

# Set It and Forget It!

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Structured Content in WordPress with the Pods Framework

# About Me

- “UX Team of One” working on affordable housing in SF
- Content Strategist (and front-end dev) for IA Summit conference
- Former cancer scientist

(I’m big on empowering people!)



# Empowerment = structured content!

## Structured content = content, organized by default using prepared metadata

- No fussy formatting
- No touching code
- No copy-pasting across multiple pages
- Not trapped by the WYSIWYG field
- Things should “just work”

(Why we use a CMS in the first place!)

# The ugly truth:

WordPress themes are total failures of structured content

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## That functions.php file...

- Theme-specific
- Creates anything the theme needs
- Creates custom post types and taxonomy, only available in that theme

But what happens when you change the theme?



So what's happening?

Imagine you had a restaurant...

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wistv.com



NEWS

WEATHER

SPORTS

VIDEO

TRAFFIC

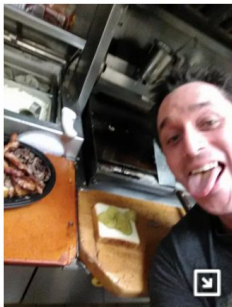
PALMETTO WEE

# While an employee slept, SC man made himself at home at Waffle House

Published: Thursday, November 30th 2017, 1:47 pm PST

Updated: Friday, December 1st 2017, 3:40 pm PST

By Tanita Gaither, Digital Content Manager



Alex Bowen said he couldn't sleep. So in a hungry and slightly drunken stupor, Bowen said he went to a West Columbia Waffle House early Thursday morning and found it

WEST COLUMBIA, SC (WIS) - Alex Bowen said he couldn't sleep.

So in a hungry and slightly drunken stupor, Bowen said he walked to a West Columbia Waffle House early Thursday morning and found it empty of other customers. He also didn't see an employee right away.

With hunger calling out to him and no bacon sizzling on the well-worn Waffle House grill, Bowen said he waited for 10 minutes at the register.

"I walked back outside to look for employees," Bowen said. "No one in sight."

Bowen said he didn't notice the sleeping employee in a corner booth at first, but he walked back inside.

"Walked back in and waited a few more minutes and then it was go time," Bowen said with a laugh.

[In a post on Facebook](#), Bowen showed the sleeping employee how he became the king of his very own Waffle House.

..that's weird, right?



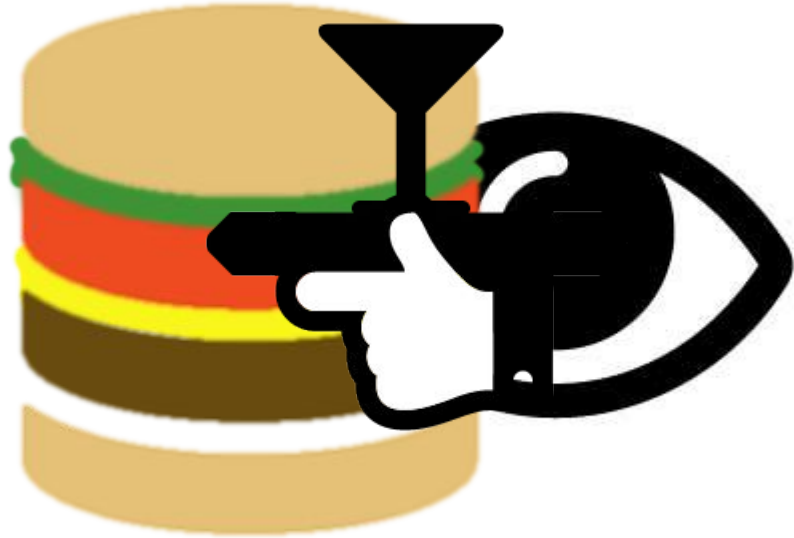


Is this an insurance company....



...or a former Pizza Hut?

Mixed-up roles!



Kitchen

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Waiter

---

Diner



**Kitchen**

--- Waiter

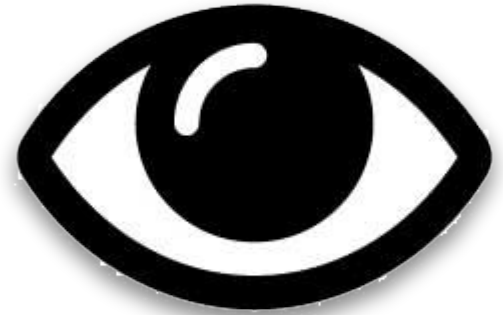
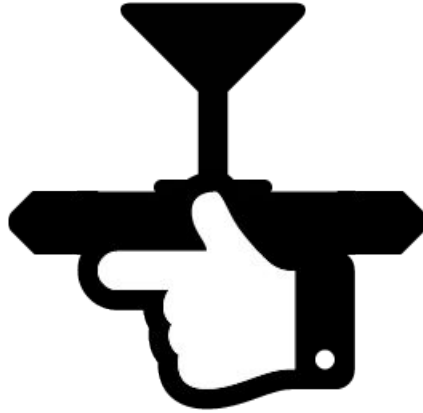
--- Diner



Kitchen

--- Waiter

--- **Diner**



Kitchen

---

**Waiter**

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Diner



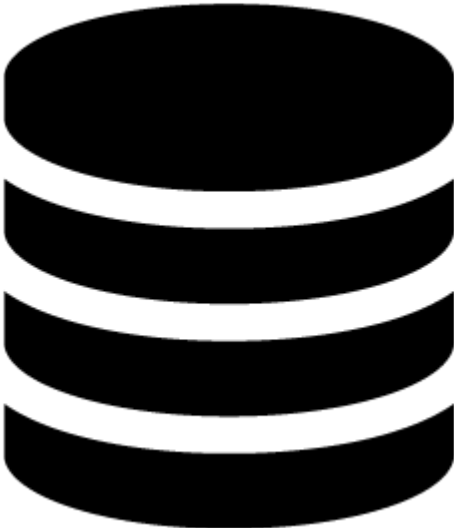
Model

---

Controller  
(MVC)

---

View





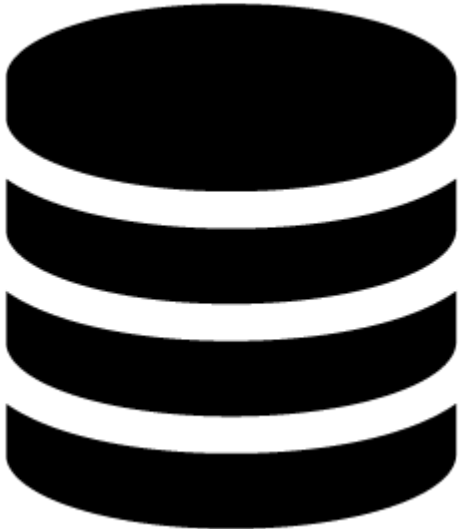
Model

---

Controller  
(MVC)

---

View



Wordpress themes



Which is how you end up with a confusing mess!

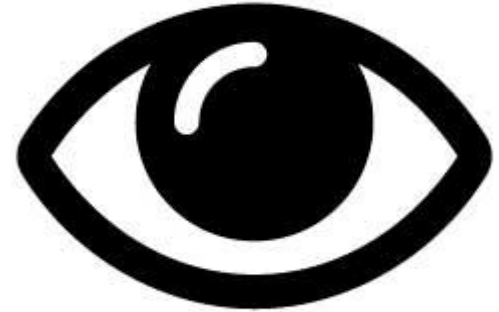
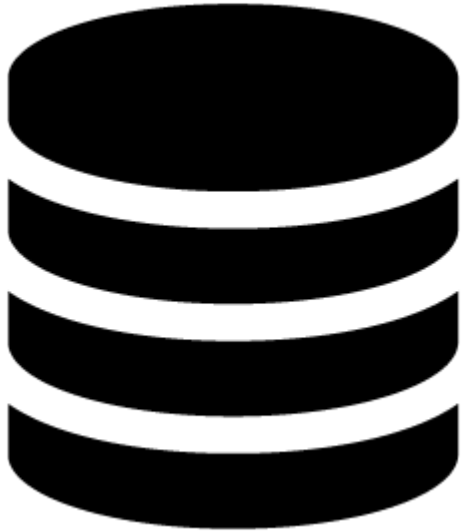
Model

---

Controller  
(MVC)

---

View



Wordpress plugins

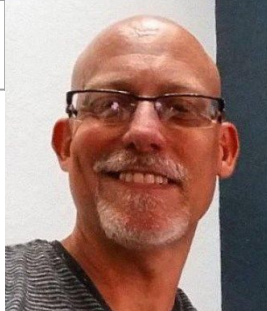
But why Pods and not another plugin?

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# The comparison chart!

	<b>Pods</b>	<b>Advanced Custom Fields</b>	<b>Toolset Types</b>
Independent of functions.php?	Yes	No	Yes
Just HTML/CSS?	Yes	No	Yes
Content relationships	Easy!	Hard	Overly complex
Free?	YES!	Freemium	Freemium
Support?		(Seriously, nobody beats Jim!)	

(This is Jim)



# Demo time!

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(What you're all here for!)

# The saga of IA Summit.org

In the recent past:

- Migration from incomplete Drupal project
- Slate wiped clean every year

Yearly rotation of organizing committee:

- Website team might change (no documentation!)
- Theme might change

What to do with content strategy???



**Karen VanHouten**  
@designinginward

Got home from my first  
[@IASummit](#) feeling like I just  
spent five days at summer  
camp. What a welcoming, fun,  
crazy bunch of people! [#ias15](#)

4/27/15, 7:27 AM

2 Replies 1 Like



**Amy Jiménez Marqués** · 4/27/15  
Replying to @designinginward

Tweet your reply



**Annette Priest**  
@AnnettePriest

Heading to the airport and  
home after [#ias16](#) - an amazing  
time with amazing people.  
Feeling energized and inspired!  
Thank you [@IASummit](#)!

4/9/16, 10:47 AM from Atlanta, GA

8 Likes



Tweet your reply

**Art Maxwell**  
@artmax

ed: I don't think I've  
love with so many  
me as when I've  
[summit](#). I love 'em all.

3 PM from Kent, WA

26 Likes



reply

It's about the people!



# Connecting **Speakers** to Talks and Posters

“Person” CPT using Pods template  
to show single instance


Connected “Talk” CPTs

Connected “Poster” CPT

Connected extended regular WP post

## Dan Klyn

Dan Klyn is an information architect from the United States and co-founder of The Understanding Group (TUG). He's interested in planning, strategy, and architecture for places made of information. He likes coffee an awful lot and teaches information architecture at the University of Michigan, School of Information. Klyn's research is focused on applying the teachings of Richard Saul Wurman and Christopher Alexander in digital practice. In April 2018, he completes a 2-year term as President of the Information Architecture Institute.



**Past IA Summit roles:** keynote speaker and speaker

[LinkedIn profile](#)  
**Twitter:** [@danklyn](#)  
**Website:** <http://wildlyappropriate.com/>

### IA Summit talks

- [The Understanding Bee \(IA Summit 2015 Main Conference Talk\)](#)
- [Architecture, Information Architecture, and the Truth – Closing Plenary \(IA Summit 2017 Keynote\)](#)
- [Because McLuhan \(IA Summit 2014 Main Conference Talk\)](#)
- [What Before How: Making a Home for Information Architecture \(IA Summit 2013 Main Conference Talk\)](#)
- [Does Form Really Follow Function? Learning from Louis Sullivan \(IA Summit 2018 Pre-Conference Workshop\)](#)
- [Toward an Information Architecture Curriculum and Canon: A Roundtable Discussion \(IA Summit 2011 Main Conference Talk\)](#)

### IA Summit posters

- [Claude Shannon: Father of the Mother of the Invention of Information Architecture \(IA Summit 2017\)](#)
- [The Nature of Information Architecture \(IA Summit 2013\)](#)

### Interviews, blog posts, and more!


- [Terence Fenn, Jason Hobbs, & Dan Klyn – Human-Centered Design and IA \(IA Summit 2017 Workshop\)](#)

Fields in “Person” CPT:

- Photo
- Current role
- Past roles
- LinkedIn URL
- Twitter handle
- Website
- **Past talks**
- **Posters**
- **Related posts**

# Pulling Speaker info into Talks

**Toward an Information Architecture Curriculum and Canon: A Roundtable Discussion**



[Dan Klyn](#)

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**IA Summit 2011 Main Conference Talk**  
Topic(s): information architecture

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**Description**

- Do you teach people about practicing and creating information architecture?
- Are you a current or prospective consumer of IA training and instruction?


If your answer to either of these questions is "yes," then please consider participating in a roundtable discussion about how we teach and learn about IA, and join facilitator Dan Klyn in the realtime creation of a model curriculum and canon for teaching and learning IA. It would be inappropriate to build such a model without input from the people who hire and work alongside of information architects, and folks in these roles are also warmly encouraged to join in the discussion.

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**About the speaker(s)**

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**IA Summit posters**

- [Claude Shannon: Father of the Mother of the Invention of](#)

“Talk” CPT using Pods template to show single instance

“Person” CPT

# Pulling Speaker info into Posts

Terence Ferni, Jason Hobbs, & Dan Klyn - Human-Centered Design and IA

IA Summit 2017 - Workshop

Workshop Benefiting the Information Architecture Institute

From your perspective, why is Human Centered Design (HCD) relevant to the IA community?

HCD, along with design thinking and service design, approach problems of an economic, social, or ecological kind by putting people first... in harmony with their ecosystems. HCD is growing fast and is becoming a driver of innovation in business and the public sector. Beyond general knowledge and awareness of these types of design, IA has a role to play in doing them well. Few people understand this. IA can help in four distinct ways by assisting in:

1. Framing wicked problems across ecosystems of a blended nature
2. Developing strategies to solve these problems
3. Conceiving of cross-channels architectures
4. Designing bounded solutions (such as a store design, a digital design, a print design, etc.)

The workshop will engage with all these applications of IA.


What's the biggest challenge in learning and practicing IA for Human Centered Design?

vitaly important contribution IA can make to other fields. That's what the workshop is all about: showing what's out there and teaching folks how IA can play its part. That's why we're so excited to host this workshop.

**Dan Klyn** is an information architect from the United States and co-founder of The Understanding Group (TUG). He's interested in planning, strategy, and architecture for places made of information. He likes coffee an awful lot and teaches information architecture at the University of Michigan, School of Information. Klyn's research is focused on applying the teachings of Richard Saul Wurman and Christopher Alexander in digital practice. In April 2018, he completes a 2-year term as President of the Information Architecture Institute.

**Terence Ferni** is Co-director at Firma and lecturer at the University of Johannesburg where he lectures undergraduate and post-graduate courses in HCD, Design Thinking, and UX. In addition to public speaking on design issues Terence has published over 15 academic papers on related themes.

## Dan Klyn



Dan Klyn is an information architect from the United States and co-founder of The Understanding Group (TUG). He's interested in planning, strategy, and architecture for places made of information. He likes coffee an awful lot and teaches information architecture at the University of Michigan, School of Information. Klyn's research is focused on applying the teachings of Richard Saul Wurman and Christopher Alexander in digital practice. In April 2018, he completes a 2-year term as President of the Information Architecture Institute.

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### IA Summit posters

- [Claude Shannon: Father of the Mother of the Invention of](#)

WordPress posts (extended by Pods) using Pods template to show single instance

“Person” CPT

# Demo: Custom post types & taxonomies


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# Building Pods Templates in dashboard

- Can replace any built-in page templates
- HTML, CSS and “Magic Tags”
- Built-in conditionals and repeater for multiple instances

# Ex: Conditional layouts in template

## Architecture, Information Architecture, and the Truth - Closing Plenary



[Dan Klyn](#)

**IA Summit 2017 Keynote**  
Topic(s): culture, design, ethics, information architecture, and place

### Description

We are honored to have Dan Klyn, President of the IA Institute and Co-founder of the Understanding Group, present this year's closing plenary. A Summit tradition started at the 2005 IA Summit in Montreal, the closing plenary is a special keynote presentation at the end of the Summit. To cap off IAS17, Dan will put this year's conversation into the larger context of the future of our practice and our community.

### About the speaker(s)

*Dan Klyn is an information architect from the United States and co-founder of The Understanding Group (TUG). He's interested in planning, strategy, and architecture for places made of information. He likes coffee an awful lot and teaches information architecture at the University of Michigan, School of Information. Klyn's research is focused on applying the teachings of Richard Saul Wurman and Christopher Alexander in digital practice. In April 2018, he completes a 2-year term as President of the Information Architecture Institute.*

### Retrospectives

[Video link](#) [What we tweeted about \(on Storify\)](#)

### Transcript

From [Dan Klyn's Medium blog](#)


Allow me to begin with some thank-yous.

Thank you [Susan Mercer](#), [Dave Cooksey](#) and [Marianne Sweeney](#) for the countless hours of hard work you put in

### About the speaker(s)

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### Retrospectives




BECAUSE MCLUHAN

## “Talk” CPT using Pods template to show single instance

*Royce is President of The Understanding Group (TUG), an information architecture consulting practice in Ann Arbor, MI. Bob has 25+ years' experience helping build and launch technology-focused product service firms, and 5 years' experience coaching early stage companies and startups.*

### Retrospectives



WHAT BEFORE HOW

MAKING A HOME FOR INFORMATION ARCHITECTURE

1 of 71

Audio

00:00 00:00

## Fields in “Talk” CPT:

- Speakers
- Transcript
- Embeds
- Video link
- Audio shortcode
- Storify link

# Ex: Repeated instances

[Home](#) / [Talks](#) / The Information Architecture Slam

## The Information Architecture Slam



[Lynn Boyden](#)



[Chris Chandler](#)



[Matthew Fetchko](#)



[Dorelle Rabinowitz](#)

“Talk” CPT with multiple speakers

# Demo: Pods Templates

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# Putting it all together...with shortcodes!

- Insert Pods content into WP pages or posts
  - Single item
  - List of items
  - Field from single item
  - Field from current item
  - Form for editing Pods
- Use SQL calls to filter in shortcode




# Filtering with shortcodes

WP Page displaying multiple  
“Person” Pod items




(Past presenter page displays  
speakers that have a past role but  
no current role.)



**The People of IA Summit**

**This year's co-chairs**




 <a href="#">Coco Chalfant</a> <a href="#">@orangelemons52</a> IAS18 Co-Chair Past speaker	 <a href="#">Nathaniel Davis</a> <a href="#">@iatheory</a> IAS18 Co-Chair Past poster presenter and speaker	 <a href="#">Stuart Maxwell</a> <a href="#">@stumax</a> IAS18 Co-Chair Past speaker and volunteer
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**Keynote Speakers**

 <a href="#">Elise Roy</a> <a href="#">@EliseRoy</a> IAS18 Keynote Speaker	 <a href="#">Jason Hobbs</a> <a href="#">@jhobbs_za</a> IAS18 Keynote Speaker Past speaker	 <a href="#">Marcia Bates</a> <a href="#">@mbinfo</a> IAS18 Keynote Speaker
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 <a href="#">Marsha Haverly</a> <a href="#">@mjane_h</a> IAS18 Keynote Speaker Past speaker	 <a href="#">Seth Earley</a> <a href="#">@sethearley</a> IAS18 Keynote Speaker
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**Session Speakers**

		
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Where current role is “co-chair”

Where current role is “keynote  
speaker”

Where current role is “speaker”

# (Short) Demo: Shortcodes

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# Thanks!

(Any questions?)

Contact me:

[design@anitacheng.com](mailto:design@anitacheng.com)

@anitaycheng on Twitter