Creative Brief

Title

SimplyWP

Topic

WordPress for Beginners

Mission Statement

SimplyWP will be a place to learn about WordPress from the ground up. It will approach WordPress principles from the vantage point of the very beginner. The content of this site will focus more on the overall principles of the WordPress application and code rather than posts about how to do one specific thing.

Project Goals

This website will attempt to teach designers and developers new to WordPress the basics of the CMS. It will also attempt to educate people who know little about web design techniques to edit their WordPress theme.

Target Audience

This site/blog is aimed at designer and developers aged 16-65 that are completely new to WordPress.

A typical user will be a designer who know HTML and CSS but is looking for a way to create websites and blogs that include an easy to update CMS so their customers can update their own site.

Secondary Audience - People that do not have a background in web design or development but are interested in creating a WordPress blog or editing a WordPress template.

A typical user of this type will be a small business owner who does not have the budget to hire a designer so they have purchased a WordPress theme that they would like to edit.

Content Overview

SimplyWP will have posts on the application's interface as well as on the code. There will be explanations of the different vocabulary used during development of a site. It will have information on creating themes as well as information on editing a

purchased theme. It will also have round-ups and reviews of plugins, themes, hosting sites and more.

The site will include posts similar to:

- The Secret to adding SEO into Your WordPress Site
- What You Should Know About The WordPress Interface
- How to edit a WordPress Theme
- What Is "The Loop"?
- What Are WordPress Plugins and Why Do I Need Them?
- The Inside Scoop: What Are Custom Fields?
- What is a WordPress widget?
- How to use HTML5 with WordPress
- The Ultimate Guide to WordPress Tags?
- 101 Plugins to Make your Site Stand Apart From The Competition
- 11 Amazing WordPress Themes
- What Makes a Premium WordPress Theme?
- Where to Find The Best WordPress Themes
- What Files Make Up a WordPress Theme and What Are They All For?

Design Strategy

Perception / Tone

Minimal and Soft

Communication Strategy

The site should send the message that WordPress is not difficult to learn. It will accomplish this by the language used, the color, and the design. This strategy will be successful if a user can quickly and easily find and use what they are looking for.

Competitive Positioning

Many sites that are trying to teach WordPress basics assume quite a bit of prior knowledge. Most at least assume that the viewer knows where to begin. This site will have a regular blog on the front page with posts listed as they are released, but it will also have a page where articles and videos are listed in an order for people just starting out.