

# SCHLAUFUX

## FROM WORDPRESS TO TALL-STACK

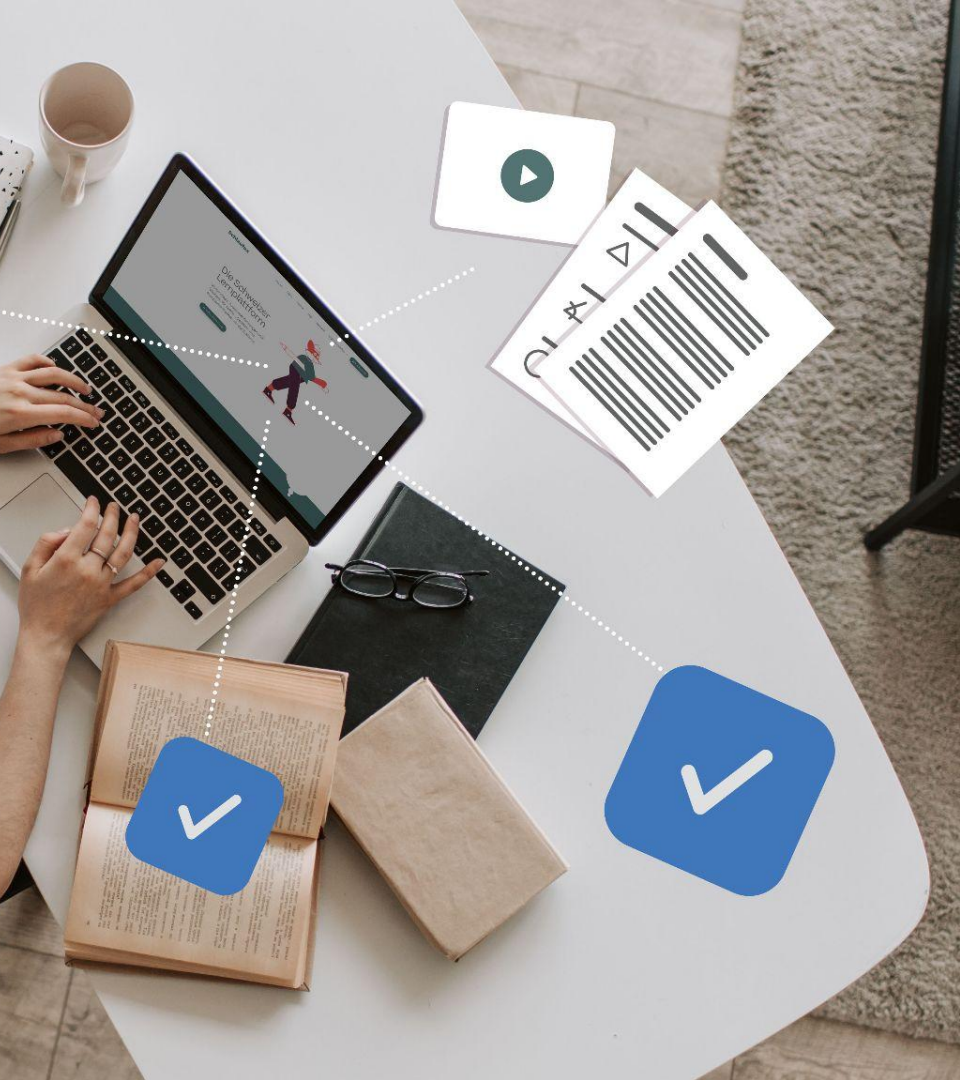
**WordPress Zurich Meetup, 24th November 2021**

# WHO THIS?

**Silvan Hagen**, CTO @ Schlaufux AG

- Web Development since 2001
- WordPress since 2006
- Laravel since 2019
- @everything (Twitter, Instagram, Github)





# AGENDA

- What is Schlaufux?
- From MVP to Production
- Learnings
- Move fast & break things
- From V1 to V2 in 3.5 months
- Learnings
- What's next?

SCHLAUFUX IS AN ONLINE  
LEARNING PLATFORM  
ALIGNED TO THE SWISS  
SCHOOL SYSTEM

# FROM MVP TO PRODUCTION






## Stack:

- WordPress
- WooCommerce + Subscriptions
- LearnDash LMS
- GeneratePress Theme
- Gutenberg Blocks

## Timeline:

- Idea: June 2019
- Prototype: June 2020  
60 hours for a basic build
- Secure funding
- MVP to Production:  
October 2020 - March 2021
- Spent roughly 800 hours on it
- Content team spent 4000+ hours

# LEARNINGS VI

-  WordPress is difficult to scale
-  WordPress is difficult to write tests for
-  Too many features makes it hard to understand
-  A tech team of 1 vs content team of 20 is crazy
-  Even paid plugins can be written poorly, looking at you LearnDash LMS

MOVE FAST & BREAK  
THINGS

# FROM V1 TO V2 IN 3.5 MONTHS

## Stack:







- Tailwind CSS
- Alpine JS
- Laravel Livewire
- Laravel

## Timeline:

- Planning: April 2021
- Hiring: April/May 2021
- Development: May - August 2021
- Launch: August 2021







# LEARNINGS V2

-  Laravel is easier to scale
-  Laravel is easy to write tests for
-  WordPress gives you sooo much out of the box
-  Payment Gateways are nightmarish
-  Making your non-technical team understand tech is hard
-  Working 100+ hours a week is unhealthy

TAKE A BREAK AND CHANGE  
PERSPECTIVE

# WHAT'S NEXT?

-  More funding
-  Rebranding
-  Make education free
-  Top Secret

THANK YOU!

QUESTIONS?