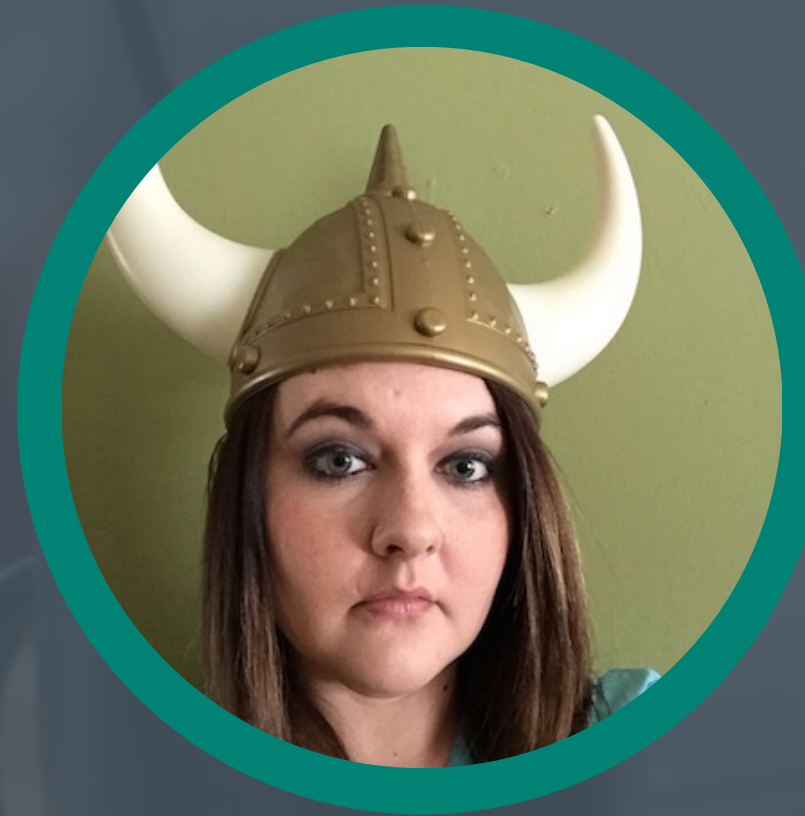


From Mockup to Genesis: How to Become a Developer's Best Friend




Andrea Whitmer

Web developer. Blogger. Mom. Dog hoarder.

Lover of nerdy, nerdy things.

My business grew more when I started doing less

It must have been love, but it's over now.



"First, **solve the problem.**
Then write the code."

JOHN JOHNSON

I spent about 16 years thinking I had to provide an all-in-one solution for clients. The problem? I suck at design. I had so much anxiety about the design part of things that I would procrastinate - I nearly ruined my entire business. **Yet I wouldn't allow myself to believe there was a better way.**



Why Outsource?

How many hats do you wear?

Probably more than you're getting paid for!



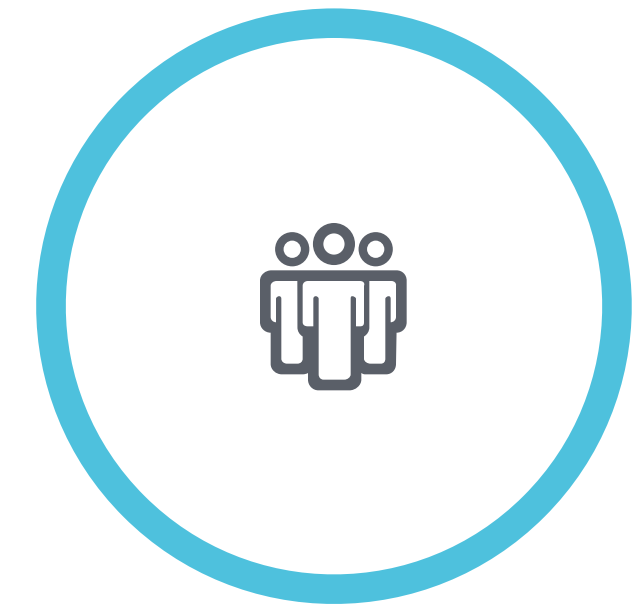
Designer



Coder



Researcher



Organizer



Copywriter



Tech Support



Consultant



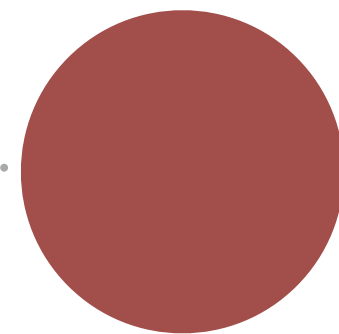
Therapist and/or Psychic

Your current design process?

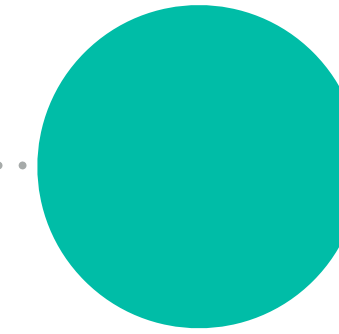
It's time to stop the insanity!

This is good! I feel
okay about my life.

START

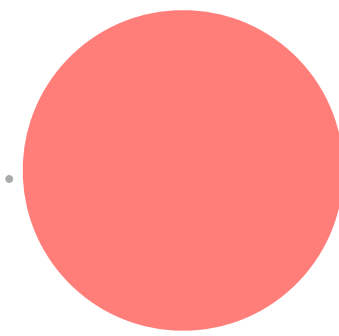


Discovery

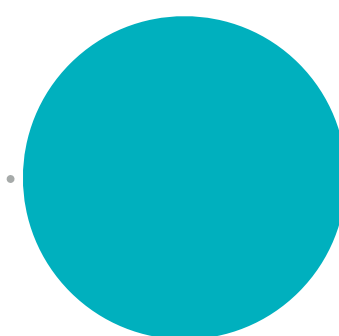


Mockups

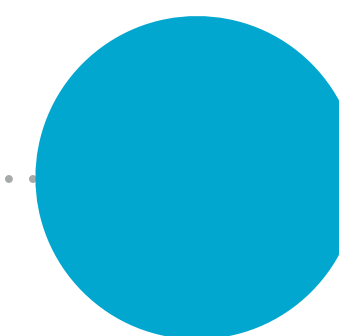
Things are a
little
stressful but
I'll be fine!



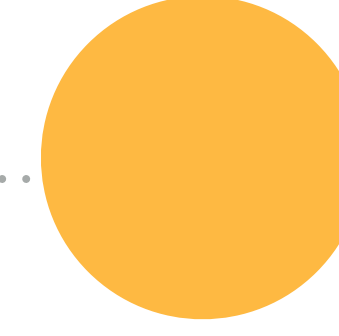
Trip to Liquor Store



Furious Googling

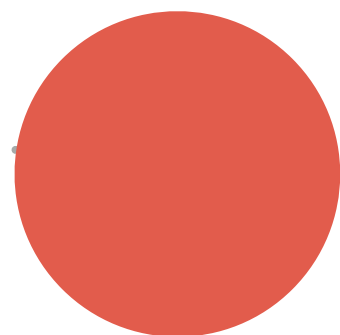


Start Coding

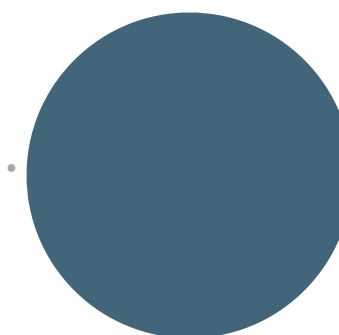


Revisions

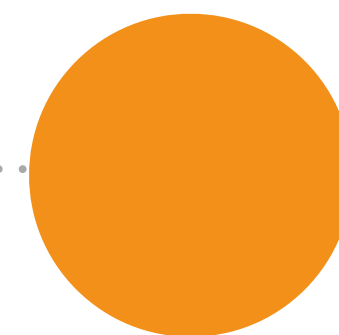
OMG WHAT
HAVE I DONE?



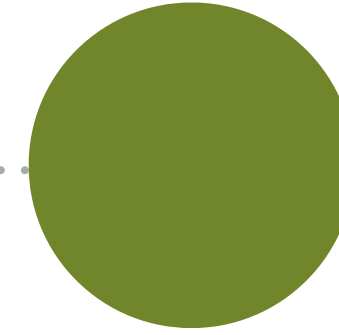
Cry Self to Sleep



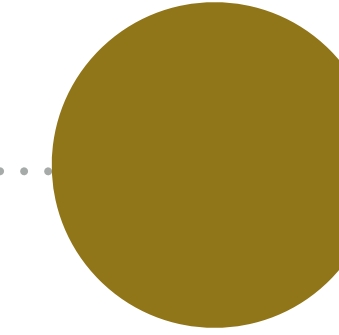
More Googling



Swear You are
Quitting



Launch by the
Skin of Your Teeth



Die in Your Bed

END

Working at Walmart is
my new life dream.

SOMEONE. PLEASE. SEND. HELP.

Your outsourced workflow

Because all the cool kids are doing it! Obvs.



Design

Work with your client to create a great design, create your mockups, and obtain approval.



Pass to Developer

Send your mockup off to development, and now you're free to start on your next design!



Get Paid

Time to collect your cash and move on to the next project. Or take a break - you've earned it!



How do I choose a developer?

All developers are NOT created equal

It is ESSENTIAL to know what you need!

01

Rhonda

Skilled with PHP, not very familiar with Genesis, lower price range, great availability.

02

Leonard

Know a lot about Genesis, but is expensive and booked solid for 3 months.

03

Samuel

Familiar with Genesis, doesn't know much PHP, can customize existing themes.

04

Leigh

Only builds custom themes from scratch, has a short turnaround time.

05

Donald

Struggles with CSS but knows Genesis hooks like the back of his hand.



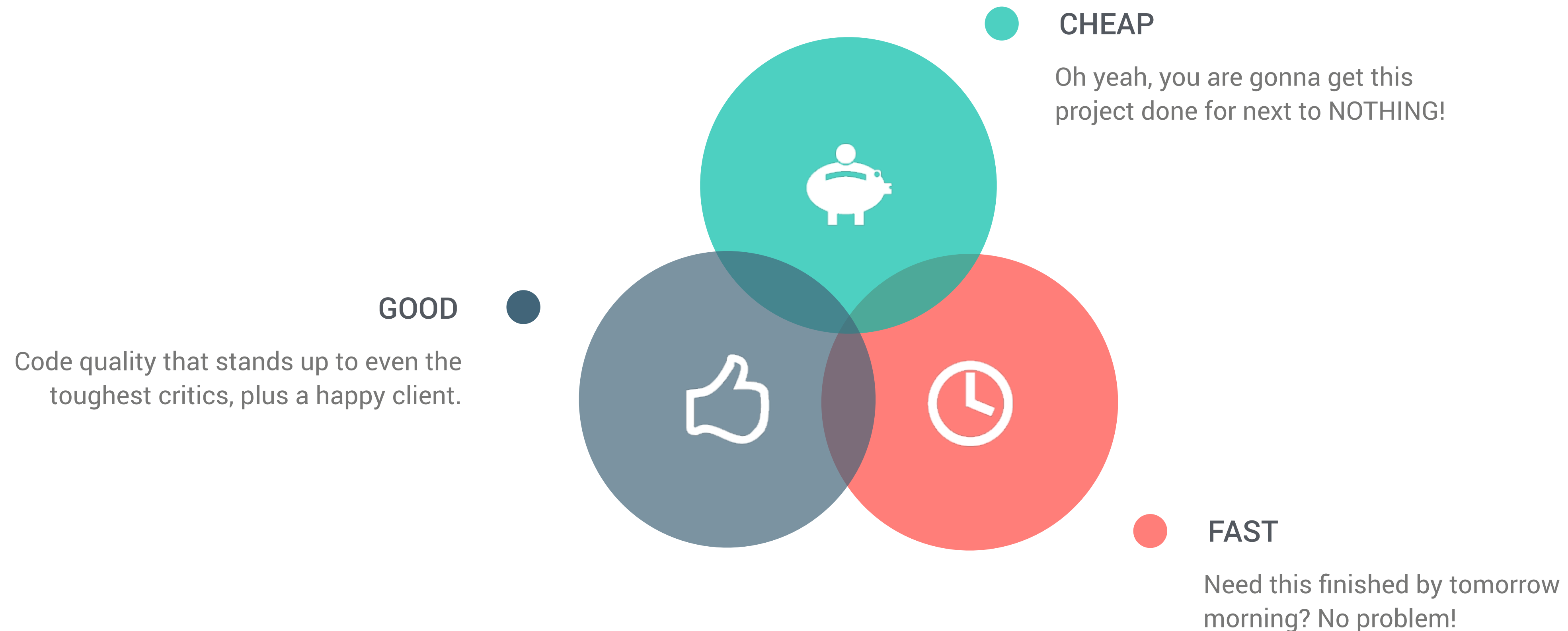
Always code as if
the guy who ends up
maintaining your code will be a
violent psychopath **who knows
where you live.**

...

John Woods

You know how this works! Pick two:

You can have anything, but you can't have everything.





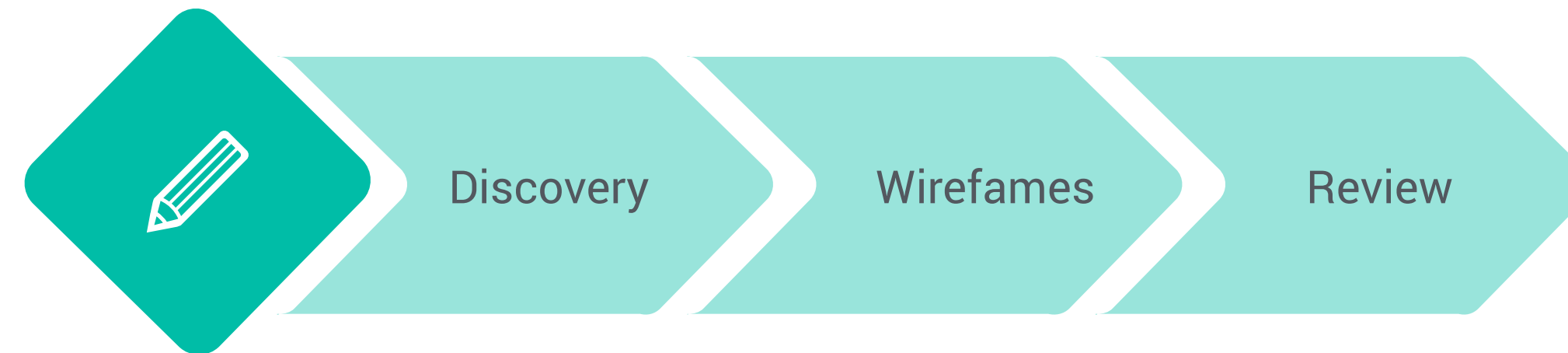
**How do I plan
projects when a
developer is
involved?**

Project planning

The devil's in the details. Or so I've heard.

Discuss

If you wait until your design is finished to communicate with your dev, you're going to have a bad time. Involve him/her from the beginning!



Design

During the design process, check in regularly with your developer to be sure s/he is on board with what's happening .



Develop

Your dev will need to be in contact with you throughout the development process. You should plan to review the theme before the client sees it.



Determine responsibilities in advance

Assumptions KILL designer/developer relationships!



Client Communication

Who will talk to the client and manage the project? Who should the client contact with questions or problems?

Backups

Who is responsible for making and storing a backup prior to launching the project?

Fonts and Plugins

Who is responsible for buying assets for the project? How will licenses be transferred to the client?

File Storage

Who will keep a backup of the mockups and/or the finished theme? Who will have access?

Ownership

Who owns the finished theme? Does the designer's name go on it? The developer's? Both?

Those Little Things

Oops, the current site has 150 categories that need to be consolidated. Whose job is that?

What your developer truly wants to know

Other than when payday is, of course!

What is most important?

What are the priorities? If something has to be changed, what should we look at first?

How bad is the current site?

If it's a redesign, you *know* there is some janky code somewhere.



What are the goals of the design?

Every page and template should have a purpose and an intended action.

How picky is the client?

Will he be devastated if the live site is one pixel off from the mockup?



**How does pricing
work? Won't I
make less money?**

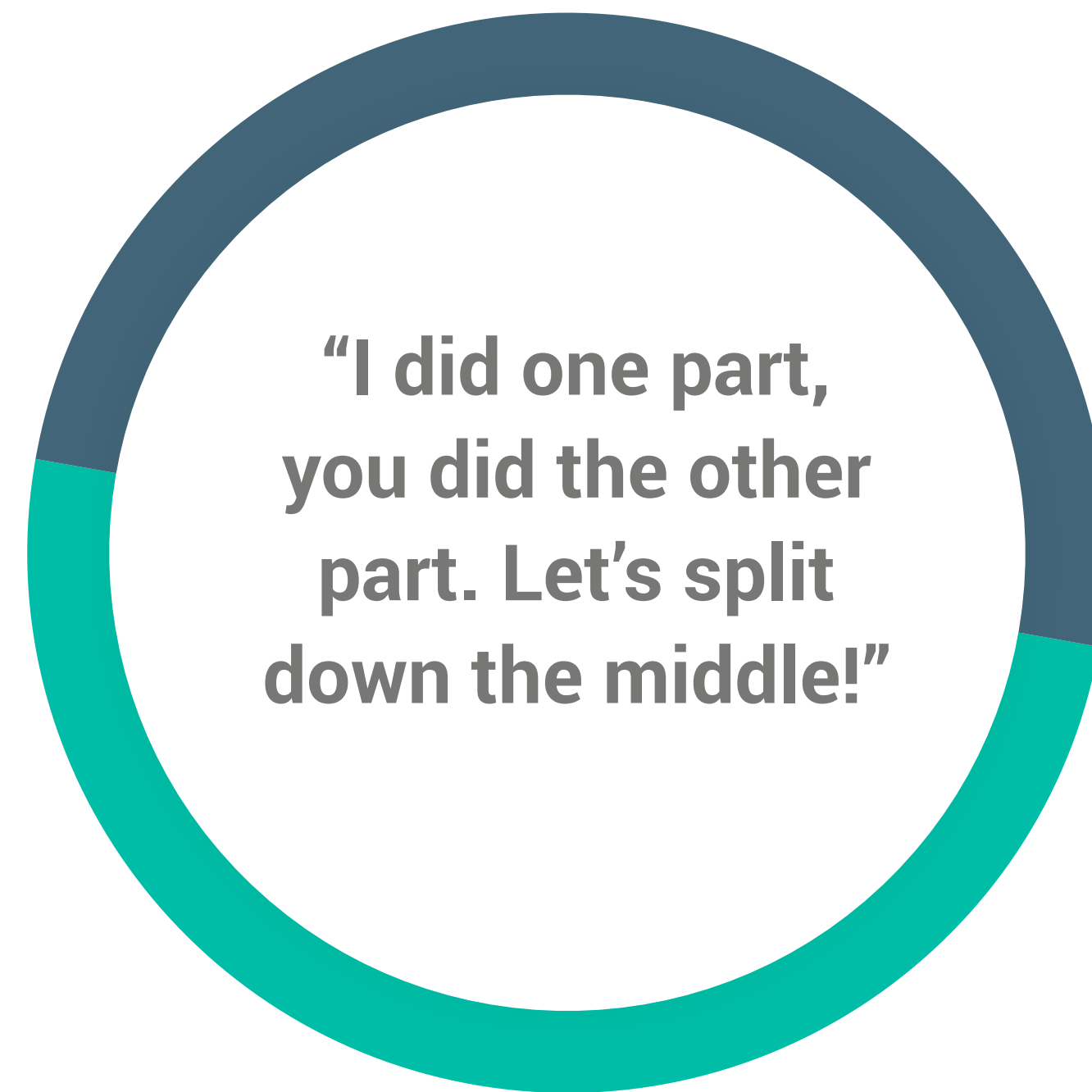
Pricing: The 50/50 Approach

No, sir, I don't like it.



Designer

Yeah, but what about all the time I spent dealing with the client? And the fact that I'll be providing WordPress training after launch?



**"I did one part,
you did the other
part. Let's split
down the middle!"**

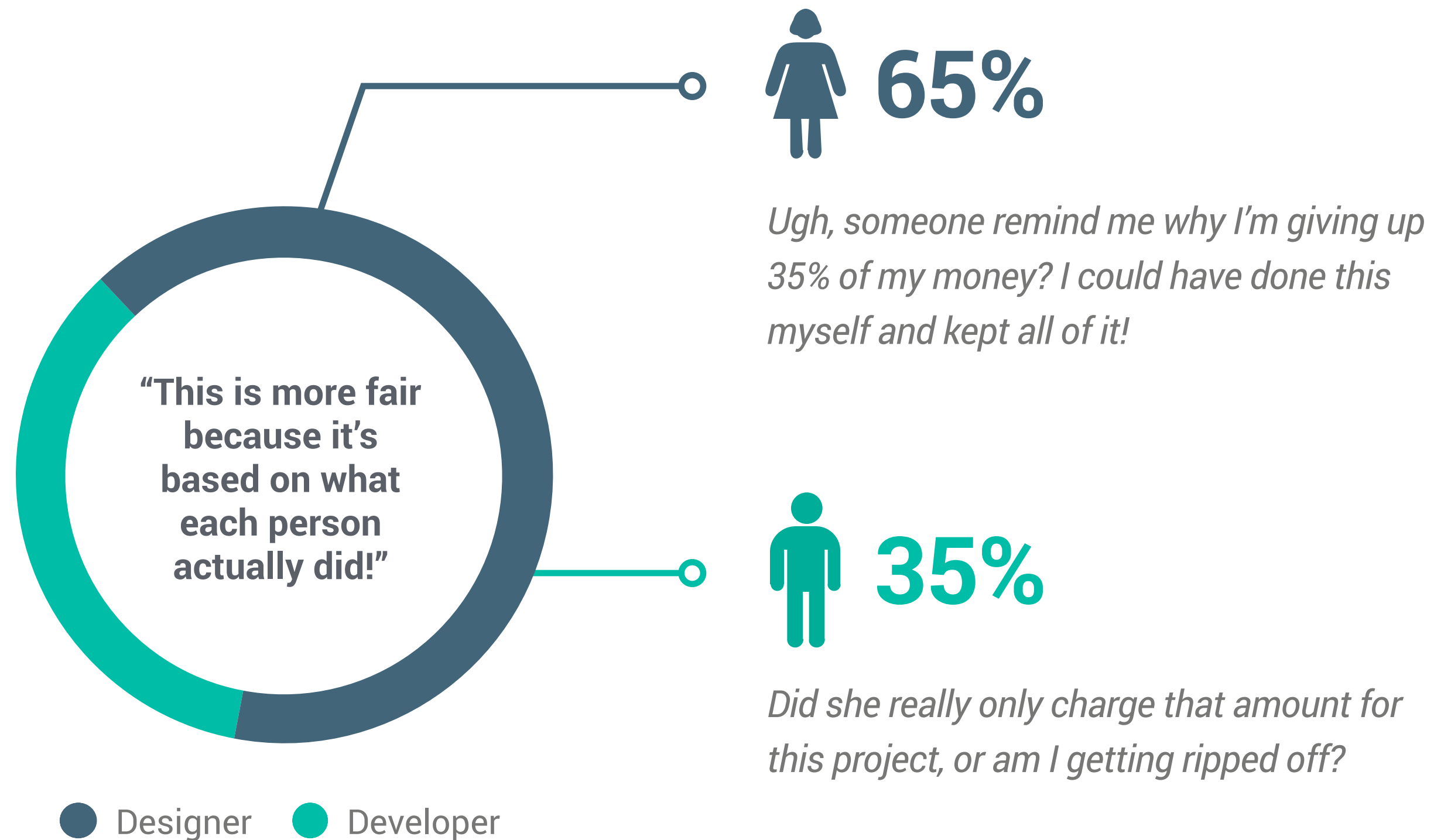


Developer

The mockup was great, but I spent 52 hours on this custom template. This has never been done before - don't I get credit for ingenuity?

Pricing: The Percentage Approach

Not a huge fan of this one either.



Designer



Developer

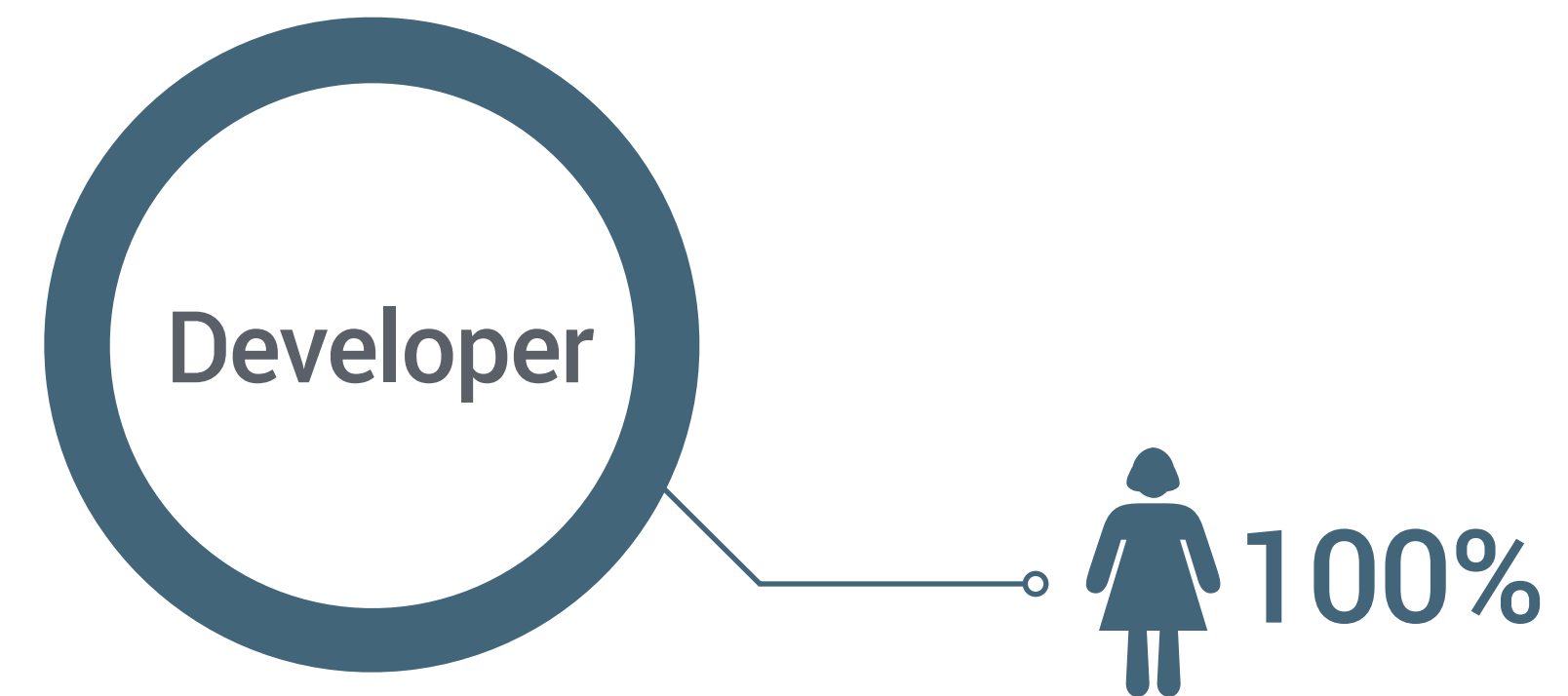


Pricing: The Distributed Approach

You gotta keep em separated!



Hey, this is totally fair! I chose a price for the work I did and I was paid that amount. I feel good about how this turned out and would totally work with this developer again!



Hey, this is totally fair! I chose a price for the work I did and I was paid that amount. I feel good about how this turned out and would totally work with this designer again!

How does that work on a proposal?

You always ask just the right questions!

Option 1: Separate line items



Option 2: Separate proposals





**How should I
create mockups
for a developer?**

A developer's mockup wishlist

No, seriously. I've been really good this year!



Proportion

Keep your mockups in line with Genesis standards whenever possible.



Consistency

If the body font is 16px on the contact page, please make it 16px on single posts as well!



Intent

What is supposed to happen when someone clicks this button or hovers on this link?



Completeness

If a mockup doesn't exist for it, I'm not creating it. Maybe a little harsh, but it's just the truth.



Usability

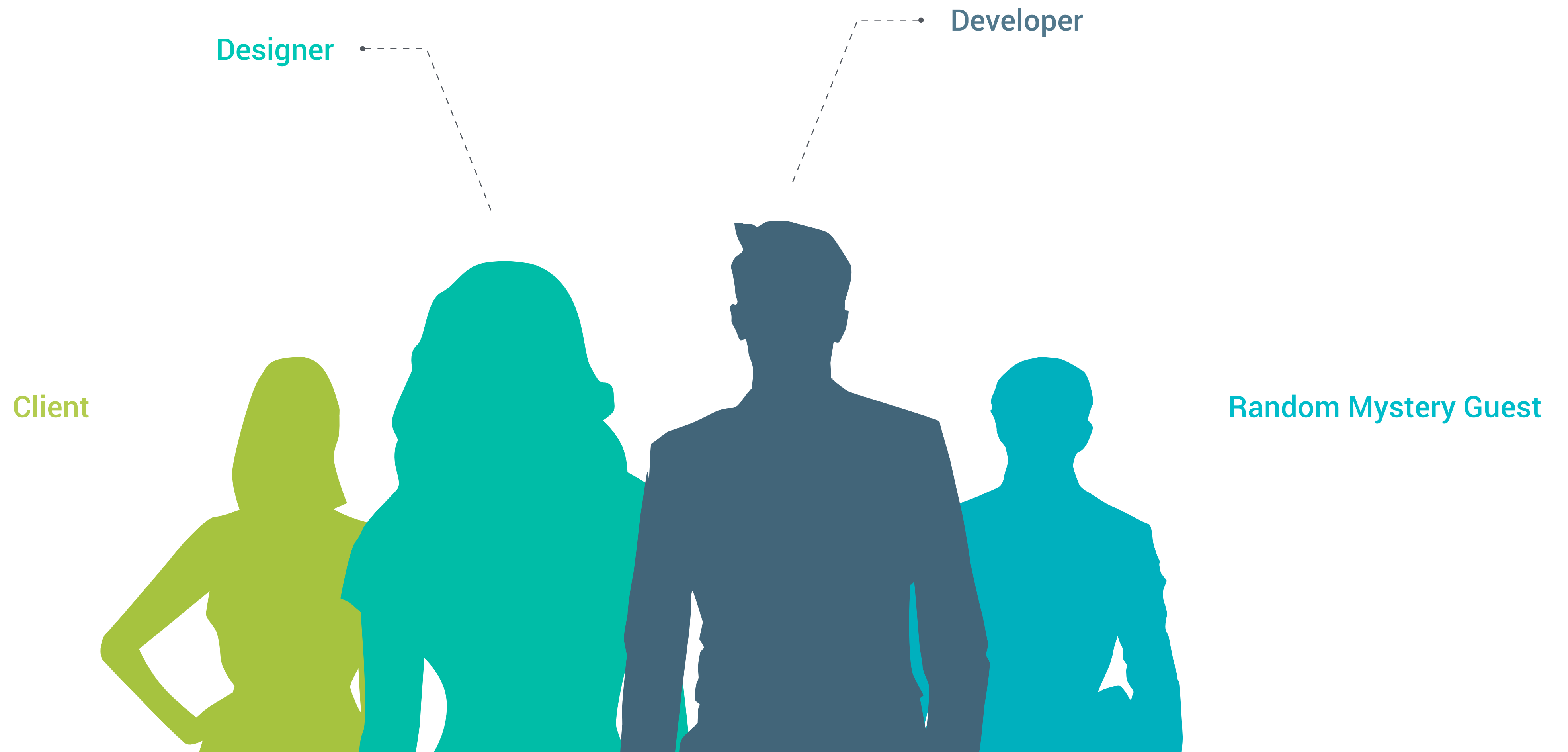
Should this be a widget? A custom field? A hard-coded template? Let me know what it should do.



**What happens
when the project
is ready to launch?**

How many cooks are in your launch kitchen?

Spoiler alert: Probably more than you're expecting.



Avoid launch day headaches!

You know I had to use at least ONE meme picture.

Communicate

Make sure the client knows exactly what to expect and all the steps you and/or the developer will take.

Make a list

Launches involve lots of steps. It just makes sense to have a list of what's happening when.

Maintenance mode!

If you're working on a live site, don't forget to use a maintenance page or plugin to keep traffic away.

Backups? Bueller?

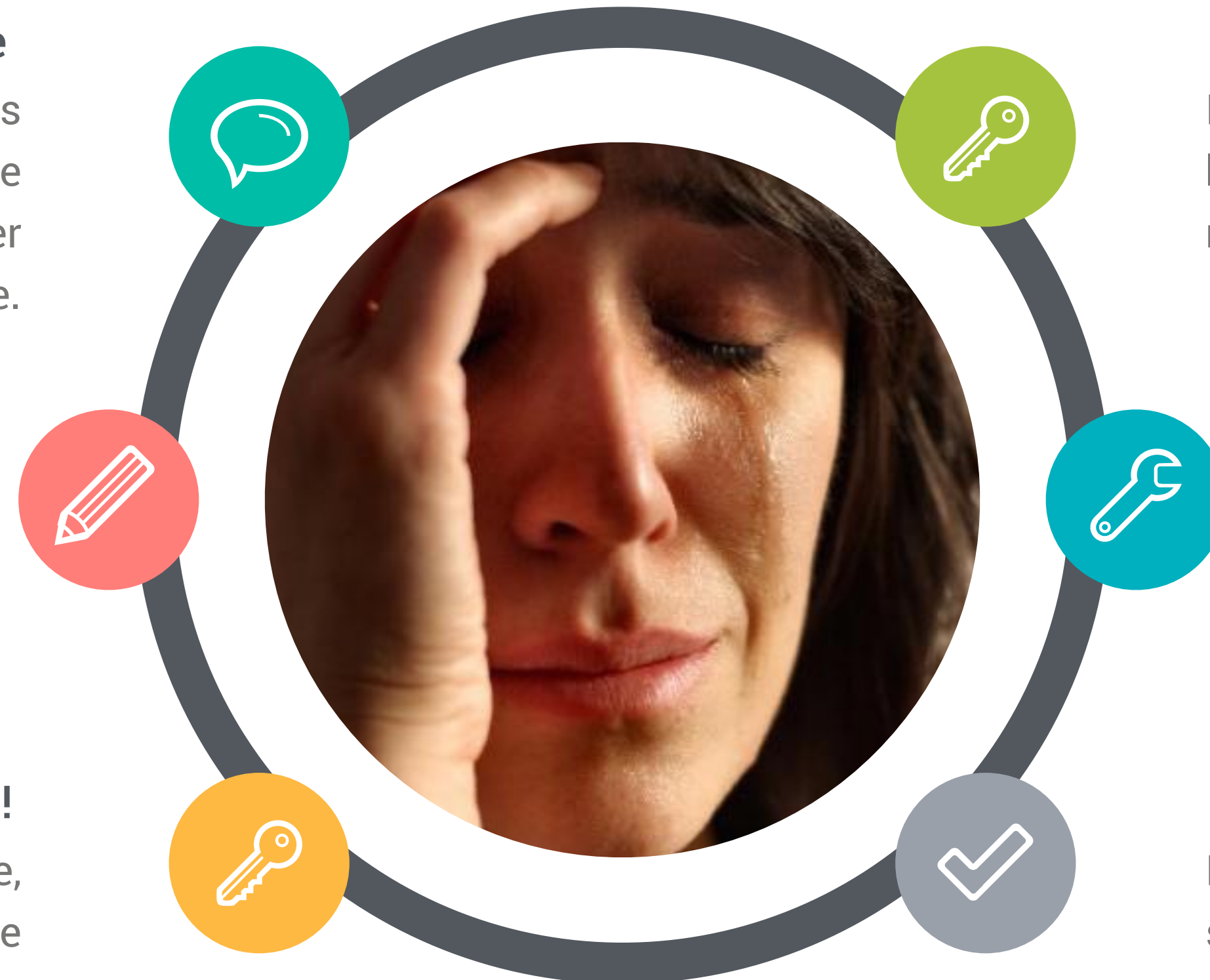
Failing to make backups prior to launch is bad and (if you don't make them) you should feel bad.

Expect mayhem

Is a perfect launch possible? I've never seen one. Just accept the looming chaos and prepare.

Get approval

Before you flip the switch, make sure the client has viewed the site and approved all changes.



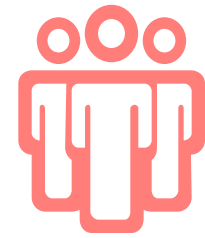
What have we learned today?

Other than the fact that Andrea sounds like a hick when she talks, that is.



Why you should outsource development

You're a human being, not a machine! Outsourcing development allows you to focus on the parts of working with Genesis that you love.



How to choose a developer

If you don't know what you want, you'll end up with someone who doesn't know how to give you what you want. Choose wisely and build a relationship!



How to plan and communicate with a dev

Developers like to have information just as much as you do. The more we know about the project, the better equipped we are to help you get it done.



How to price your projects

By pricing design and development as separate parts of a project, you can actually command higher rates!



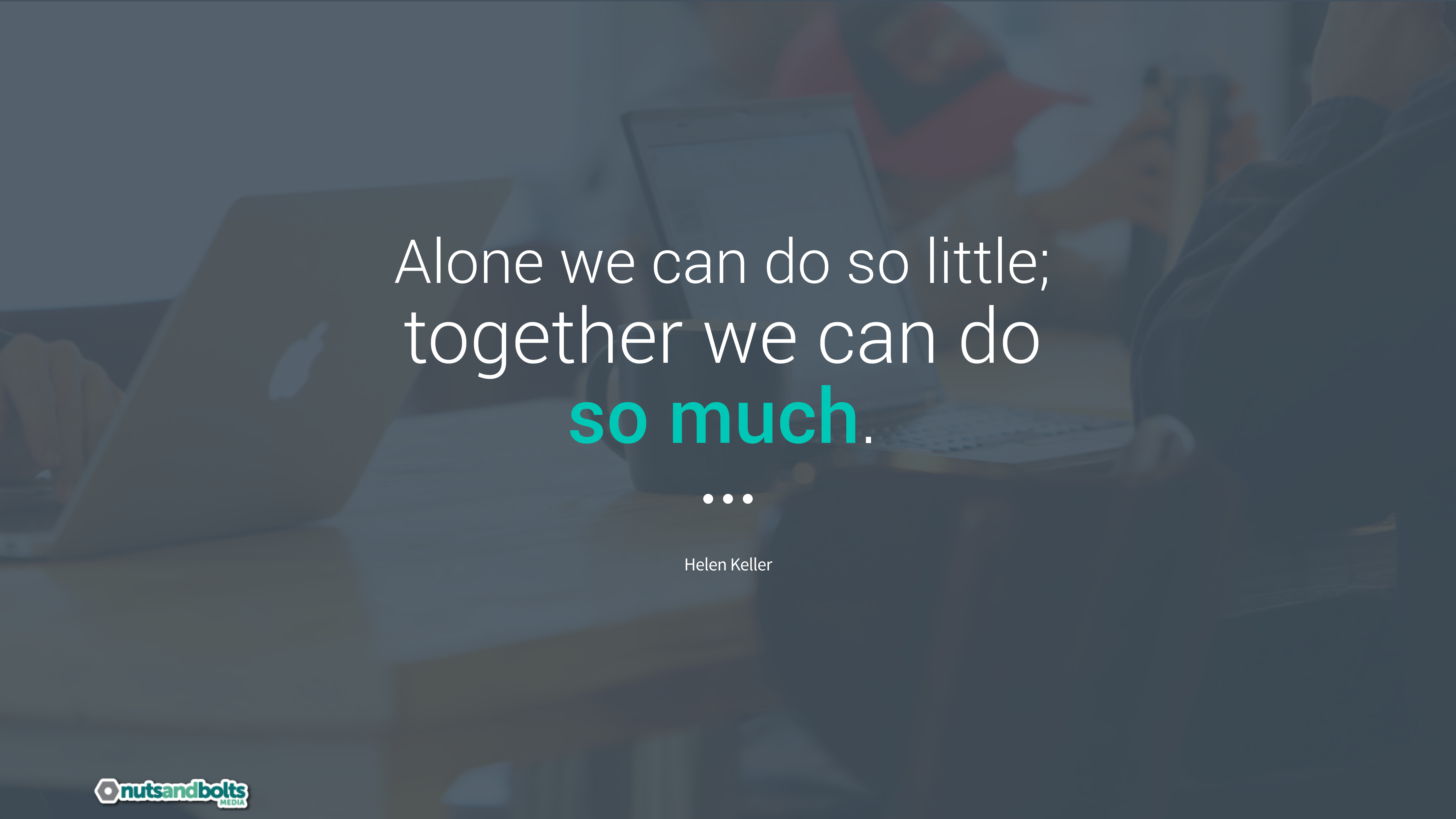
How to create great mockups

Do things that fit into the real world, even if your mockup is slightly less perfect because of it. Let's face it, client content will never be perfect, so it's fine!



Things to look for at launch

Launch days are always full of surprises. Don't be caught off guard - start talking about launch as soon as the project starts, not just at the end.

A blurred background image showing several people in a meeting or office setting, working on laptops. The image is overlaid with a semi-transparent dark blue filter.

Alone we can do so little;
together we can do
so much.

...

Helen Keller

Let's Stay Connected



[linkedin.com/company/nuts-and-bolts-media](https://www.linkedin.com/company/nuts-and-bolts-media)



twitter.com/nutsandbolts



<https://plus.google.com/+Nutsandboltsmedia/posts>



Thank You!