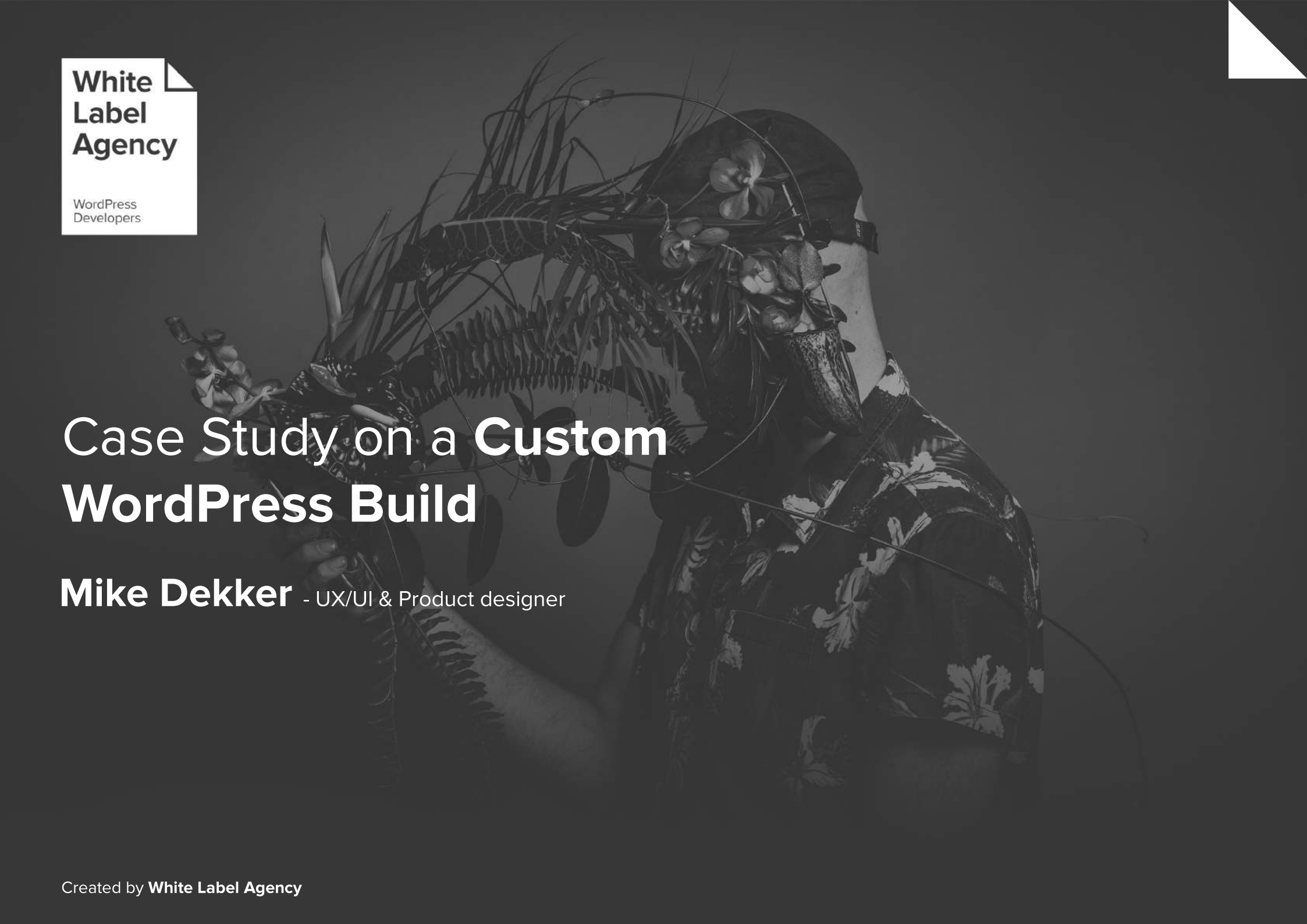


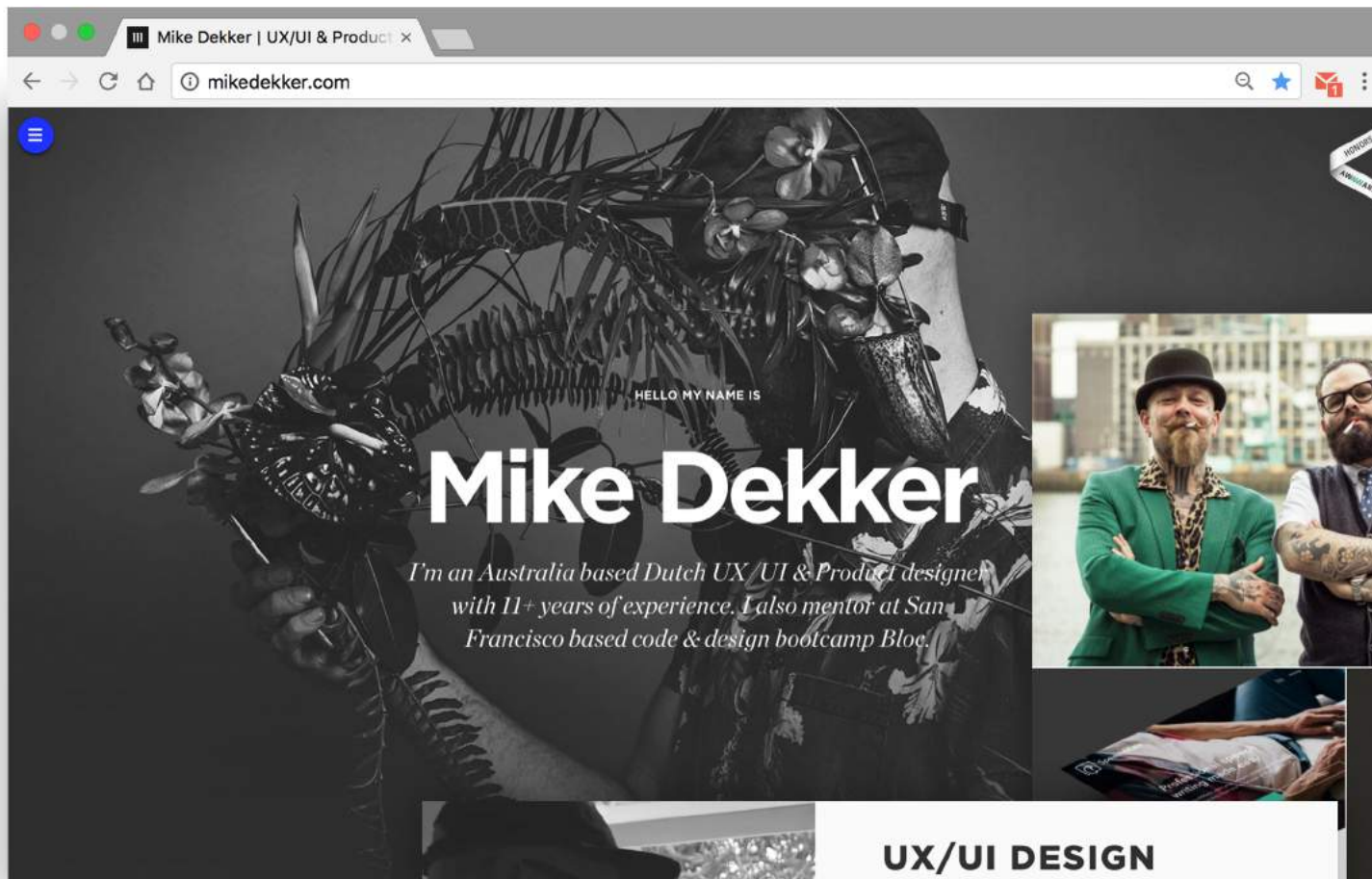


**White
Label
Agency**

WordPress
Developers

Case Study on a **Custom WordPress Build**

Mike Dekker - UX/UI & Product designer



UX/UI DESIGN

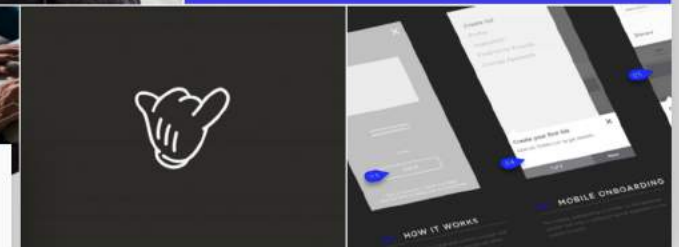
CREATING BEAUTIFUL & HUMAN CENTERED DESIGN SOLUTIONS FOR MOBILE & THE WEB

I design thoughtful & memorable experiences, products and services that play meaningful roles in people's lives & business success.

My services include conducting user research, developing wireframes, designing visual mockups, and creating prototypes for usability testing.

Always up to date with the latest trends, not only across design & tech but in human behaviour as well. I don't just design an effective user experience, I create an exceptional one.

I'VE HAD THE PLEASURE WORKING WITH



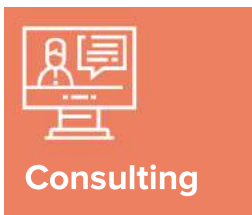
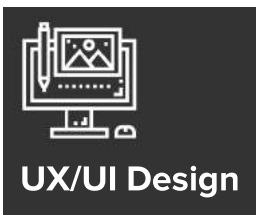
01 About the Client

Who is Mike Dekker?

Mike Dekker is an Australia based Dutch UX/UI & Product designer. He helps businesses, organisations and individuals from around the world to design memorable interfaces & define seamless & meaningful experiences for mobile & the web.

When he's not designing you will find him exploring coastal trails in Canada, flying his drone in New Zealand, surfing in Indonesia or riding his adventure bike in Australia.

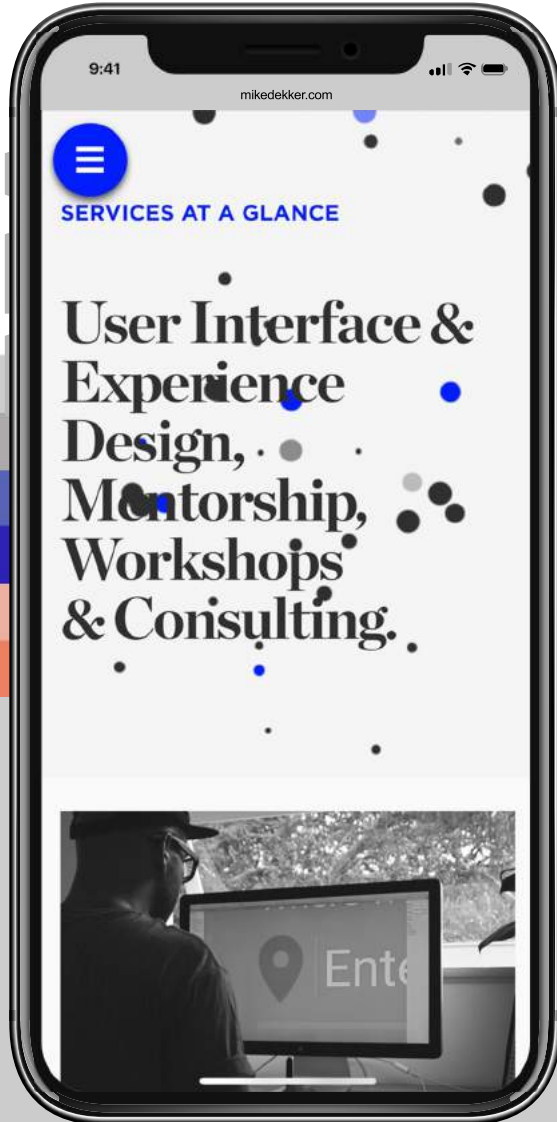
What Mike does



mikedekker.com



02 Project Summary



2.1 Project scope

Mike came to us with PSDs for his new website, and wanted us to build it as a custom WordPress site.

- ▶ 4 page templates
- ▶ Custom mobile designs
- ▶ Custom navigation
- ▶ Custom animation
- ▶ Pixel perfect

Nov 2 - Request for quote

Nov 2 - Quote sent

Nov 3 - Quote accepted

Nov 7 - Development started

Nov 25 - Sent for 1st review

Dec 13 - Delivered to client

2.2 Project cost

Baseline

- ▶ Original scope:
\$2,170 at fixed price, with estimated 62h @ **\$35/h.**

Additional scope

- ▶ **\$105** for 3h to customize integration with Instagram.
- ▶ **\$210** for 6h to animate the services overview and navigation.
- ▶ **No charge** for 4h of additional scope to complete a Navigation request that we missed when quoting.

Total paid: \$2,485

03 Preparation

3.1 How we quote a project

Before starting development, we provide a partner with a fixed-price quote for the project based on their design files and specifications.

Upon acceptance of the quote, we arrange for the next skilled developer to start to code the custom theme they've designed for their client.

Project Quote

Supplier: White Label Agency
Client: Mike Dekker
Project name: Mike Dekker
Quote valid until: 12/03/2016
Account manager: Anton Khorolskiy
Client contact: Mike Dekker
Price: \$2,275.00
Payment schedule: 25% of the price downpayment, and then three milestone payments of 25% each according to project progress. Last one before delivery, or two weeks after sent for review, whichever is sooner.
Ready for first review: Usually about 19 business days after WLA assets required. If you need a fixed date when this project can be ready.

Scope of project
Basic Fully Responsive Development. TWLA shall build a fully responsive WordPress website based upon Foundation or Bootstrap.
The navigation menu in the theme will be the standard Foundation or Bootstrap responsive design or up to 10 items.
The responsive content is movable and defaults and development.
The Ninety (90) days of bug fixing is included provided.

Assets needed before project start
Design (PSD files)
Email confirmation to start project

Items Included in quote

Items Included in quote	Hours
About	10
Animation	12
Home	12
Mobile	12
Navigation	4
Work	8
Work Single	4
Total	62

WordPress Development Standards:
<https://thewhiteagency.com/standards>

Reply to this email for your valid and legal acceptance
<https://thewhiteagency.com/faq/>

Anton Khorolskiy
anton.kh@thewhiteagency.com

thewhiteagency.com 11/02/2016

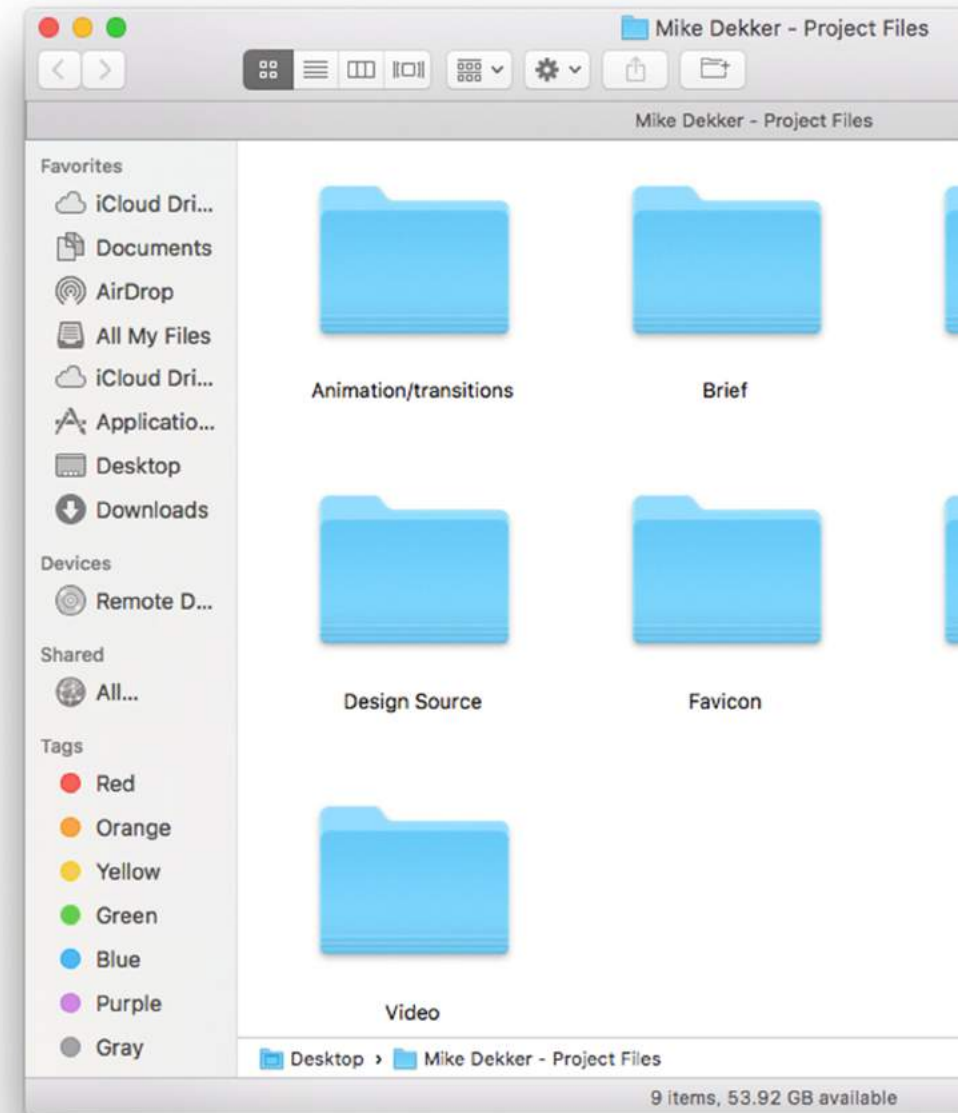
03 Preparation

3.2 Assets received

- ▶ Sketch files desktop views (4 page templates + navigation)
- ▶ Sketch files mobile view (4 page templates + navigation)
- ▶ 4-second video of an animation
- ▶ A 1-page project brief with general instructions
- ▶ A 10-page PDF with annotations to all design files
- ▶ Photos
- ▶ Videos
- ▶ Premium Fonts (purchased in advance by client)
- ▶ Credentials to premium plugins used (purchased in advance by client)

*Note

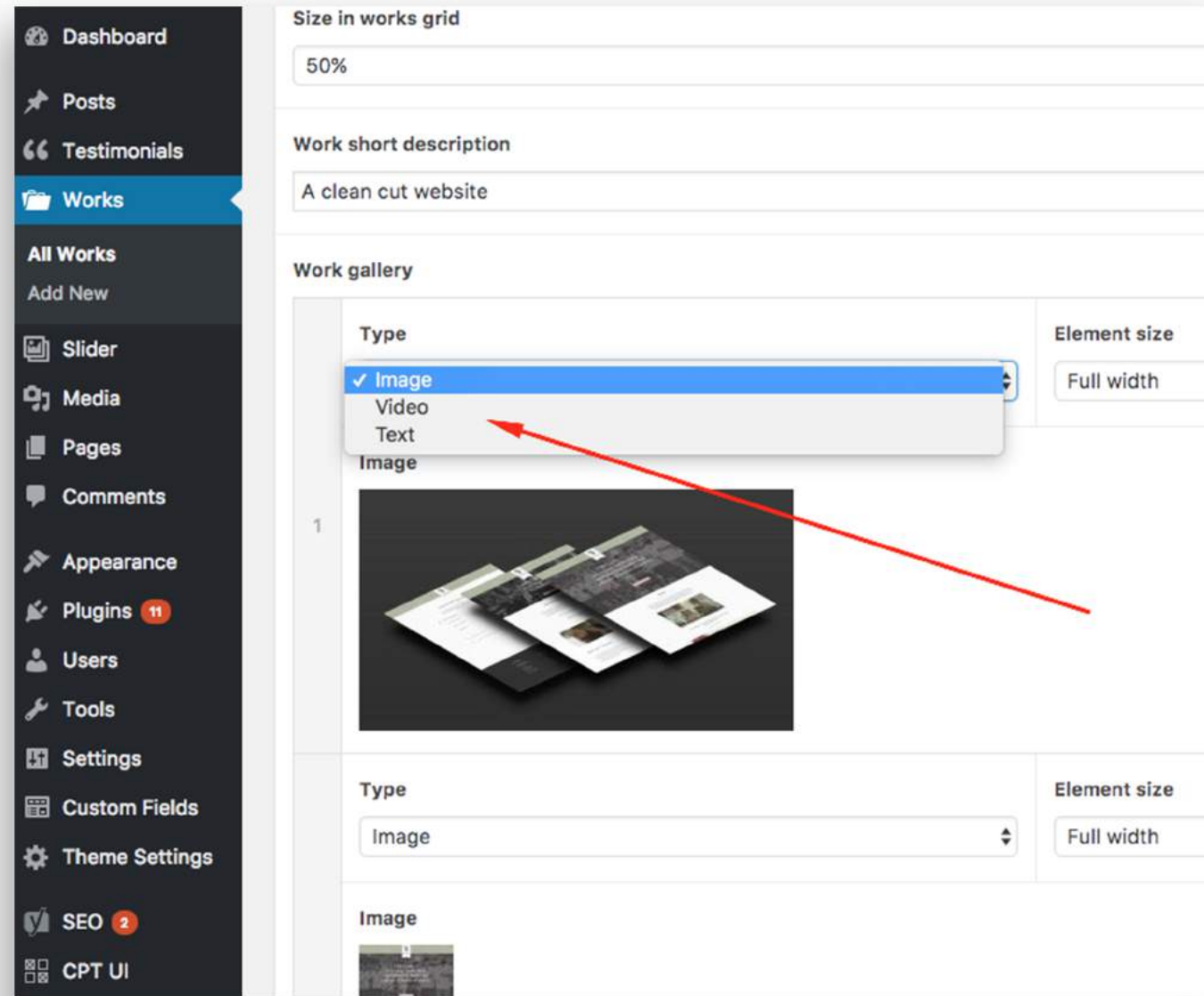
For simpler projects, we usually just need layered design files and half a page of instructions.



3.3 Clarifications needed

We asked if the individual project pages ("Works") should only display images or have some additional functionality.

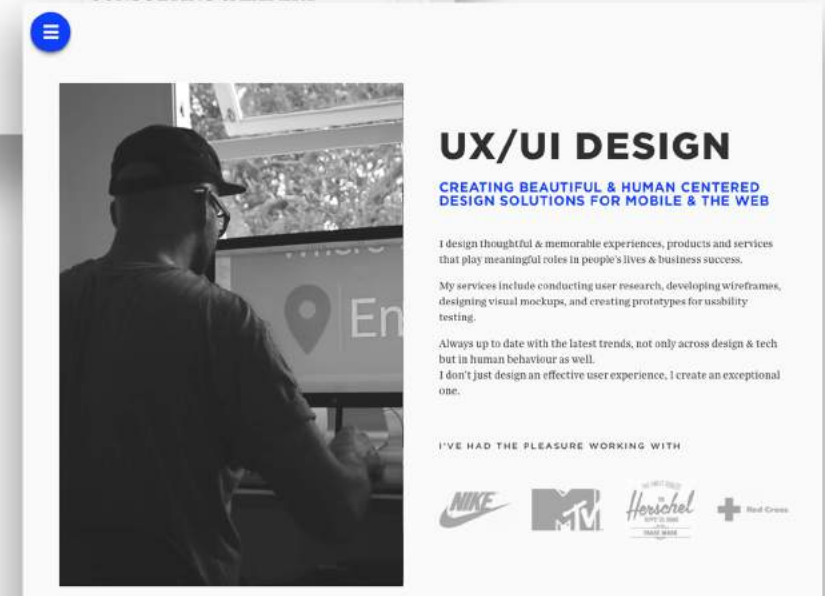
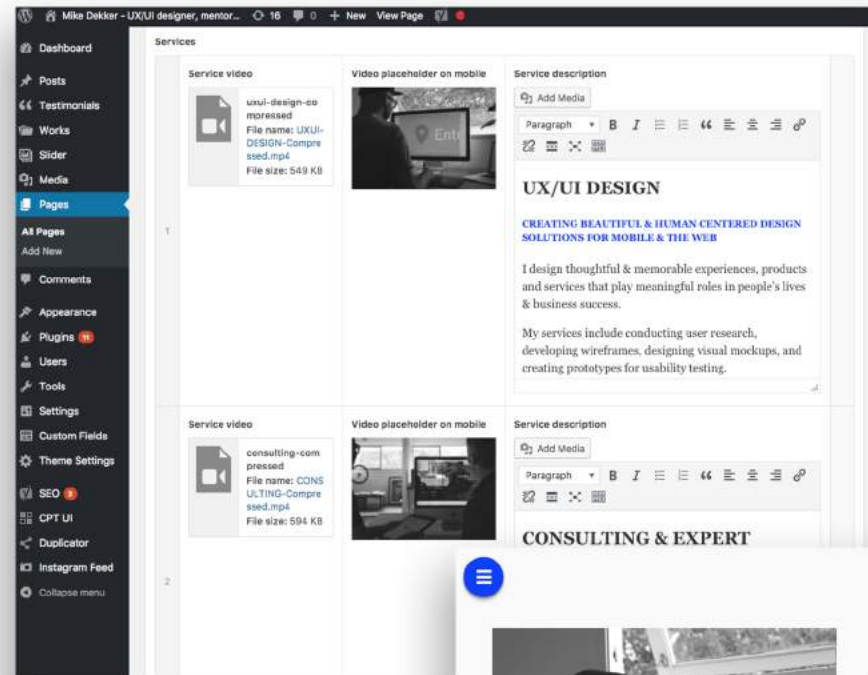
Mike replied that he wanted to be able to add either **images**, **videos** or **text elements** to the page.



04 Development Highlights

4.1 Reverse slider on homepage

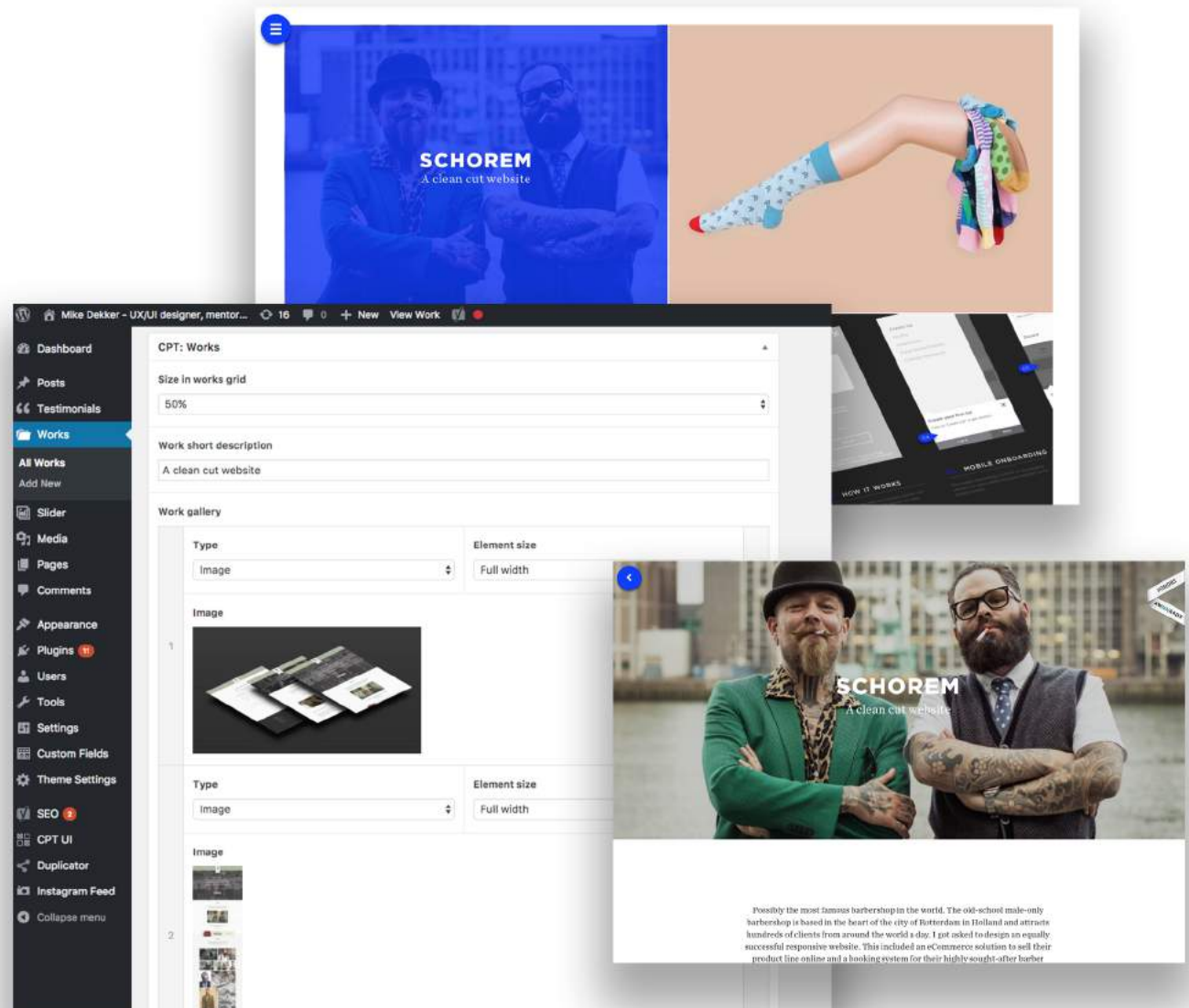
The homepage has a **unique page-slider effect** that goes both ways. Since it uses Advanced Custom Fields, each services can be easily managed from the dashboard to upload new videos, mobile stills. and edit text.



4.2 Custom post types for portfolio projects

To show off the portfolio, we used **custom post types**. Besides the individual pages for each project, an overview with a thumbnail, title and short description of each project can be found on both the homepage and on the portfolio overview page.

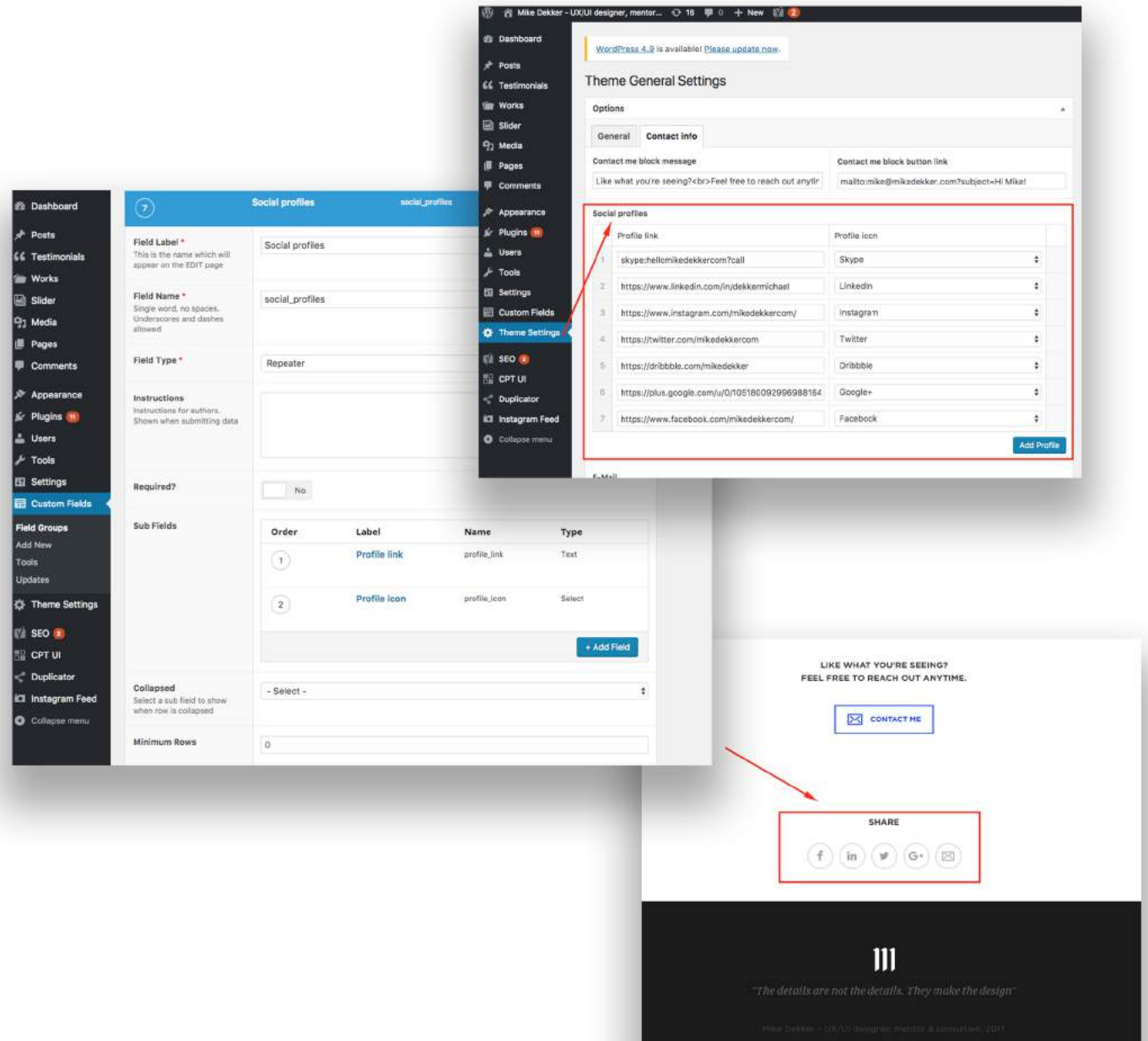
The individual page for a portfolio item was a series of images with a custom footer, so we built the page to allow the client to add images and their sizes using custom fields on the post admin page.



4.3 Advanced custom fields for social profiles

The social media profiles were set up in the global settings of the theme using custom fields.

That way, they can easily be **updated in one place** and updated **on the whole site simultaneously**.



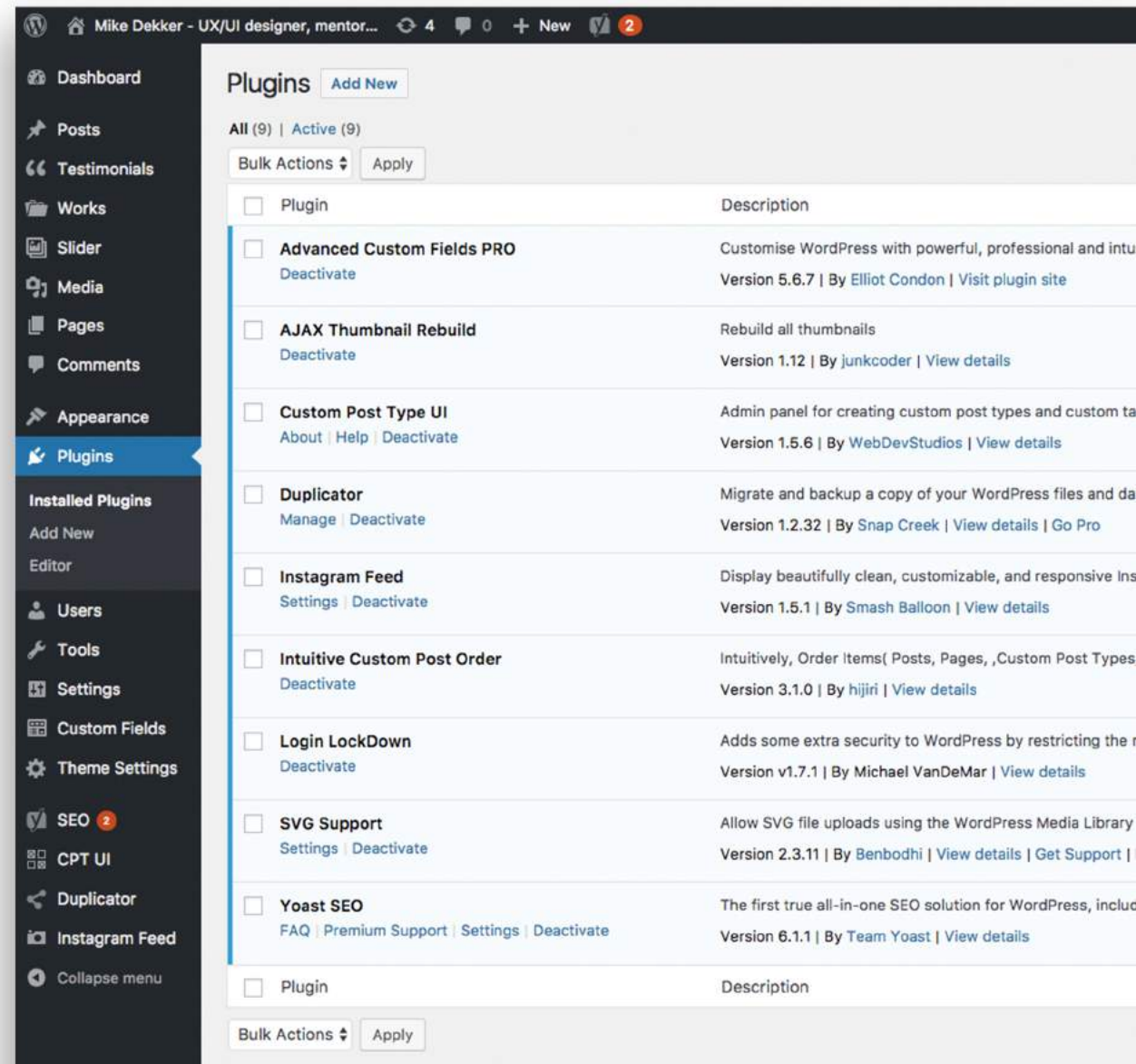
04 Development Highlights

4.4 Plugins used

Besides the default plugins we install, we used four new plugins to fulfill the requests of our client on this project. In total, there were **9 plugins activated** when the site was launched.

- ▶ Advanced Custom Fields PRO*
- ▶ AJAX Thumbnail Rebuild
- ▶ Custom Post Type UI*
- ▶ Google Analytics by MonsterInsights*
- ▶ Instagram Feed
- ▶ Intuitive Custom Post Order
- ▶ Login LockDown*
- ▶ SVG Support
- ▶ Yoast SEO*

* Added by default according to the WLA dev standards

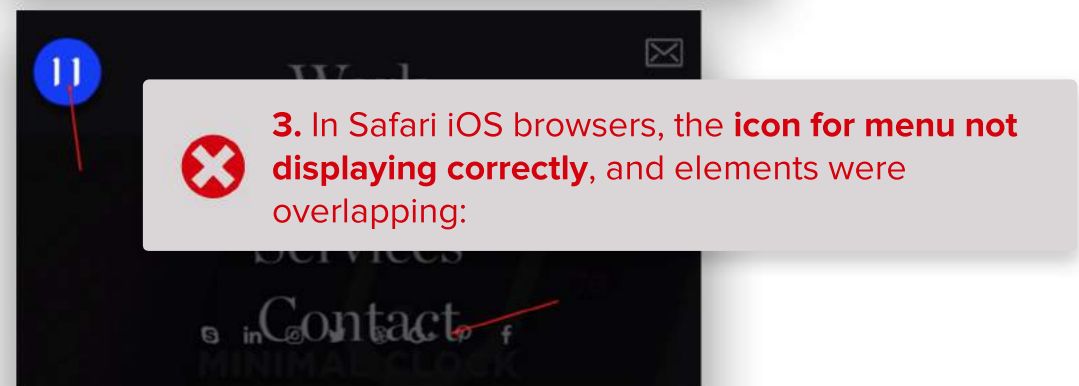
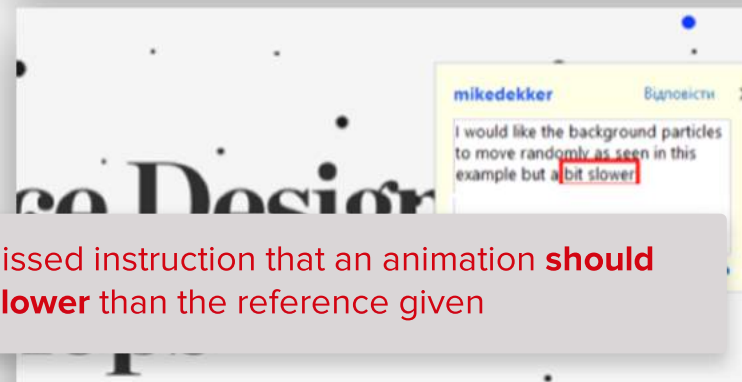
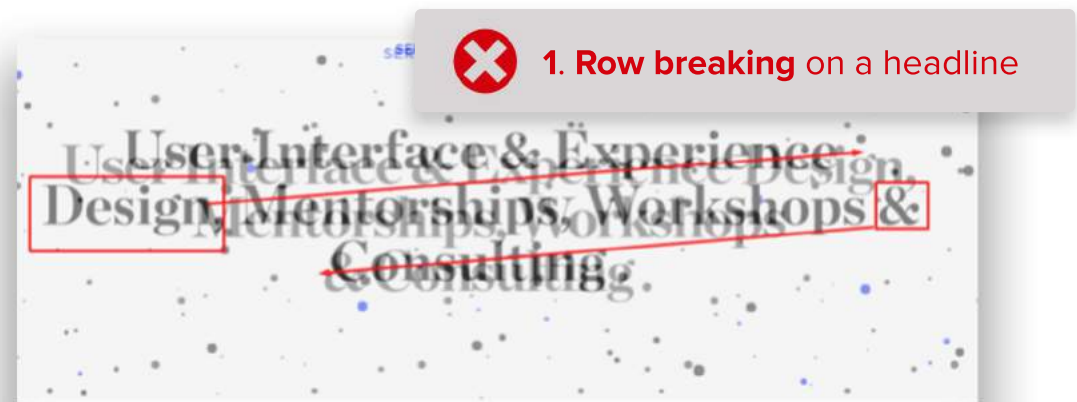


05 Internal QA

What we caught internally

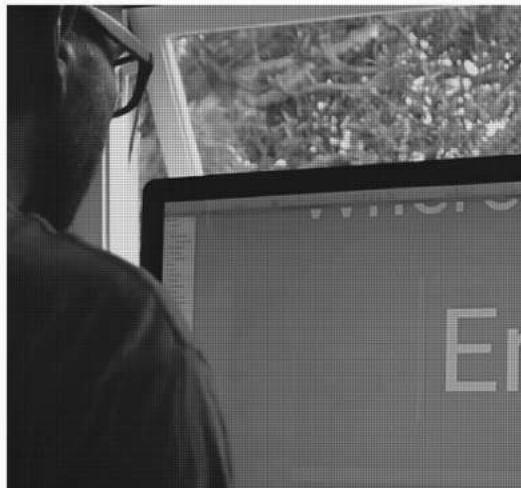
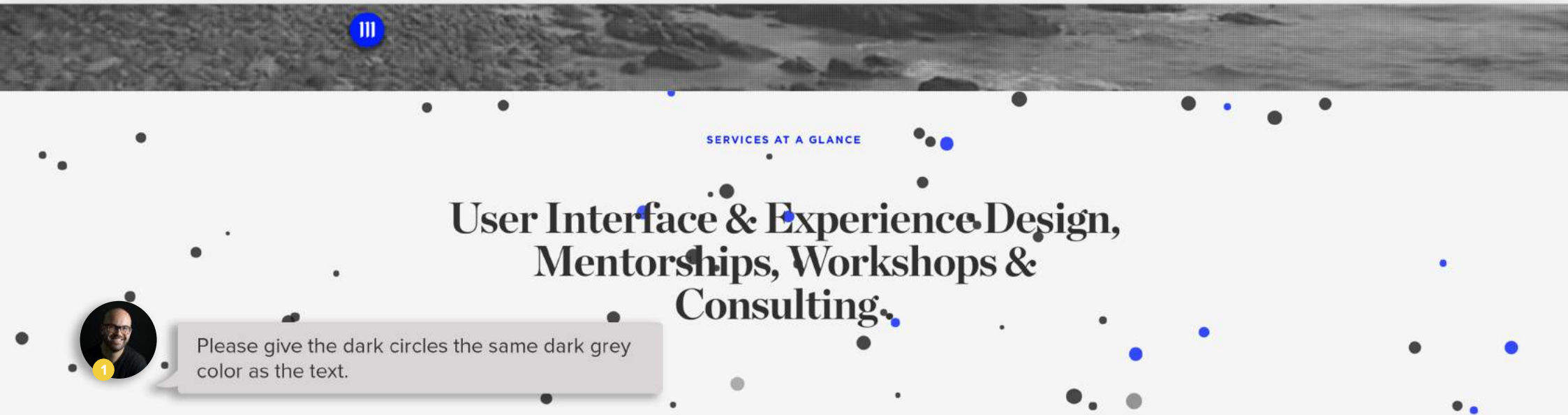
Before sending any site to our clients for review, we have internal Quality Assurance specialists review them.

On this project, we caught some pixel-perfect deviations, missed instructions and cross-browser compatibility issues.



06 Feedback Rounds

Examples of feedback:

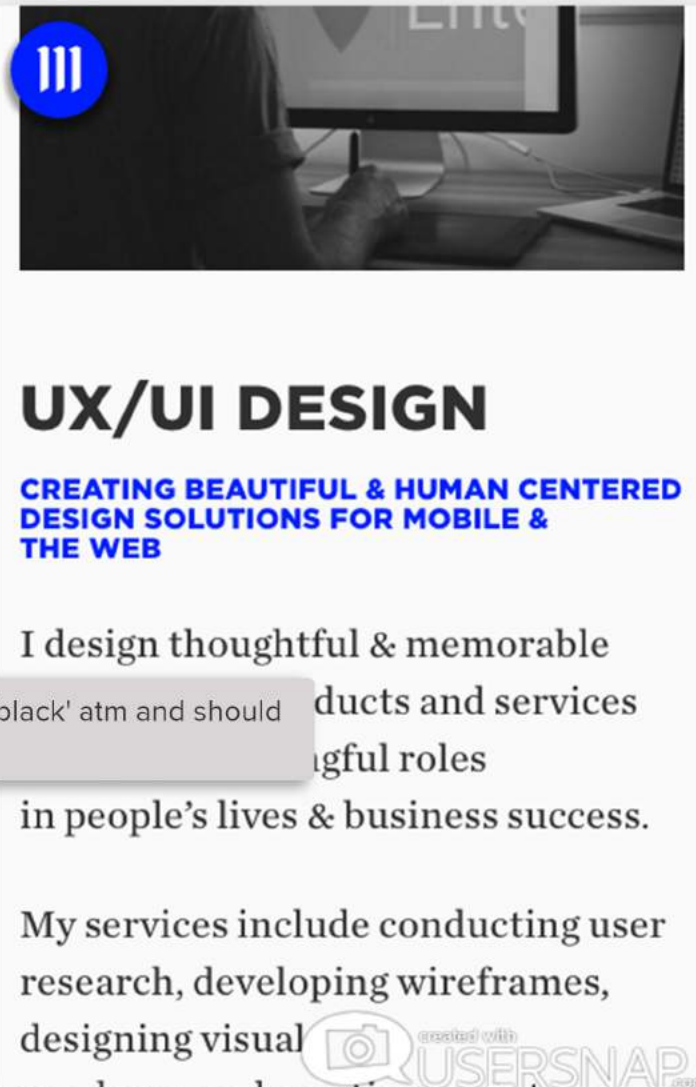


06 Feedback Rounds

Examples of feedback:

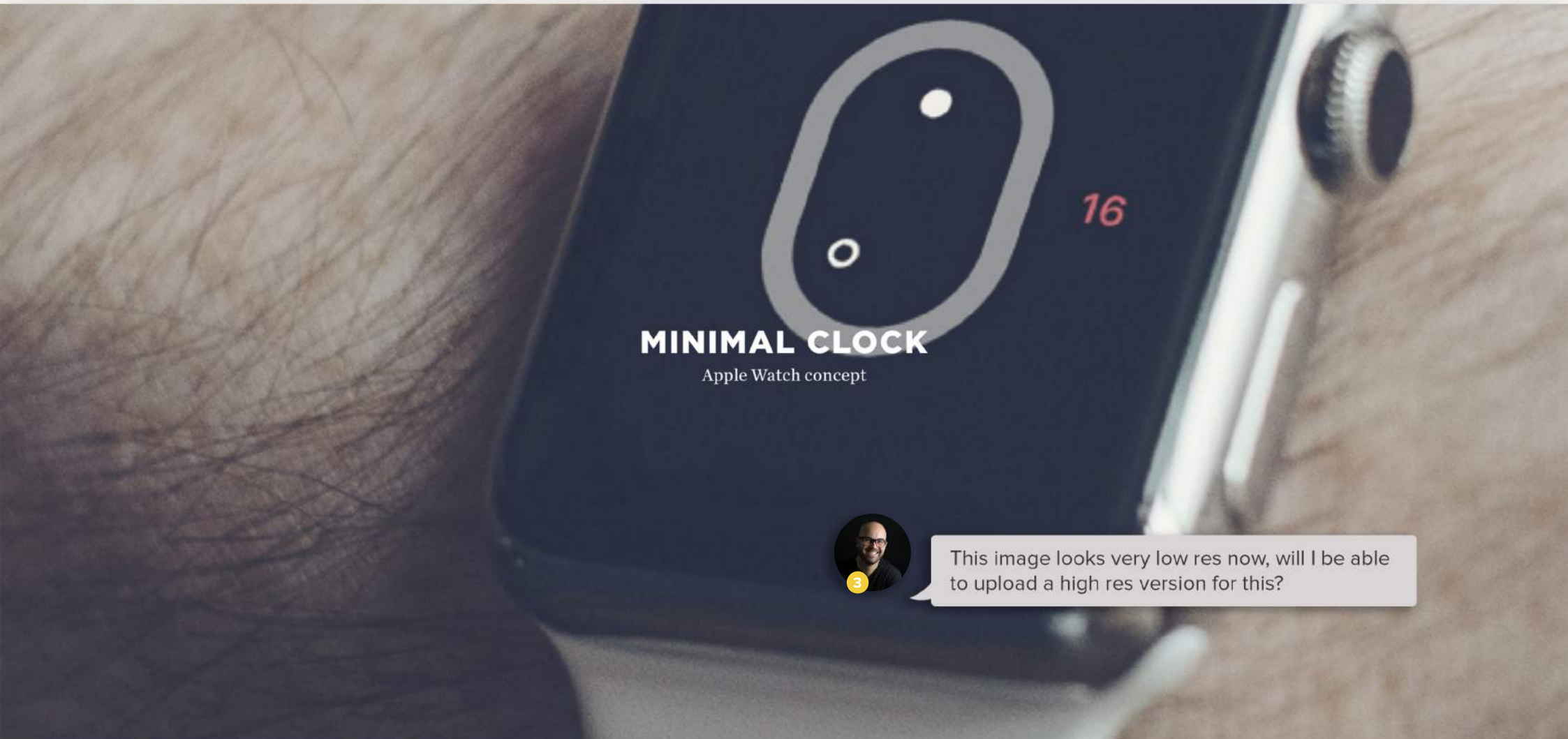


The blue text font weight is 'black' atm and should be bold, like in my designs.



06 Feedback Rounds

Examples of feedback:



07 Additional scope

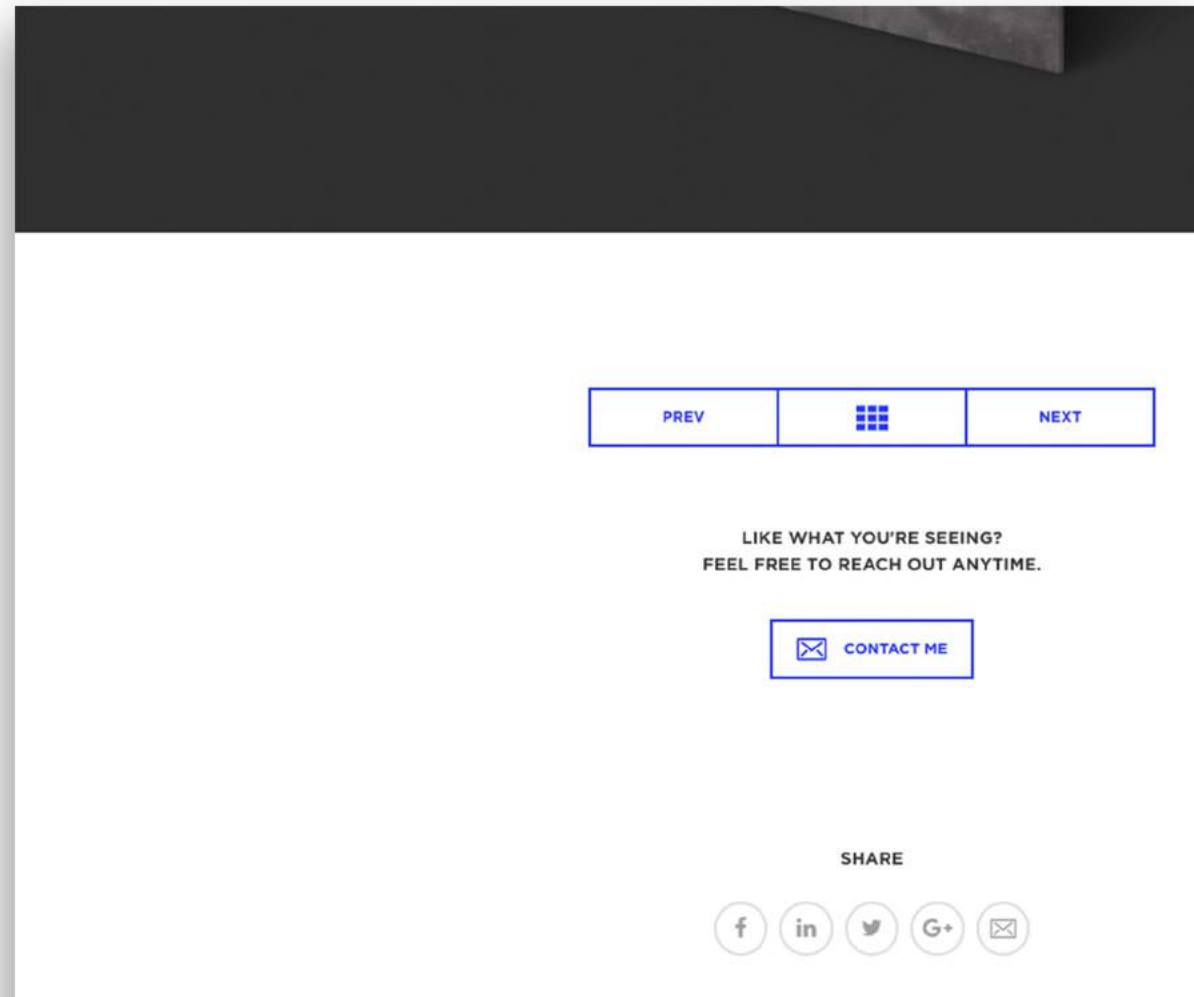
Late changes

Sometimes new requirements appear in the feedback stage. Although both our partners and us try to avoid it, it happens and that's OK. If it's clearly new compared to the initial brief, it may be quoted separately.

Example of additional scope

In the design for the individual project page, there are **buttons at the bottom to allow visitors to click to the next or previous project**. During the feedback stage, we were asked to make them loop from the last to the first, and from the first to the last, instead of being “grayed out” on the first and last project.

At first we regarded it as additional scope requiring 4h extra development since we had used our best judgement and coded the projects as... But when reviewing the designs, there was no indication that the buttons would ever be “grayed out” and inactive, so **we agreed to complete the request as normal feedback**.



08 Delivery

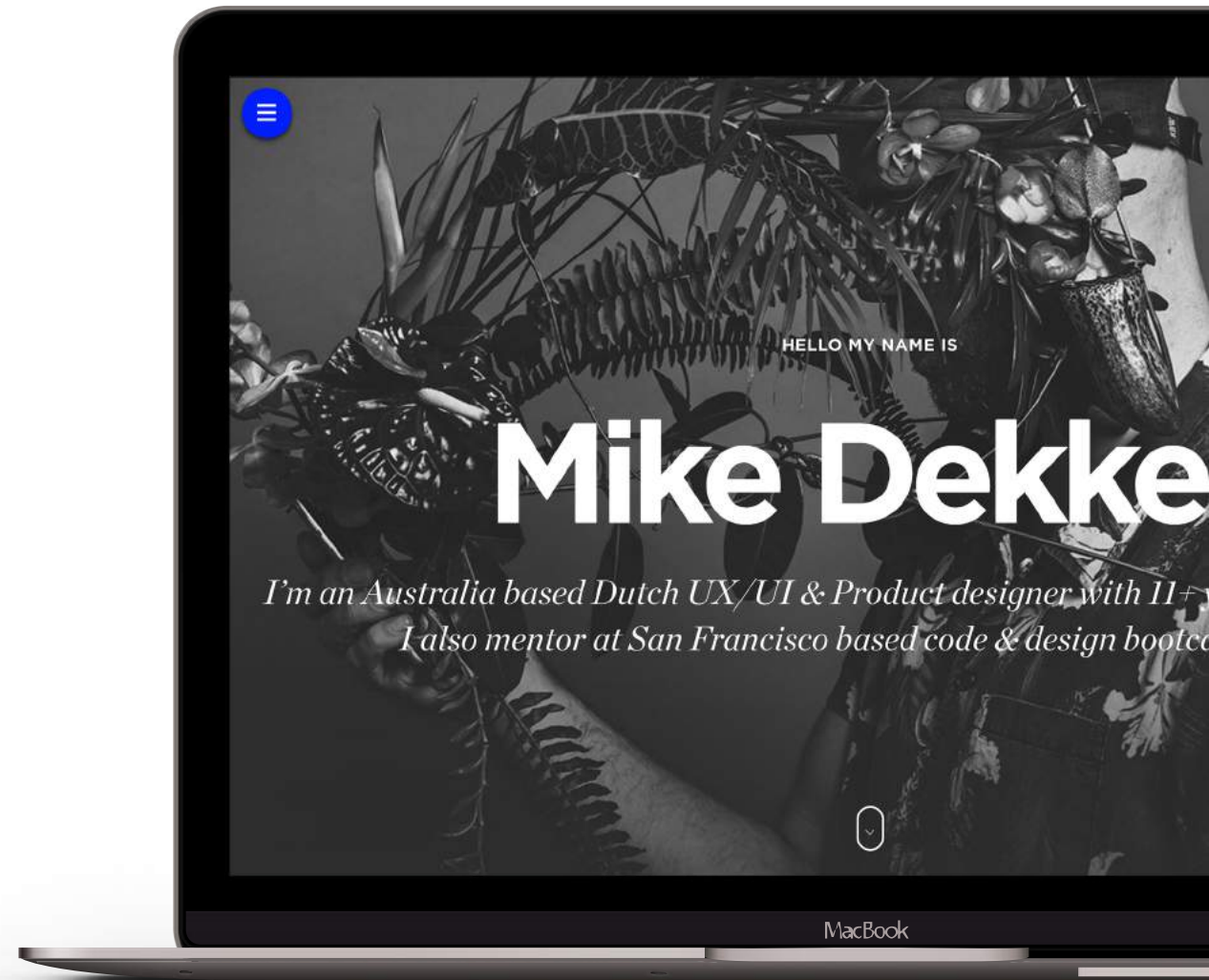
Delivery

After the site was approved by the client, we migrated it over to the staging area of their hosting provider so they could give it a few final touches and then move it live.

In conclusion

This was a typical middle-to-senior project for us, for a client with **great attention to details**. Thus, it required us to spend a little extra time to get everything right.

The project was helped by the fact that we were given **clear instructions** for how to create the animations and functionality, including links to animations on sample sites, a video, and annotations to the design files in a PDF.



09 Get in Touch

If you want to contact us

If your agency is looking to white label your WordPress development - get in touch with us and we will discuss the options that would fit you best.

Call us: **+1 (413) 749 5502**

Email us at: **info@thewhitelabelagency.com**

Or go to: **thewhitelabelagency.com/contact-us**



White Label Agency

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