

BUILDING A THOUGHTFUL BLOCK EDITING EXPERIENCE

WHO AM I?

- WordPress Developer for nearly a decade
- Building WordPress blocks since 2019
- Sometimes Core Contributor
- Co-host of the dev podcast, [viewSource.fm](https://viewsource.fm)

Profiles Register Log In

 **Aurooba Ahmed**
@aurooba on WordPress.org and [Slack](#)

Bio

Interests: content-first web development, PHP, JS, React, HTML, CSS

I care about friendly useable websites built with clean and elegant code. Always doing my best to keep learning and building my best.

WordPress Origin Story

Blogger who always loved HTML/CSS. Fell in love with WordPress as a teen. Made a career out of it. 😊 I write, code, teach, speak, and organize.

Contribution History

- Core Contributor
- Documentation Contributor
- Marketing Contributor
- Meetup Organizer
- Plugin Developer
- Test Contributor
- Training Contributor
- Translation Contributor
- WordCamp Organizer
- WordCamp Speaker

Activity

- Plugins
- Favorites

Activity feed:

- <> Pull request #51597 merged into [WordPress/gutenberg](#): Remove `accordion` from details block keywords 2 months ago
- <> Submitted pull request #51597 to [WordPress/gutenberg](#): Remove `accordion` from details block keywords 2 months ago

Member Since: November 17th, 2012

Location: Calgary

Website: aurooba.com

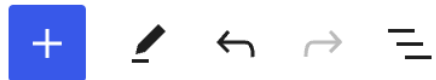
GitHub: [aurooba](https://github.com/aurooba)

Job Title: Web Developer

Employer: Aurooba Makes

Find me on: [Twitter](#)

THE ANATOMY OF THE BLOCK EDITOR



Add New Post

Save draft

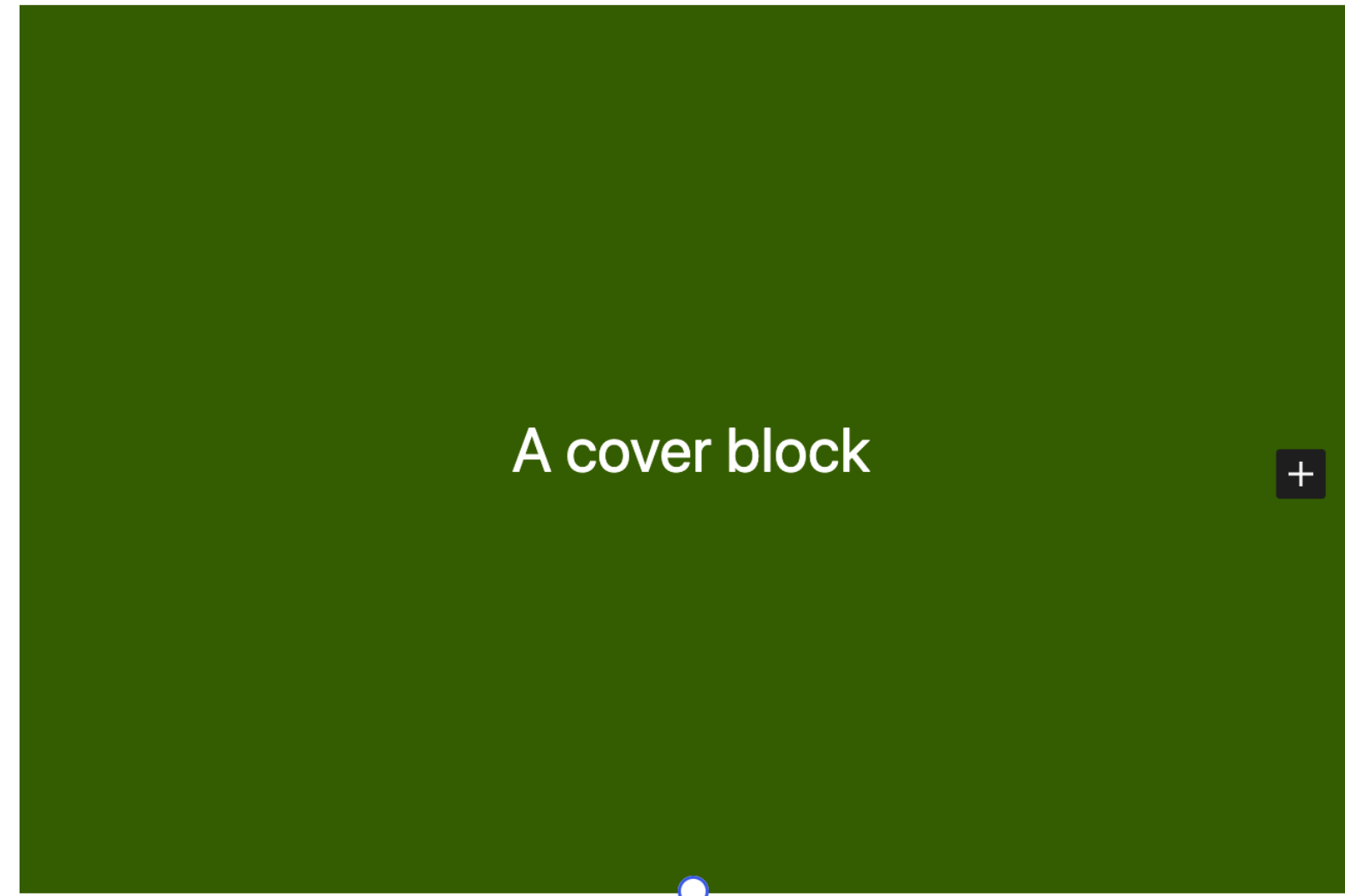


Publish



Settings

The Block Editor



Post Block

Cover
Add an image or video with a text overlay.



Layout

Inner blocks use content width
Nested blocks use content width with options for full and wide widths.

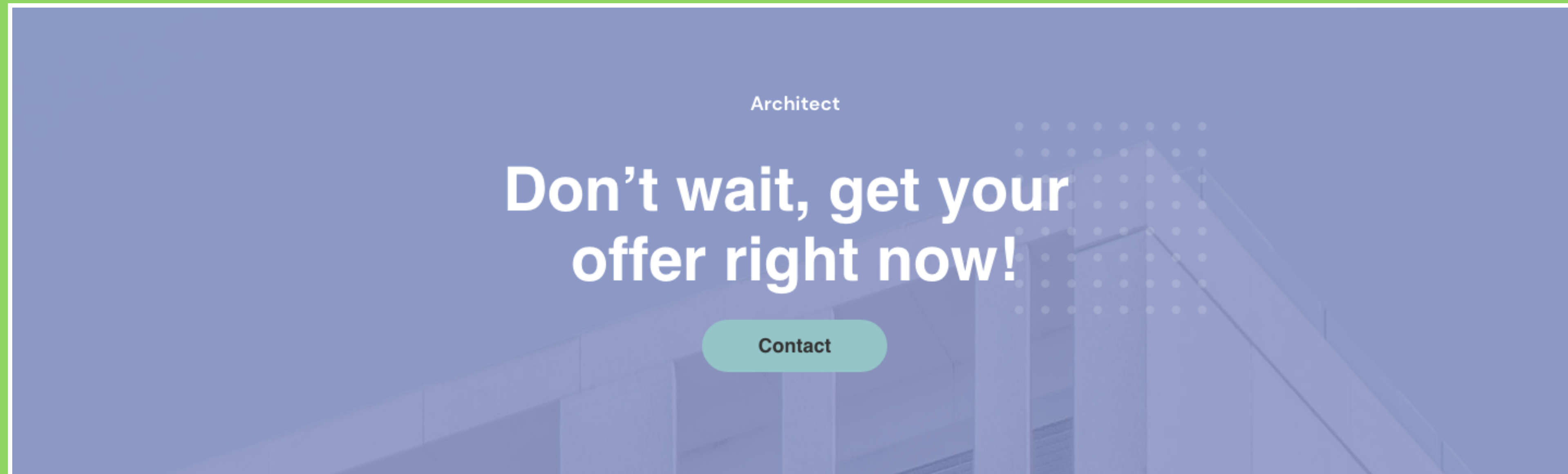


Customize the width for all elements that are assigned to the center or wide columns.

Advanced

**WHAT KIND OF BLOCK ARE
YOU BUILDING?**

PATTERN



A cover block – with a background image. A small heading, maybe an h6, then a large heading – an h2 – and then a button.

CORE BLOCKS EXTENSION

A block style for the Media + Text Block to add rounded corners and overlap the Text over the Media.



”

"As the minuteness of the parts formed a great hindrance to my speed, I resolved, contrary to my first intention, to make the being of a gigantic stature; that is to say, about eight feet in height, and proportionably large. After having formed this determination, and having spent some months in successfully collecting and arranging."

Núria Moura

Google



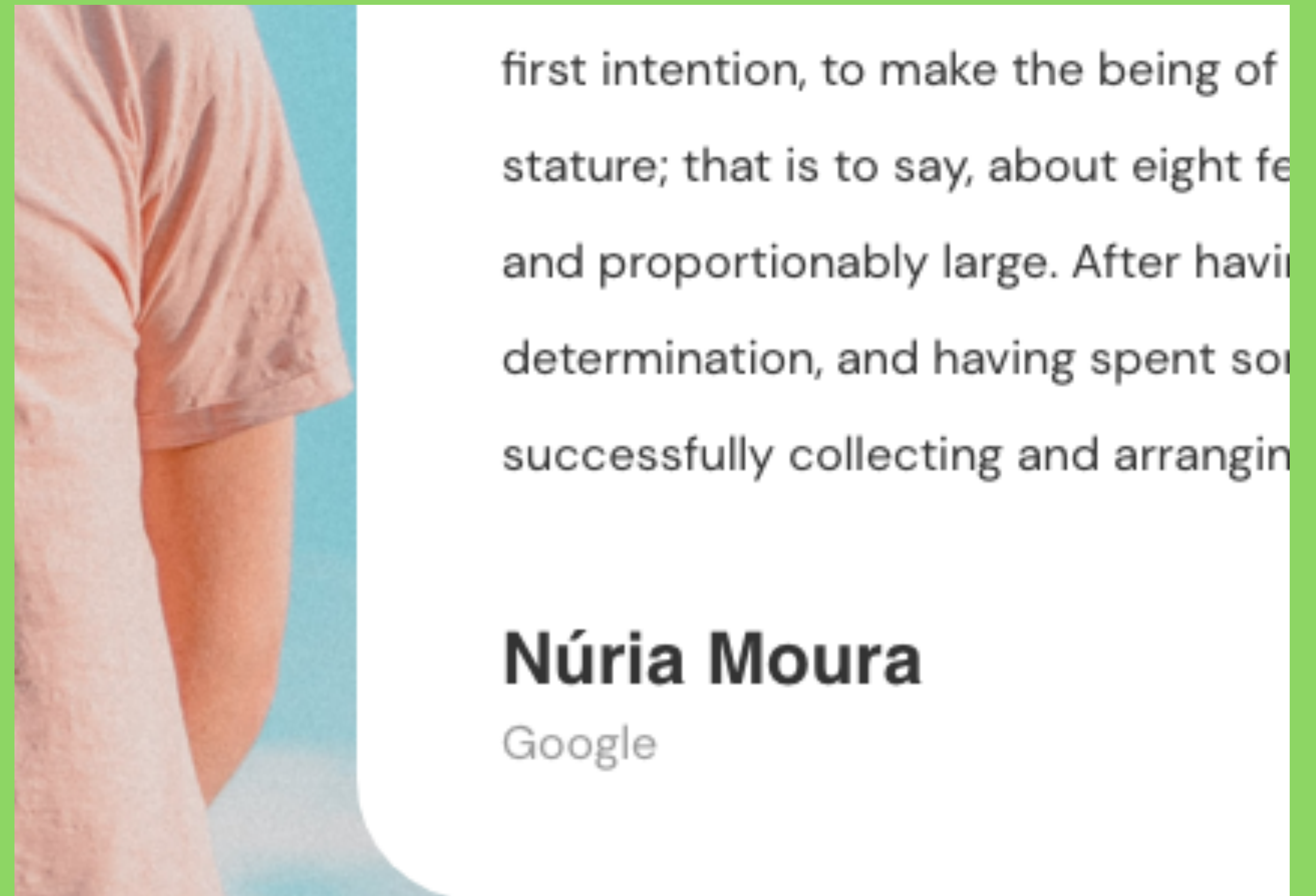
CORE BLOCKS EXTENSION

A new toggle setting to enable/disable the dotted grid detail behind the bottom corner of the Media.



CORE BLOCKS EXTENSION

Add a company section
to the *Quote Block*



first intention, to make the being of stature; that is to say, about eight feet and proportionably large. After having determination, and having spent some time successfully collecting and arranging

Núria Moura

Google

CORE BLOCKS EXTENSION

Put it all together as a pattern with all the correct settings selected.



”

"As the minuteness of the parts formed a great hindrance to my speed, I resolved, contrary to my first intention, to make the being of a gigantic stature; that is to say, about eight feet in height, and proportionably large. After having formed this determination, and having spent some months in successfully collecting and arranging."

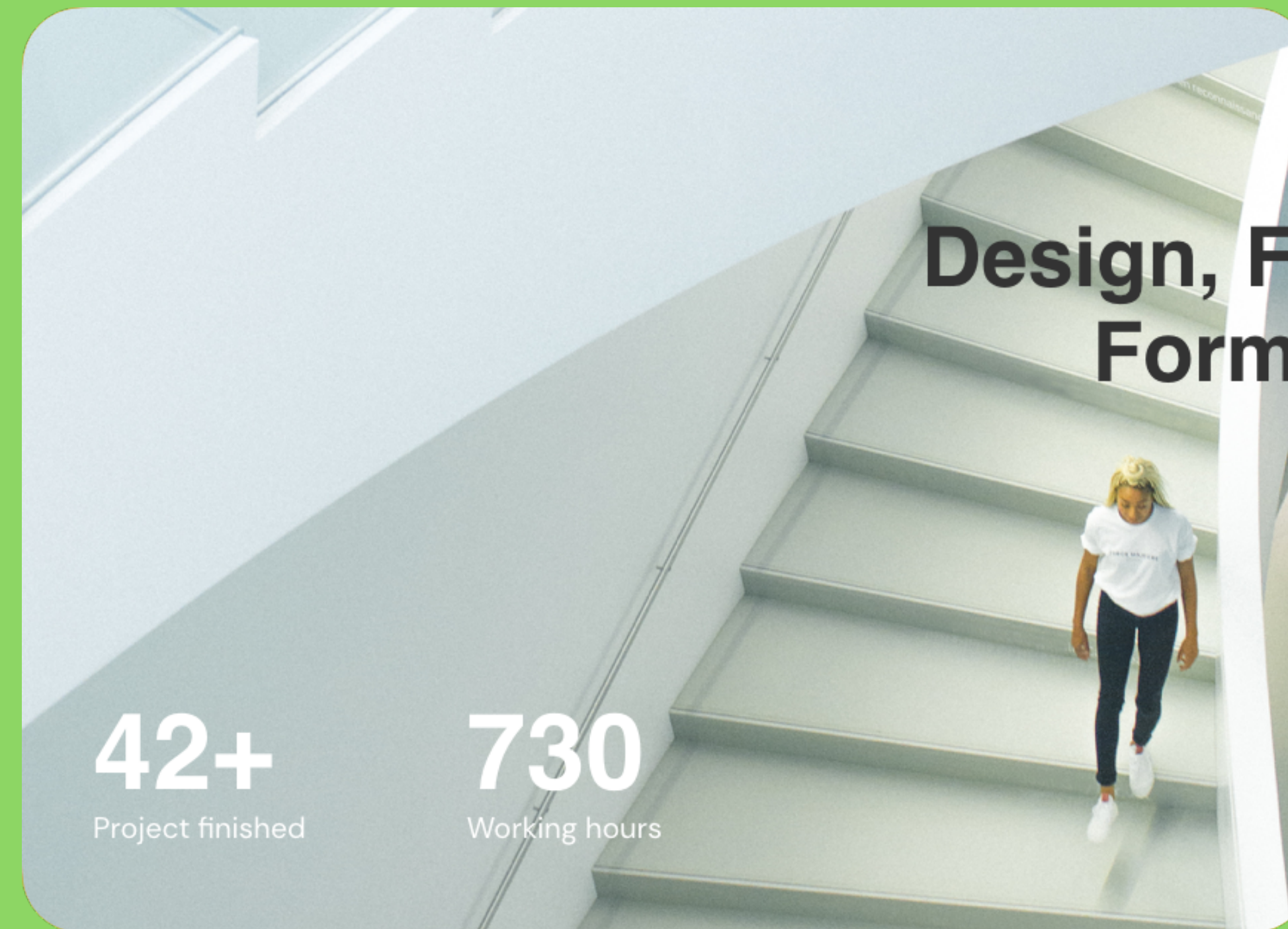
Núria Moura

Google



INNERBLOCKS TEMPLATE

A custom block with a locked InnerBlocks template that only allows content editing.



Achievements

Design, Followed By
Form & Function

42+

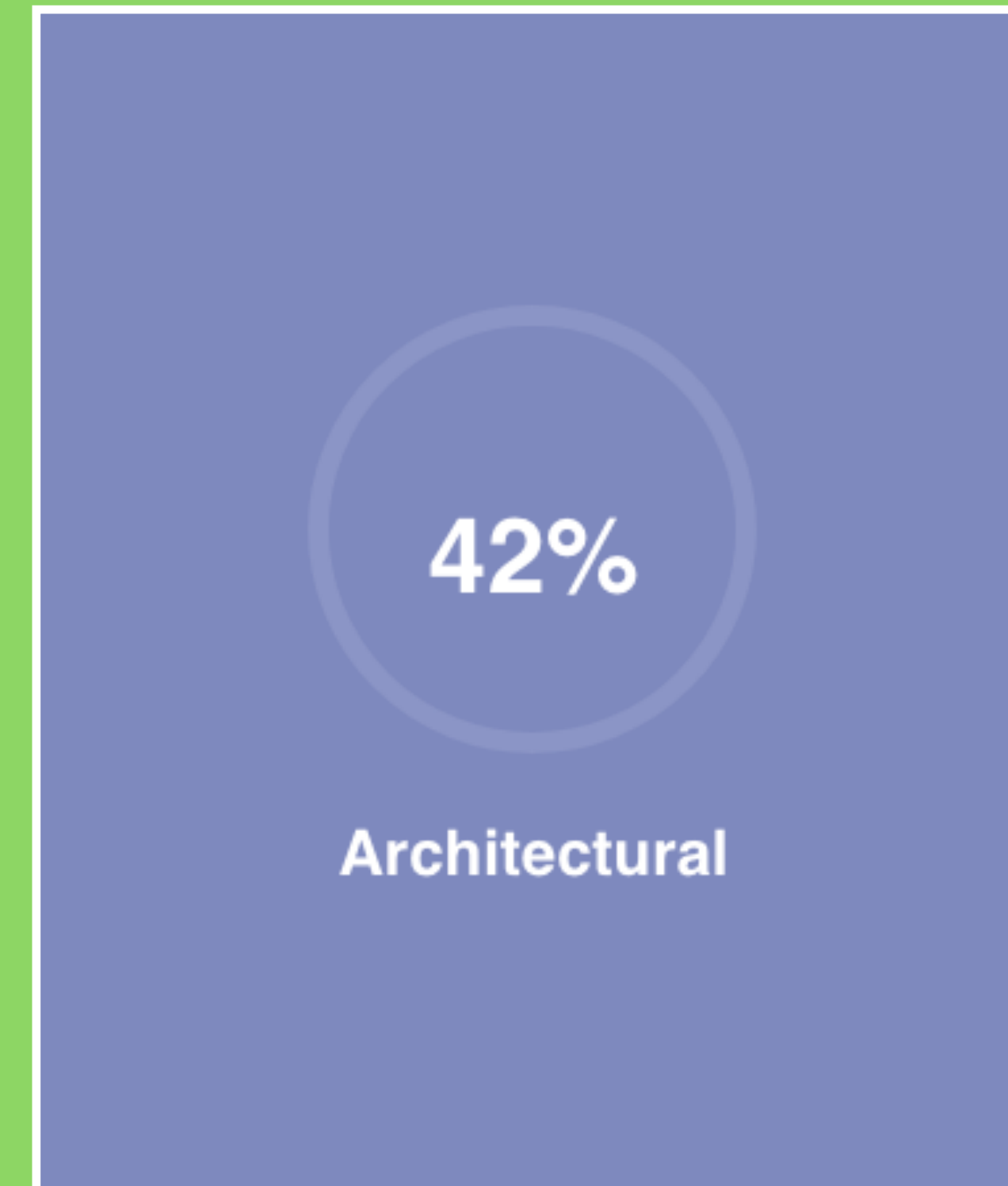
Project finished

730

Working hours

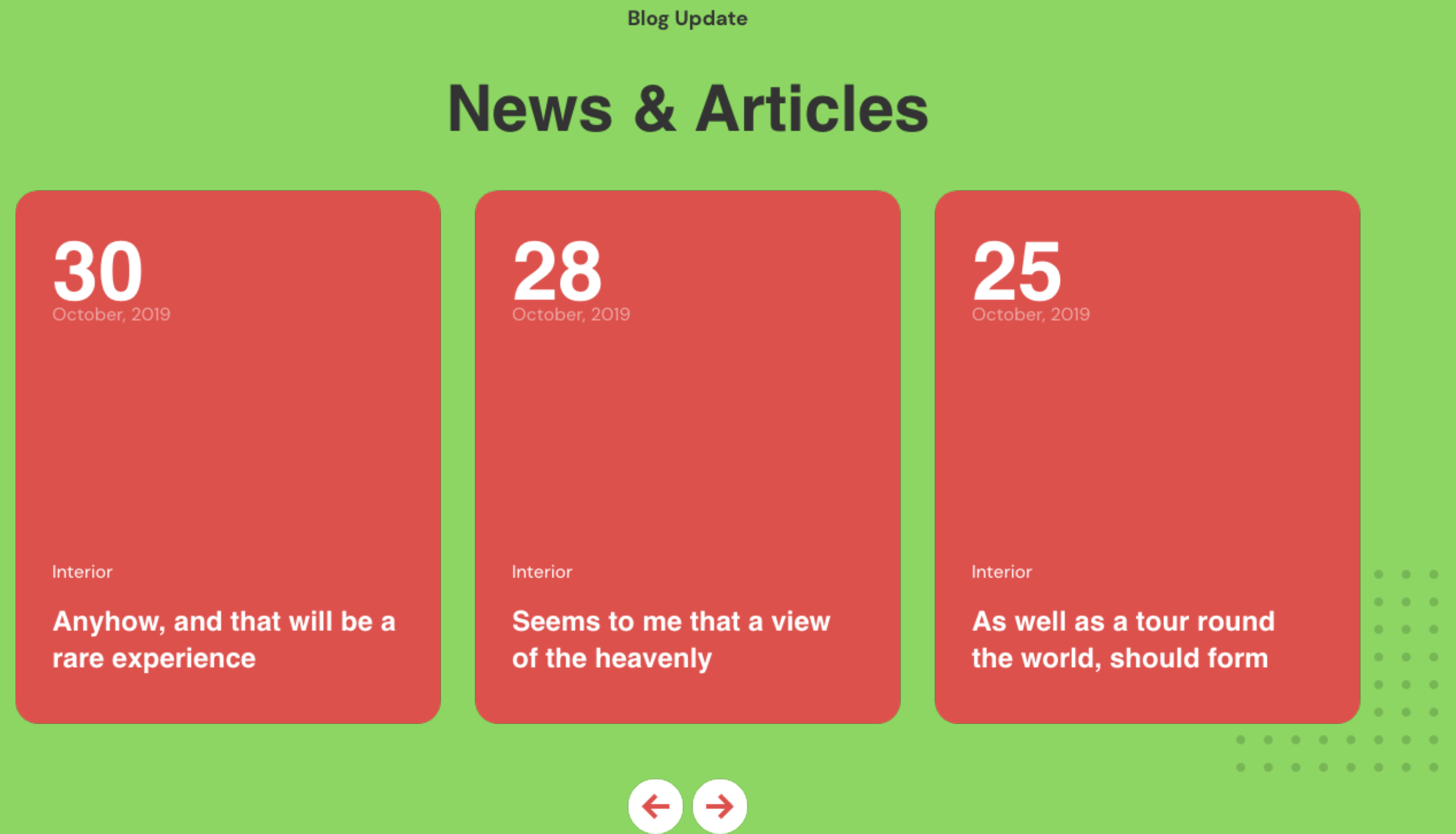
STATIC BLOCK

A block that doesn't need any server side rendering – markup can be saved right in the database.



DYNAMIC BLOCK

A block that needs information from the server in order to stay accurate – like a list of the latest blog posts.



**SO YOU NEED TO MAKE A
CUSTOM BLOCK...**

THE NAME

-
- **Block names should be generic**
 - **Describe the semantics of the block not a specific use case**
 - **Use keywords for specific use cases**
 - **Client Sites: add site name in keywords**
-

THE ICON

-
- **Explore the WordPress Icon Library at <https://wphelpers.dev/icons>**
 - **Material Icons inspired the WordPress Icons, so they're a great place to source from**
 - **Heroicons are aesthetically similar to WordPress Icons**
 - **Designing a custom icon?**
 - **Make it 24x24 with slightly soft corners, black and white with high contrast.**
-

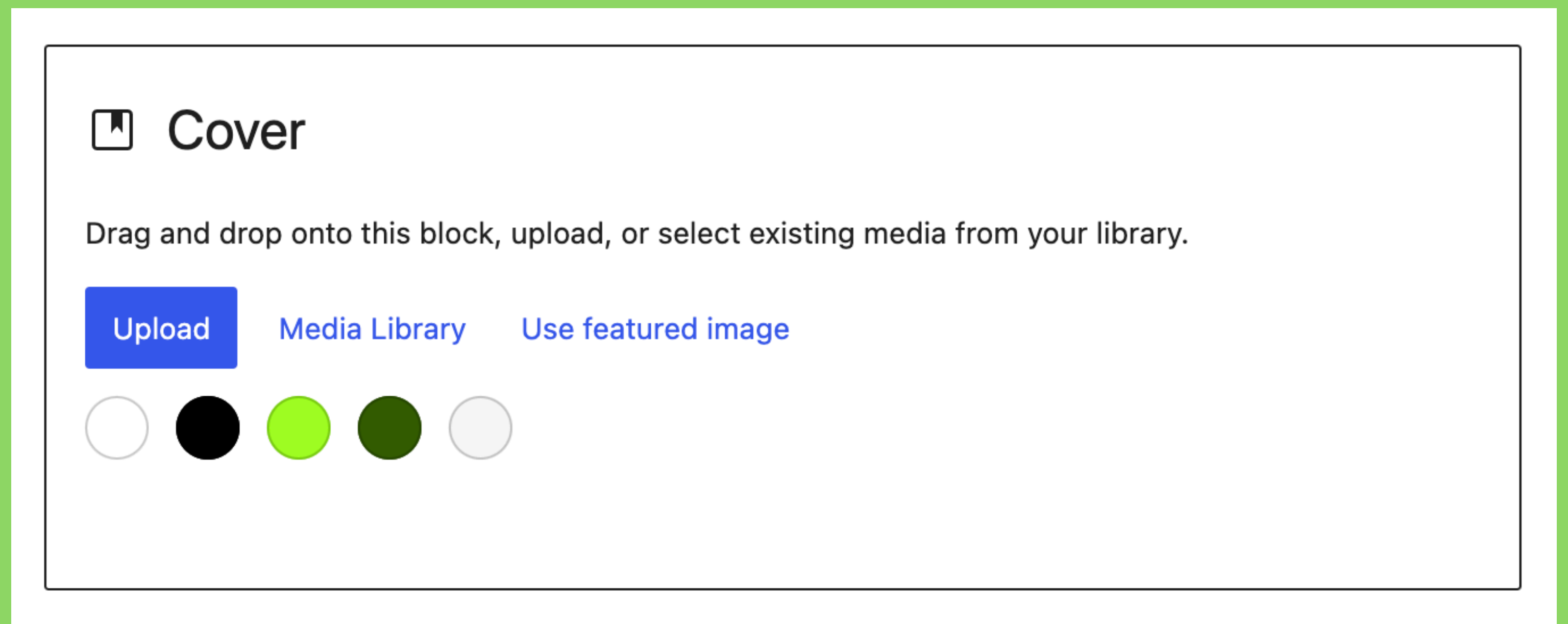
YOUR BLOCK PROPERTIES

-
- **What kind of editable settings does your block need?**
 - **Will it be a block attribute?**
 - **Will it be custom meta?**
 - **Is it a global setting you need to access in multiple places?**
-

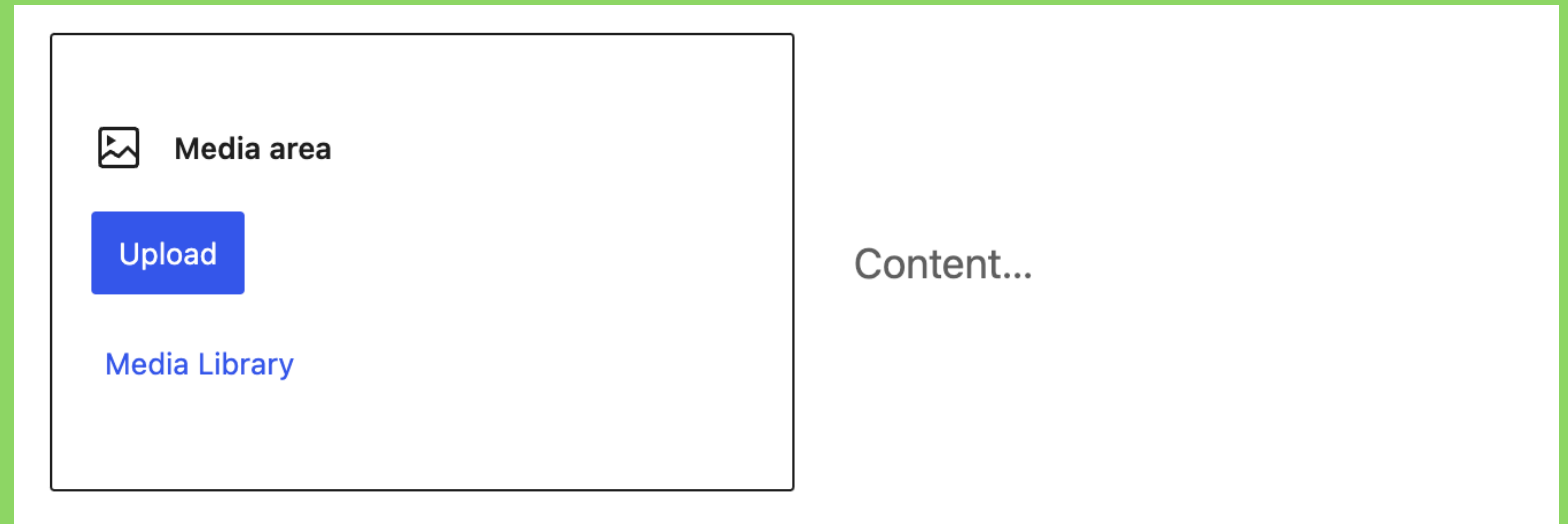
BLOCK STATES: SETUP, DEFAULT, AND EDITING

SETUP STATE

If you need initial information, you need a good setup state.



DEFAULT/PREVIEW STATE



If you don't need information, your block should look good in its default de-selected state too.

EDITING STATE

Ideally the default state
IS the editing state. But
it's okay if that's not
always the case.

Editing State



 **Media area**

[Upload](#)

[Media Library](#)

Content...



Post

Block

×

Media & Text

Set media and words side-by-side for a richer layout.



Settings



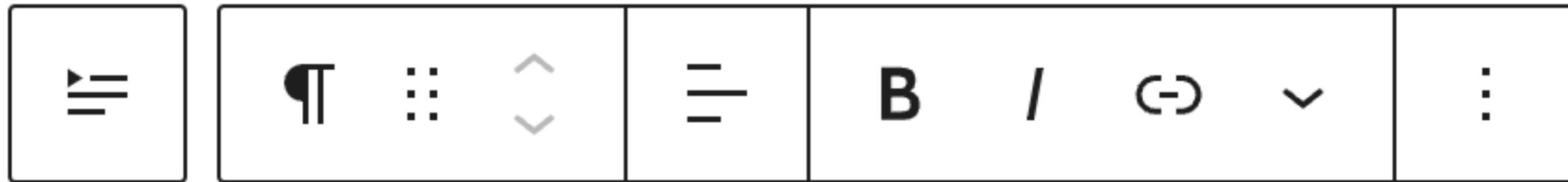
Stack on mobile

Advanced



▶ The summary section of the details block





▼ The summary section of the details block

The hidden content becomes editable when you click on the block.

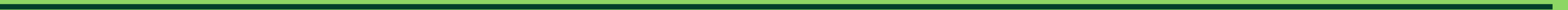
THE FIVE THINGS TO KEEP IN MIND

What kind of block do you need? Do you even need a custom block?



THE FIVE THINGS TO KEEP IN MIND

**A generic descriptive
name, and helpful
keywords.**



THE FIVE THINGS TO KEEP IN MIND

*An easy to identify icon
that fits in with the rest
of the Editor.*



THE FIVE THINGS TO KEEP IN MIND

**The right kind of block
properties in the right
place – does it belong
on the canvas? In the
toolbar? In the Sidebar?
Outside of the editor?**

THE FIVE THINGS TO KEEP IN MIND

**Intuitive and helpful
setup, default, and
editing states.**

THANKS FOR BEING HERE!

Slides and even more details are available at

<https://aurooba.com/wcus23>

“Twitter”: @aurooba

Fediverse: @aurooba@mastodon.aurooba.com
