

“VIBE  
A  
CODE”

PLUGIN

*Build a WordPress plugin, in plain English, in minutes.*

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# TWO THINGS JUST SHIPPED.

*And together they change what's possible in WordPress.*

## 01

### PLAYGROUND

A full WordPress install. In your browser. In one click. No host. No setup.

[playground.wordpress.net](https://playground.wordpress.net)

## 02

### TELEX

Describe a block in plain English. Telex writes the code. By Automattic AI.

[telex.automattic.ai](https://telex.automattic.ai)

# PLAYGROUN

# D.

*WordPress in your browser in just one click.*

## **NO HOST**

No hosting account. No DNS.  
No FTP. Save to browser/desktop.

## **NO INSTALL**

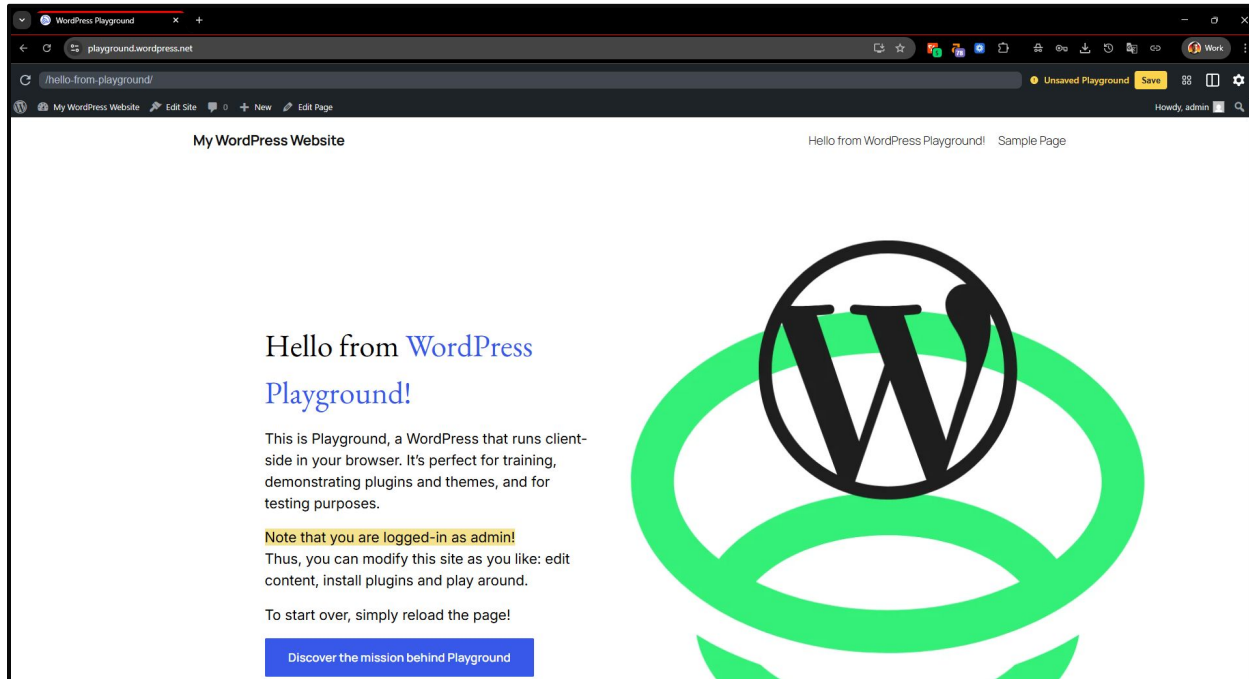
No MAMP. No Local. No Docker.

## **NO RISK**

Refresh = clean slate.  
Break it freely.

# THIS IS WP PLAYGROUND.

*WordPress that runs client-side in your browser.*



# THE WALL IS GONE.

JSX

REACT

WEBPACK

BUILD PIPELINES

NODE

YOU NEED:

**A real problem.  
A clear  
sentence.  
That's it.**

# SCRATCH. SHIP. REPEAT.

*The path from itch to official plugin is shorter than you think.*

1

## EXPERIMENT

What do you (or your clients) need?

2

## BUILD

Telex for the prototype. Claude or another AI to refine.

3

## SHIP

Put it on GitHub. Share it with everyone.

4

## SUBMIT

Follow the WP.org submission process. Deploy action, SVN, etc.

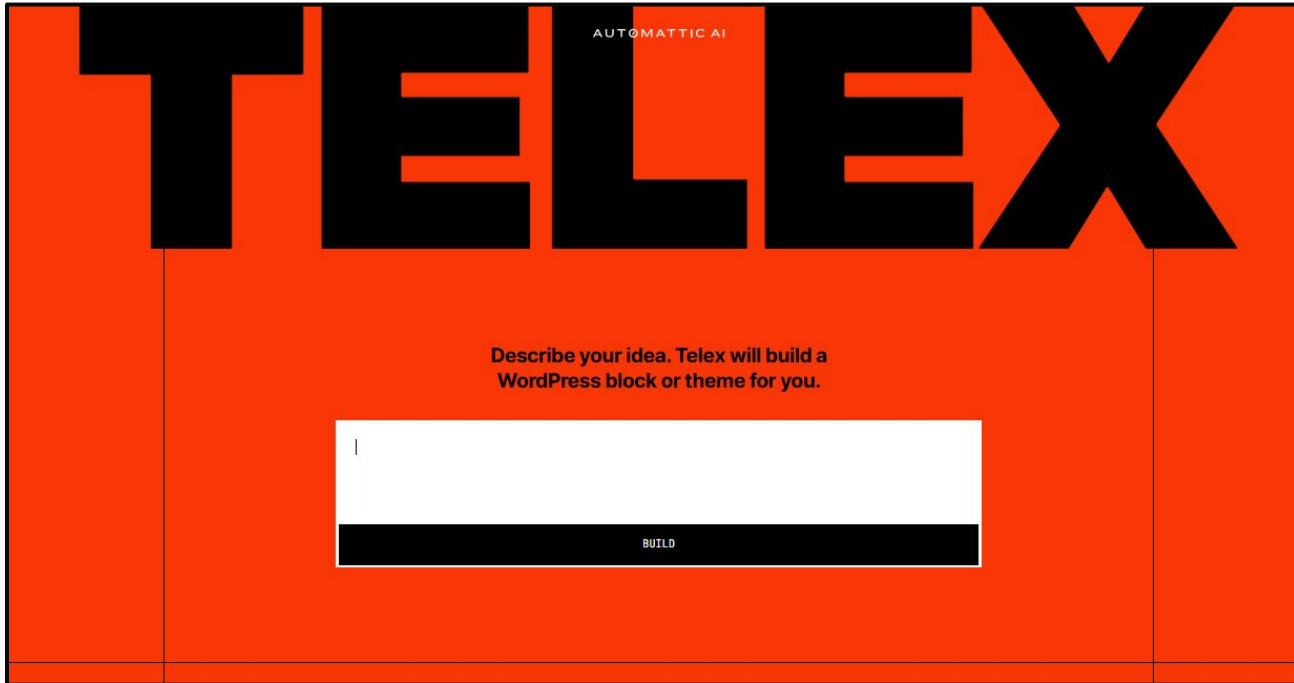
“

***A plugin sitting on  
your hard drive  
does nothing.***

A plugin on GitHub gets  
noticed.

# THIS IS TELEX.

*One input. One button. One WordPress block.*



A screenshot of the Telex AI interface. The background is a vibrant orange. At the top, the word "TELEX" is written in large, bold, black, blocky letters. Above the letter "E" in "TELEX", the text "AUTOMATIC AI" is written in a smaller, white, sans-serif font. Below the word "TELEX", there is a white rectangular input field with a thin black border. Above this input field, the text "Describe your idea. Telex will build a WordPress block or theme for you." is centered in a black, sans-serif font. Below the input field, there is a black rectangular button with the word "BUILD" written in white, centered text.

# TIMELINE BLOCK

*Vertical or horizontal. Dates, milestones, optional images. The kind of block every "About" page needs.*

Timeline block — vertical or horizontal, dates and milestones. Every "About" page wants this.

Give me a prompt for this, with the ability to add an image or not as well.

Build a WordPress block called "Timeline" that displays a series of dated milestones in a vertical or horizontal layout. Perfect for About pages, company history, project roadmaps, or personal journeys.

PER-MILESTONE FIELDS (repeater in the sidebar — let me add/remove/reorder):

- Date (free text — e.g., "2014", "March 2020", "Q2 2025" — not a date picker, since users may want flexibility)
- Title (short headline for the milestone)
- Description (textarea, supports basic line breaks)



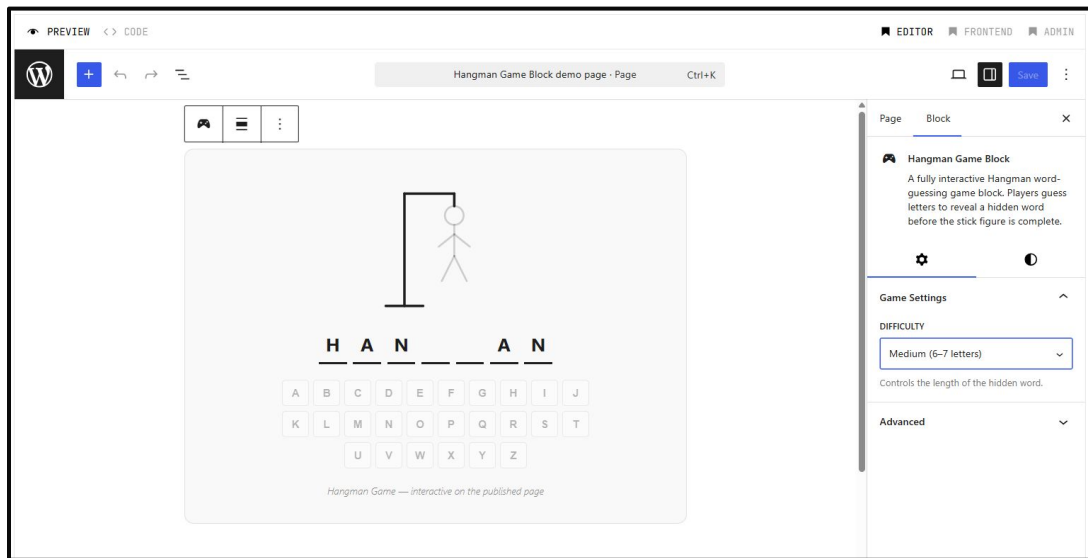
**HEADS UP**

**Telex sometimes crashes.**

Just refresh and try again?

# HANGMAN

*A working game. State, input handling, win/lose logic. Inside a WordPress block.*



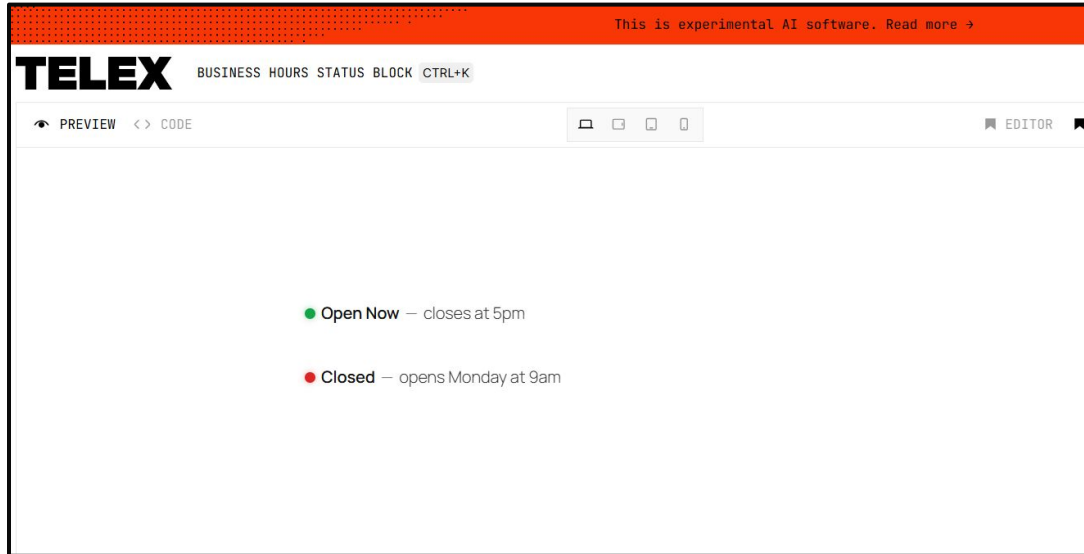
## WHY THIS MATTERS

**If Telex can build a game, it can build the boring stuff.**

Tip calculators, quote forms, FAQs, comparison tables — all the things you used to bolt on with a \$50 plugin.

# OPEN / CLOSED INDICATOR

*"Open Now — closes at 6pm" with a green dot. Per-day hours. Auto-updates.*



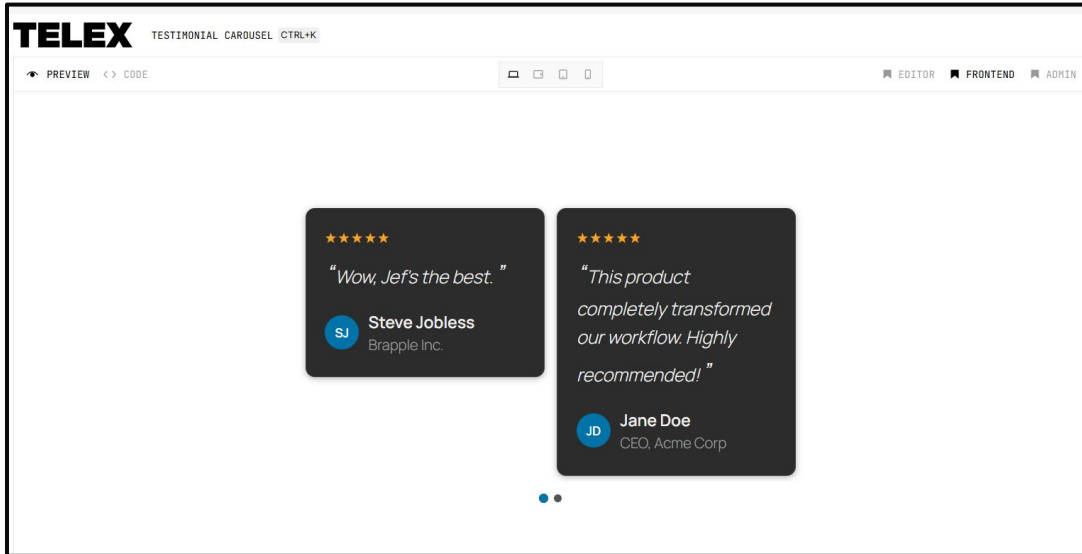
## THE CLIENT WIN

**Every local business client wants this.**

Most existing plugins do it badly or charge \$49/year. You can ship it tomorrow.

# TESTIMONIAL CAROUSEL

*Display customer testimonials in a clean horizontal slider with star ratings.*



## WHY THIS MATTERS

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LESS THAN 20 MINUTES.

# ENDURANCE RACE BLOCK

✓ FINISHER

### 2013 Riding Mountain Triathlon

SPRINT  
Clear Lake, Manitoba, Canada  
17 Aug 2013



SWIM 0.75 km	BIKE 20 km	RUN 5 km
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**1:26:13**

Overall: 52nd of 110 - Age group: 9th of 19

SWIM 19:18	BIKE 43:37	RUN 23:19
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[View race details](#)



✓ FINISHER

### 2016 Hatsukaichi ASTC Triathlon Asian Championships


OLYMPIC  
Hatsukaichi, Japan  
30 Apr 2016

SWIM 0.75 km	BIKE 40 km	RUN 10 km
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**2:48:35**

Overall: 232nd of 290

SWIM 12:35	BIKE 1:41:42	RUN 54:18
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✓ FINISHER

### 2025 Barrelman Niagara Falls Triathlon




HALF-COURSE  
Niagara Falls, Canada  
20 Sep 2025

SWIM 2 km	BIKE 90 km	RUN 21.1 km
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**6:55:03**

Overall: 296th of 394 - Age group: 29th of 33

SWIM 45:05	T1 5:32	BIKE 1:28:56	T2 2:36	RUN 2:56:05
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# YOUR TURN.

*What will you build?*

- **A countdown to your next event.**
- **A calculator your clients keep asking for.**
- **A replacement for that one plugin for a feature that costs \$49/year for.**

[telex.automattic.ai](https://telex.automattic.ai)

# Q&A.

*Then we go build something.*

**JEF VAN DE GRAAF**

BAOB.CA · JEFVANDEGRAAF.COM · @JEFVANDEGRAAF

[github.com/jefvandegraaf/endurance-race-countdown-plugin](https://github.com/jefvandegraaf/endurance-race-countdown-plugin)

