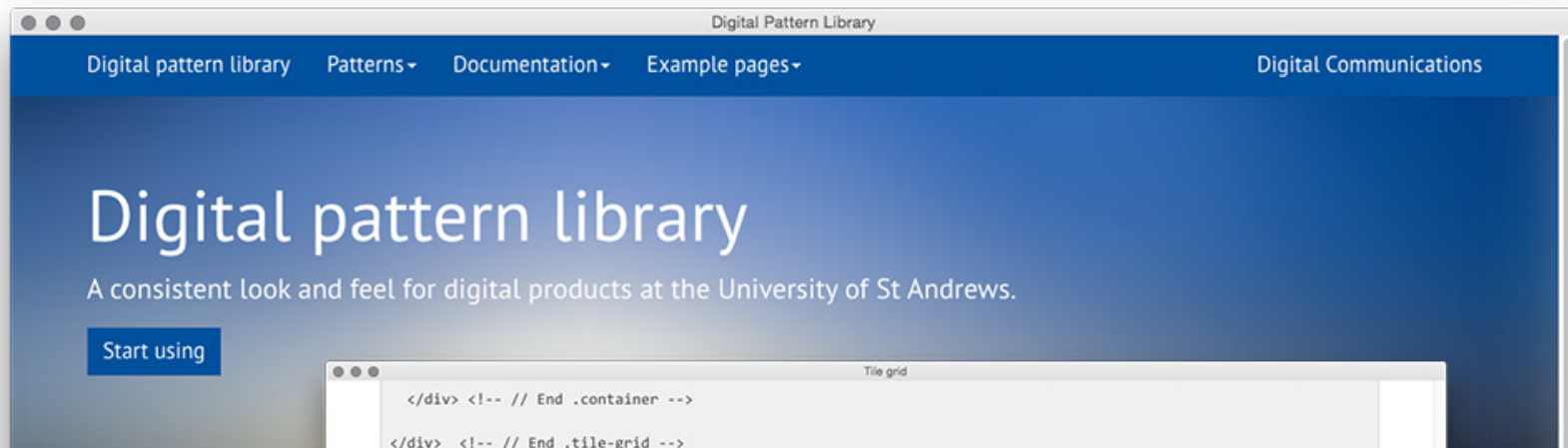
Navigation <

## Scotland's first university

Discover what it's like to study at St Andrews. Search undergraduate courses, explore postgraduate opportunities or find flexible study options.

Why St Andrews





## Patterns

- [Accordion](#)
- [Breadcrumbs](#)
- [Category header](#)
- [Content 2 column](#)
- [Content full](#)
- [Footer](#)
- [Header](#)
- [Hero banner](#)
- [Info bite](#)
- [Info bite grid](#)
- [Intro](#)
- [Masonry](#)
- [Masonry grid](#)
- [Navbar](#)

```
Tile grid
</div> <!-- // End .container -->
</div> <!-- // End .tile-grid -->
<!-- End pattern: tile-grid //-->
```

## Options

- **Background image**

By default there is no background image. To set a background image, add the following code to the tile grid:  
`class="tile-grid" style="background-image: url('image-url'); background-size: cover; background-position: center; background-repeat: no-repeat;">`  
The image will be set to cover the entire tile grid.

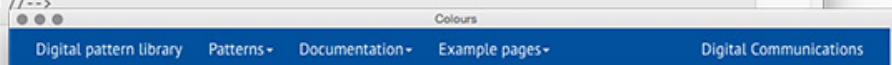
## Examples

example1

[View](#) | [Code](#) | [Open in new window](#)



digital-pattern-library v0.3.1



## Colours

### St Andrews Colours

These are the University of St Andrews colours for the web. To help compare the selected version of a colour with its original, hover over it. It will switch to the original when hovered over.

blue	(hover)	blue selected	(hover)	blue transparent
blue	(hover)	blue selected	(hover)	blue transparent
red	(hover)	red selected	(hover)	red transparent
yellow	(hover)	yellow selected	(hover)	yellow transparent

But...

We had been hampered by both  
perceived and real constraints.



What could we build if we had no constraints?

We decided to build a prototype site – our vision – of how we could use digital to best meet user needs.

Identify key  
audiences

- Prospective students
- Business and community members
- Alumni and donors

Establish design  
principles

- Start with user needs
- Standardise our approach
- Simplify what we offer online
- Design for everybody
- Design with data

Focus on the  
user



As a \_\_\_\_\_

I want to \_\_\_\_\_

So I can \_\_\_\_\_.

Build fast.

Get momentum.

No constraints.

Go

With a blank slate we set out to create a fresh take on what the external website for St Andrews could be.

Technical  
requirements

1. Fast and cheap to setup
2. Content editors, designers and coders can all easily contribute
3. Flexible enough to easily achieve our vision





1. Has ubiquitous, cheap hosting
2. Content editors, designers and coders can all easily contribute
3. Super-flexible

Create a  
prototyping  
theme

\_underscores

Digital pattern library

# Digital pattern library

A consistent look and feel for digital products at the University of St Andrews.

Start using

## Patterns

- [Accordion](#)
- [Breadcrumbs](#)
- [Category header](#)
- [Content 2 column](#)
- [Content full](#)
- [Footer](#)
- [Gallery](#)
- [Header](#)
- [Hero banner](#)
- [Info bite](#)
- [Info bite grid](#)

## Bootstrap theme

The pattern library is built on a custom **Bootstrap** theme. To view the styling for standard Bootstrap components, view the following example pages:

- [Bootstrap components](#)
- [Advanced Bootstrap components](#)

## Documentation

- [About the pattern library](#)
- [Colours](#)
- [JavaScript dependencies](#)
- [Using the pattern library](#)
- [Palettes](#)
- [Using jQuery DataTables](#)

## Found a bug?

Use the bug report form to let us know.

Report a bug

# Hero banner

The Hero banner pattern displays a large heading, introductory text and a call to action over an optional, large background image.

## Background image template

So that it can be positioned reliably across a variety of screen sizes, the background image must follow this template. Use the Photoshop template below to generate new banners that are compatible.



- [Hero banner Photoshop template](#)

## Usage

- Background images are optional, but if present should be **1905px** x **362px** and created with the Photoshop template (see above).

## Syntax

# Page templates

1. Normal content
2. Blank canvas



- Dashboard
- Jetpack
- Posts
- Media
- Pages**
- All Pages
- Add New
- Edit Order
- Comments
- Feedback
- Appearance
- Plugins
- Users
- Tools
- Settings
- SuperCacher
- Collapse menu

Permalink: <http://standrewsdigital.org.uk/example-page/> [Edit](#) [View Page](#)

[Add Media](#) [Add Contact Form](#)

Visual **Text**

**b** *i* [link](#) **b-quote** ~~del~~ **ins** **img** **ul** **ol** **li** **code** **more** **close tags** **proofread**

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

```
<div class="component">Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.</div>
```

Word count: 138

Draft saved at 12:05:07 am.

### Custom CSS

Enter page-specific CSS

```
.component {
  color: red;
}
```

[Save Draft](#)

[Preview](#)

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

[Publish immediately](#) [Edit](#)

[Move to Bin](#)

[Publish](#)

### Page Template

Template

- [Default Template](#)
- [Blank canvas](#)

Some themes have custom templates you can use for certain pages that might have additional features or custom layouts.

### Placement in Navigation

Top level page

[Move page](#)

Label

Visibility  Display in navigation lists

```
1 <?php
2 /*
3  * Template Name: Blank canvas
4  */
5
6  // Add custom styles if on a page template:
7  $page_custom_css = null;
8  if ( 'page' == get_post_type() && 'page-canvas.php' == get_page_template_slug() ) {
9      $page_custom_css = get_post_meta( get_the_ID(), '_page_custom_css', true);
10 }
11
12 // Remove the auto <p> that WordPress adds by default.
13 remove_filter( 'the_content', 'wpautop' );
14
15 get_header(); ?>
16
17 <?php while ( have_posts() ) : the_post(); ?>
18
19     <?php the_content(); ?>
20
21 <?php endwhile; // end of the loop. ?>
22
23 <style type="text/css">
24 <?php print $page_custom_css ? $page_custom_css : null; ?>
25 </style>
26
27 <?php get_footer(); ?>
```

Examples

Result

We created a vision of a new website for external audiences with realistic content including about, news, events, search, and course information.

The story continues...

The creation of this prototype has been the foundation of an ongoing multi-phase, multi-year project.

## CONCLUSION

Consider using WordPress when you need to rapidly create a vision for a new product.



# Thank you for listening! Questions?

**Digital communications team at the University of St Andrews**

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