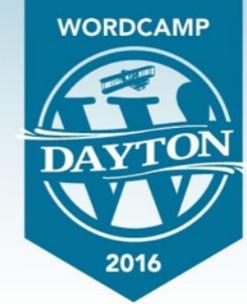


Using Custom Post Types to Align with Mental Models of Backend Users

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MENTAL MODELS. WORDPRESS. CUSTOM POST TYPES.

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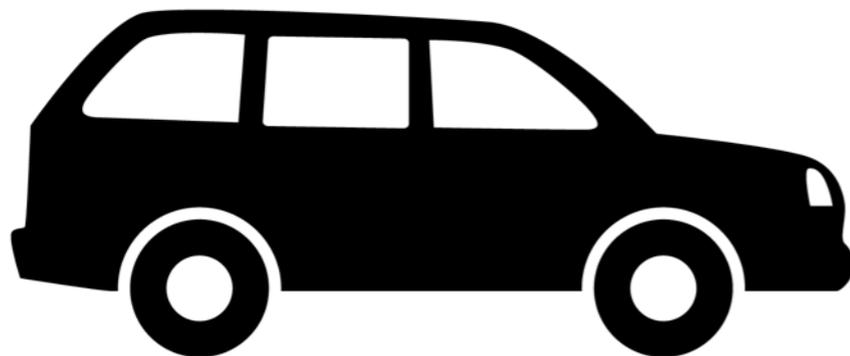
“The models people
have of themselves,
others, the environment,
and the things with
which they interact.”

.....
Don Norman
The Design of Everyday Things

MENTAL MODELS

- Inform peoples' expectations about similar situations
 - What does *similar* mean? Situations where models transfer.
For example: portrait/layout mode on devices.
- Not based on fact
- Highly individual based on a person's unique experiences

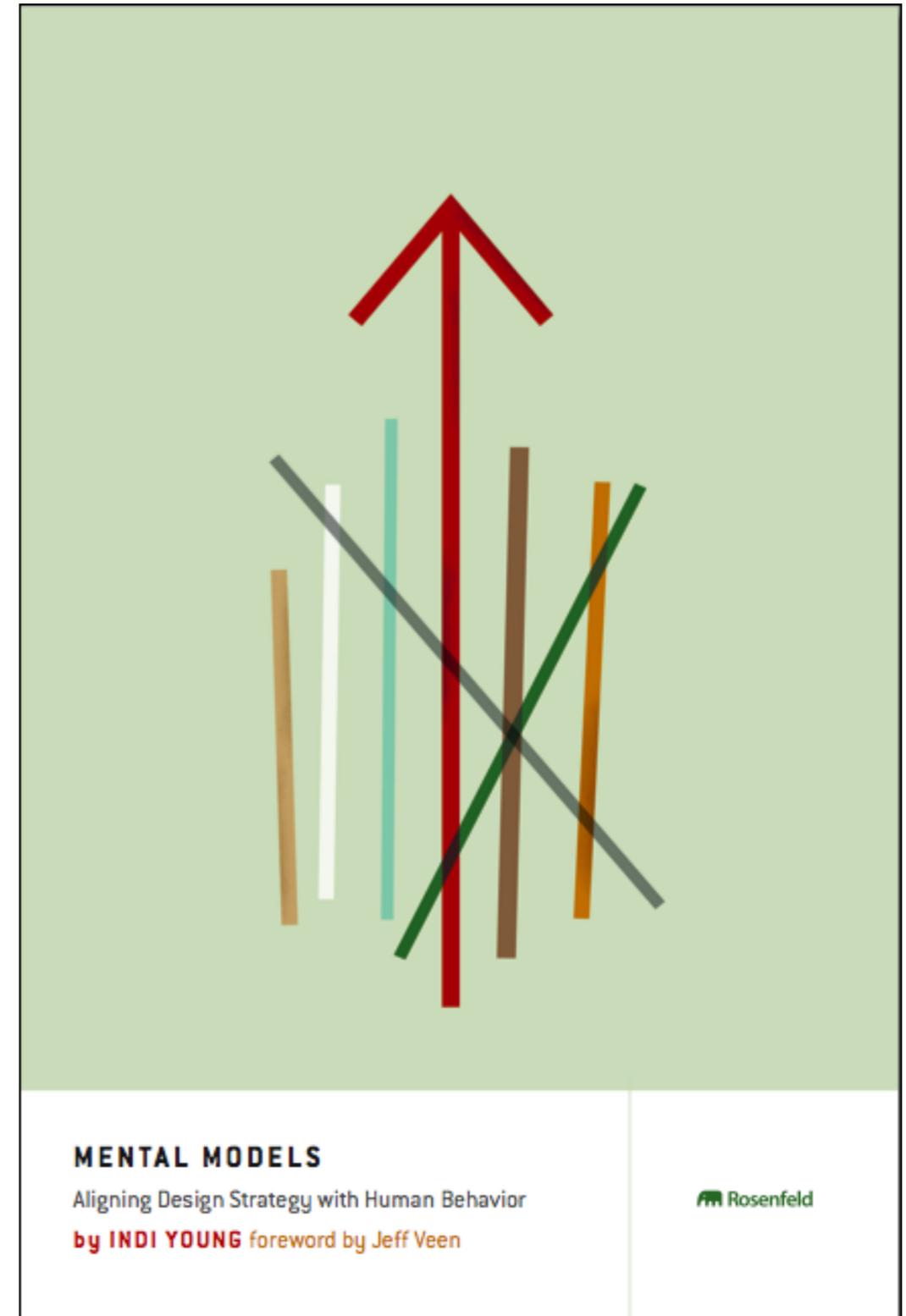
EXAMPLE: WHERE DO THE LICENSE PLATES GO?



GAPS BETWEEN MENTAL MODELS AND REALITY YIELD USABILITY CHALLENGES

MENTAL MODELS – THE DESIGN ARTIFACT

There is also a design discovery artifact in user experience design called a mental model. Indi Young wrote the book on this artifact.



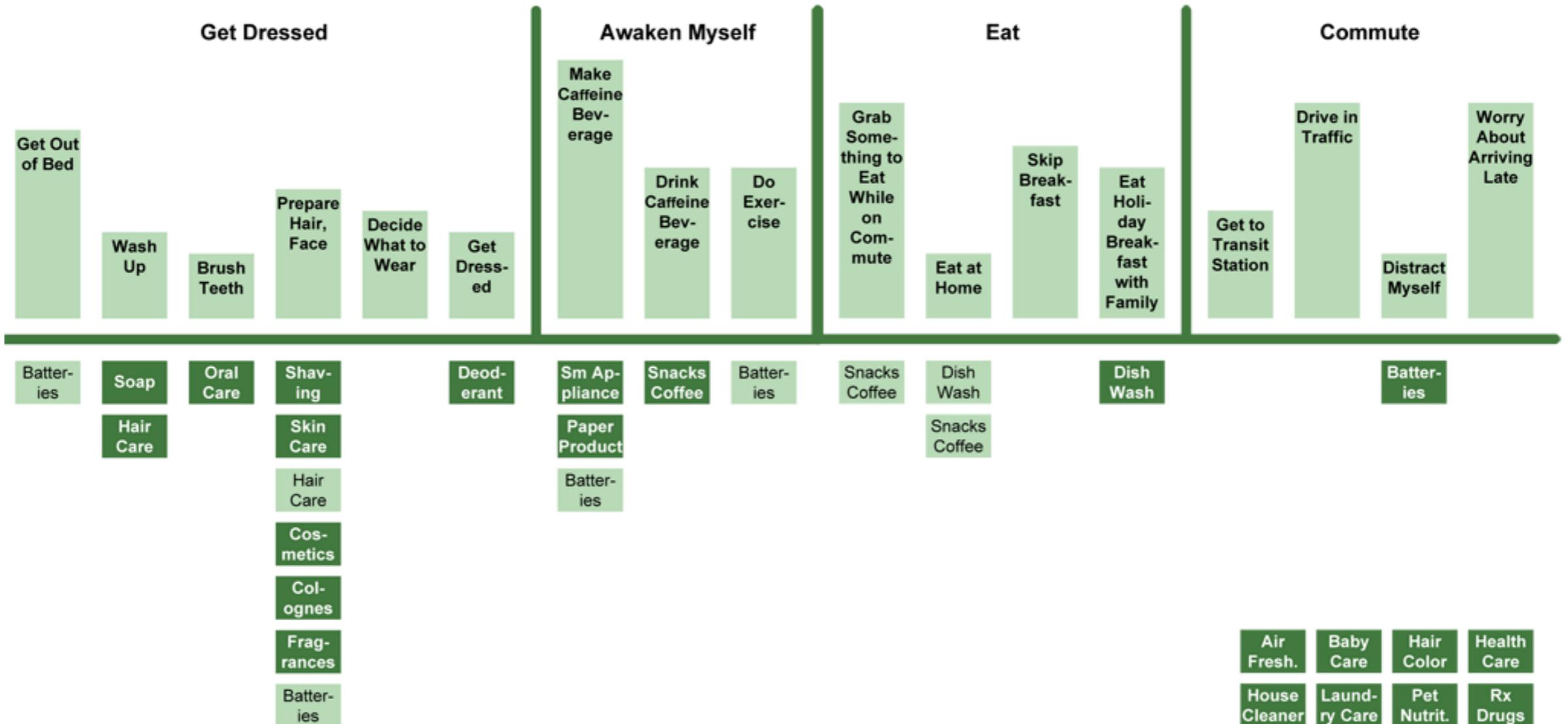
MENTAL MODELS

Aligning Design Strategy with Human Behavior

by **INDI YOUNG** foreword by Jeff Veen

 Rosenfeld

THE MENTAL MODEL DESIGN ARTIFACT

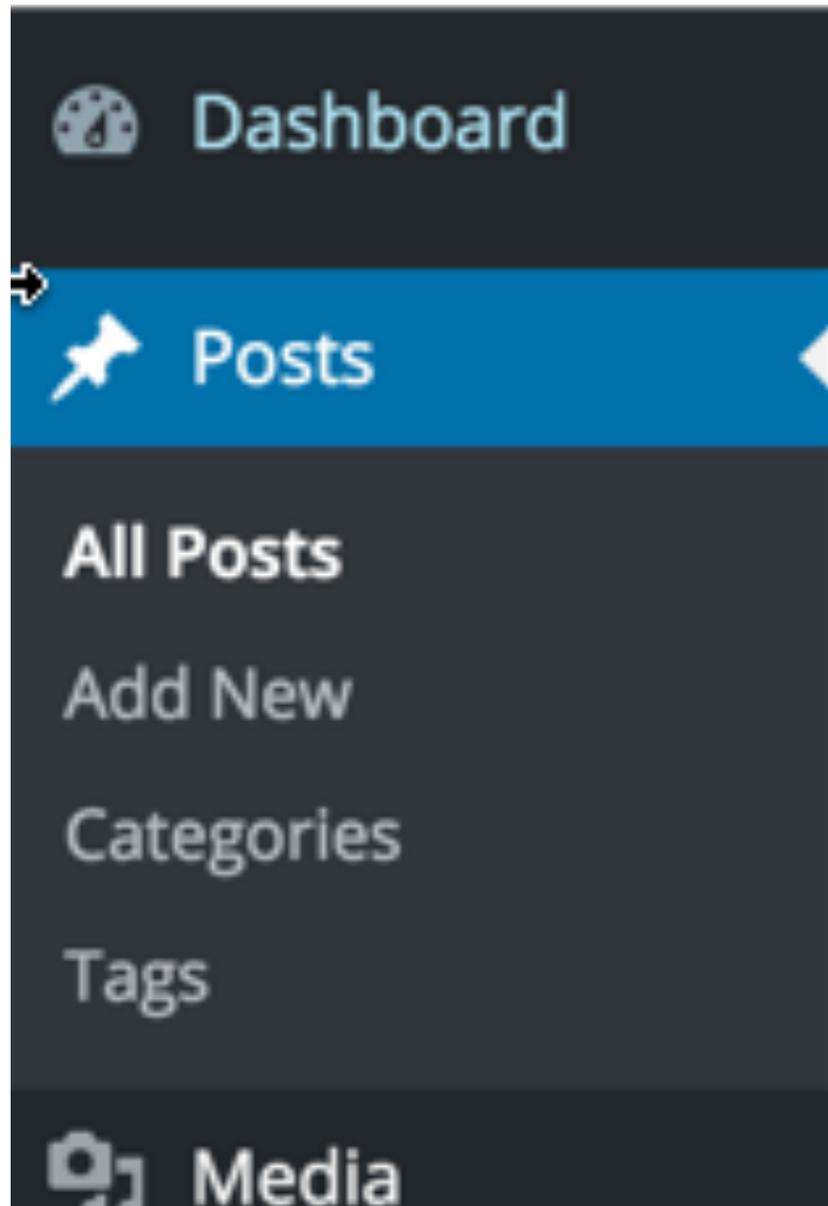


**LET'S BRING THIS BACK TO
WORDPRESS**

TWO EXPERIENCES OF WORDPRESS

- Front End. We pay a lot of attention to this.
- Administrative. A few people pay attention to this. We will eventually pay more attention to this. In some cases. Probably.

WE KNOW TAGS. DO THE USERS KNOW TAGS?



I'm sorry, I have to do what with what to put my bee blankie guest article on the website???



OPPORTUNITY: CUSTOM POST TYPES (AND FIELDS)

- Posts + Taxonomy allow us to do a lot of magic. In many cases, we don't *need* a custom post type, and the queries and code are nicer.
- Custom Post Types appear as explicit entities in the administrative area of WordPress.
- Custom taxonomies, too.

TWO EXPERIENCES OF WORDPRESS

An “apiary calendar” entry can be categorized by “season”

A “Guest Article” will immediately look like the right place to guest contributors. (as opposed to “President’s Message”)

These terms make sense and are quickly identifiable.

MATCH TERMINOLOGY AND MENTAL MODELS

-  President's Message
-  Guest's Article
-  Library
-  Apiary Calendar
-  WVBA Officers
-  Swarm List



WHY IS THIS GOOD FOR US?

- We are perceived to understand the problems and needs of our clients.
- It's easier to educate a person on how to manage content when the type of content they are managing makes already matches how they think about the content.

HOW DO WE FIGURE THIS OUT?

- Listen to peoples' words. Especially during early conversations. “How do you imagine adding new things to the website?”
- Show a blank or squiggle menu. Ask them to what the labels should be.

**QUESTIONS?
COMMENTS?**