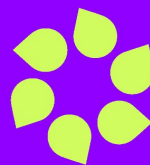
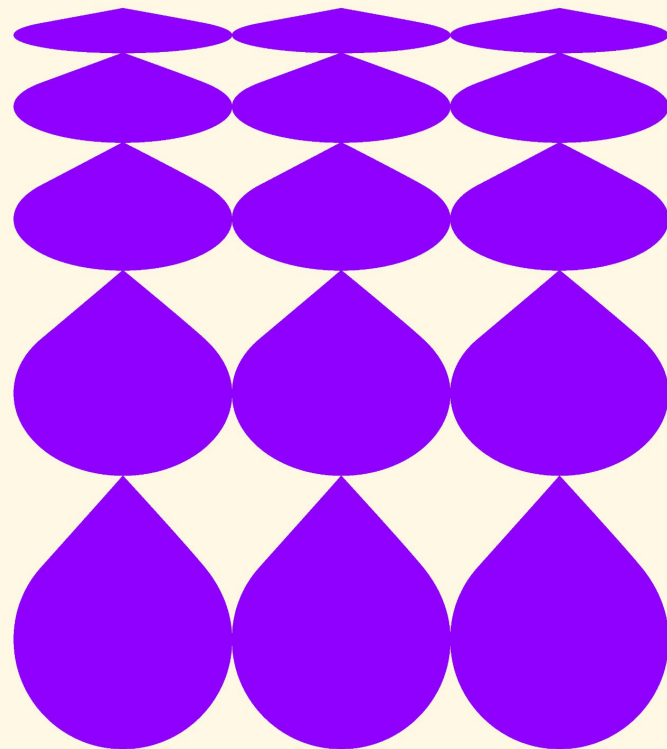


Building a template for the Marketplace: Challenges and opportunities

Murray Woodman



DrupalSouth
Wellington 2026



Shooting for the stars



Changing landscape

- **Drupal CMS**
- **Canvas**
- **Drupal AI initiative**
- **Drupal Core and Contrib**
- **Marketplace and Site templates**

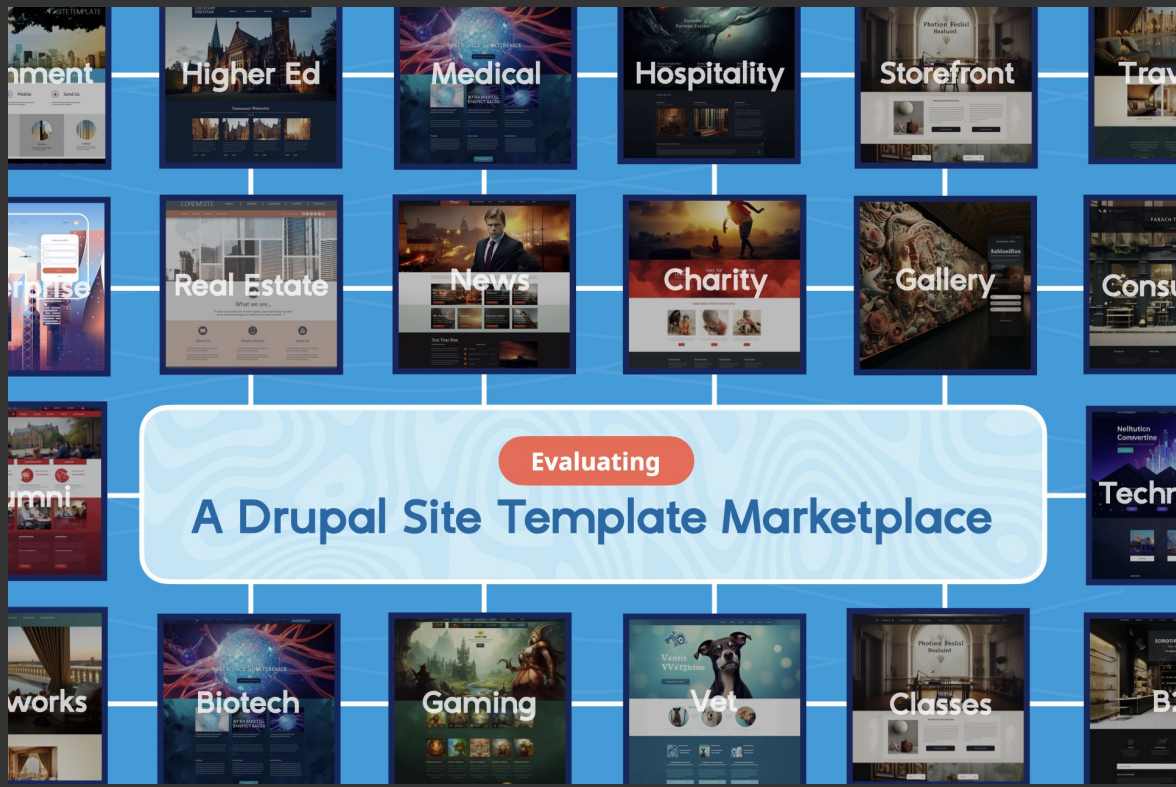
The Marketplace



April 2025 – March 2026

Dries floats the idea of a marketplace

Marketplace launched



conivital

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Patterns

- **Verticals:** Healthcare, Education, Government, Non profit, Events
- **Frameworks:** Tailwind, DaisyUI, Bootstrap, Custom
- **Page building:** Canvas, Blocks, Paragraphs. Mostly canvas
- **Capabilities:** Theme engine more than functionality
- **Structure:** Monolithic vs Composed
- **Status:** Early days

Quality

- **Canvas support:** Tracking all releases
- **Best practices:** Recipes, structure, reusability
- **Maintained:** Updated and patched
- **Accessible:** Commitment to WCAG
- **Support channels:** Community and customers
- **A commercial ecosystem:** Products and services

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The usual suspects



Installation

```
mkdir my-drupal-site && cd my-drupal-site
```

```
ddev config --project-type=drupal11 --docroot=web
```

```
ddev start
```

```
ddev composer create-project drupal/cms
```

```
ddev composer require drupal/convivial_gov
```

```
ddev launch
```

→ drupal-cnv1



The journey



Opportunities

- **Knowledge:** Understanding the latest in Drupal
- **Skills:** Team improves knowhow
- **Relevance:** Changing times
- **Quality:** Refresh our approach
- **Efficiency:** No code, component driven
- **Community:** Makers and takers

Risks

- **Effort:** Big investment in time and energy
- **Rework:** Refactoring what was already working
- **Bet on the future:** Will Canvas, Marketplace and AI succeed?
- **Opportunity cost:** Drupal agency needs to survive

Building it



DaisyUI

Provides the BEM structure missing in Tailwind

Widely supported

Flexible

Stat

Copy docs

Stat is used to show numbers and data in a block.

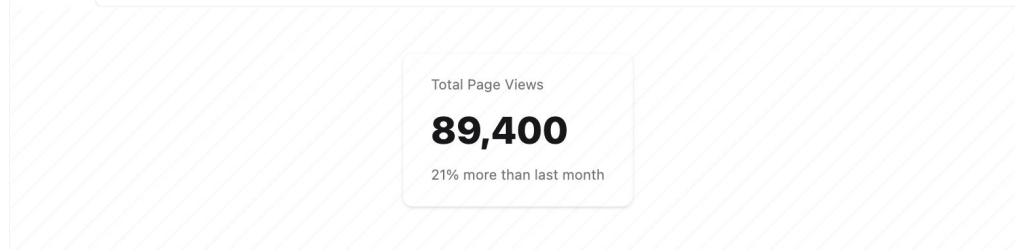
prefix-	Class name	Type
	stats	Component Container of multiple stat items
	stat	Part A block to display stat data about a topic
	stat-title	Part Title part
	stat-value	Part Value part
	stat-desc	Part Description part
	stat-figure	Part Figure part for icon, etc
	stat-actions	Part Actions part for button, etc
	stats-horizontal	direction Makes stats horizontal (default)
	stats-vertical	direction Makes stats vertical

Stat

Preview

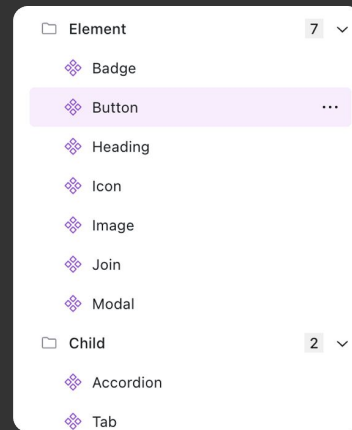
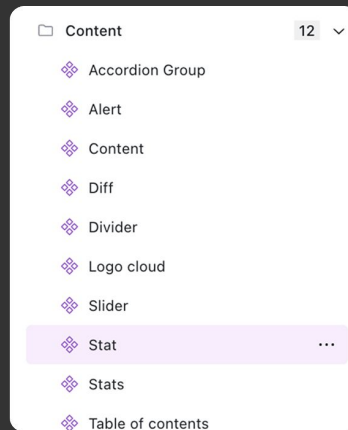
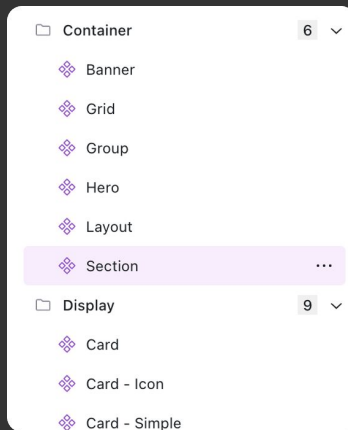
HTML

JSX



Component design

Containers – Section
Content
Elements
Children
Displays
Backgrounds
Behaviours



Sections

Canvas

The diagram illustrates a 'Canvas' layout. On the left, a dashed purple box labeled 'Header Items' contains the text 'Heading text' and 'Introduction text goes here'. To the right, a larger dashed purple box labeled 'Slot - Items' contains three smaller rounded rectangular items. Each item has a title, a description, and a date.

Header Items	Slot - Items
Heading text Introduction text goes here	Resource User Guide Comprehensive guide detailing system features, setup choices, and technical specs. 1 July 2026
	Record Manual In-depth reference covering system functions, configuration settings, and technical details. 1 July 2026
	Summary Sheet Help Center Tools and info to assist users with troubleshooting, FAQs, and support access. 1 July 2026

The correct level of abstraction

Editors are people
Design for them

Paragraph

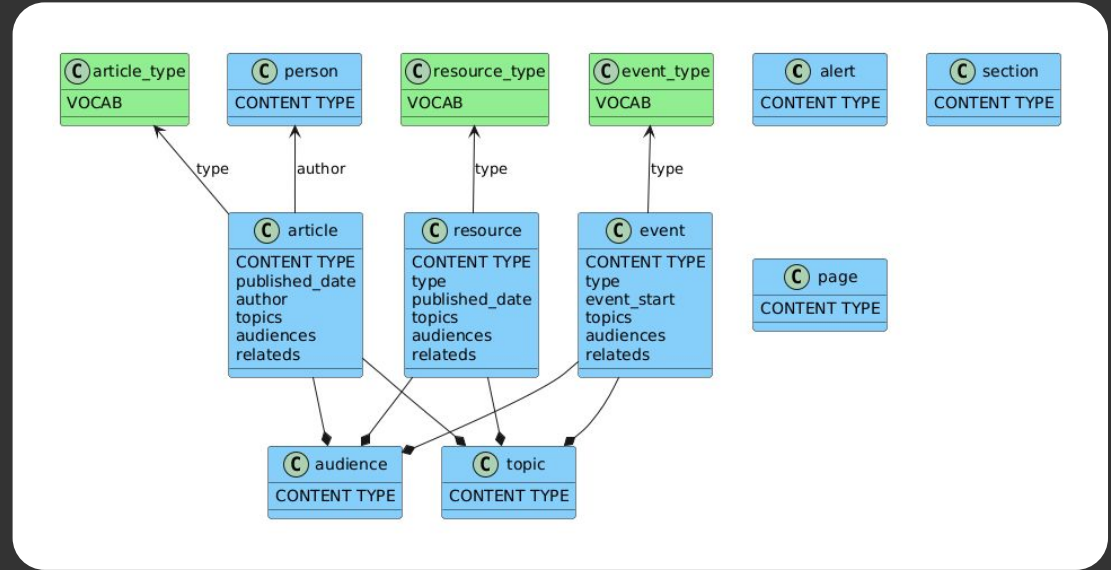
The diagram illustrates a 'Paragraph' layout. On the left, the text 'Heading text' and 'Introduction text goes here' is shown. To the right, three rounded rectangular items are displayed, each with a title, a description, and a date.

Heading text	Item 1	Item 2	Item 3
Heading text Introduction text goes here	RESOURCE User Guide Comprehensive guide detailing system features, setup choices, and technical specs. 1 July 2025	RECORD Manual In-depth reference covering system functions, configuration settings, and technical details. 1 July 2025	SUMMARY SHEET Help Center Tools and info to assist users with troubleshooting, FAQs, and support access. 1 July 2025

Vertical

Vertical solutions are not as important as the horizontal.

Verticals should model the clients domain.



Theme options

No code

Colours
Options
Skins
Config

The screenshot shows a theme configuration interface for 'Convivial'. The breadcrumb trail is: Back to site | Administration / Appearance / Appearance settings. The main navigation includes: Definition, Standard, Convivial (selected), Campaign, Gov AU, and Licence. The sub-navigation includes: Schemes (selected), Radius, Effects, Sizes, Typography, and Settings. The theme is set to 'Light' and the selected scheme is 'Primary'. The 'Base' section contains several color pickers: 'Is dark' (checked), 'Background base' (selected and highlighted with a blue box), 'Foreground base', 'Link base', and 'Highlight base'. The 'Derivatives' section shows color swatches for 'Background', 'Background strong', 'Background stronger', 'Background weak', 'Background weaker', and 'Foreground'. Dashed arrows indicate that the 'Background base' color cascades into 'Background', 'Background strong', 'Background stronger', 'Background weak', and 'Background weaker'. The 'Foreground' derivative is shown as a white square with a contrast ratio of 14.2, AAA.

Colours

Skins

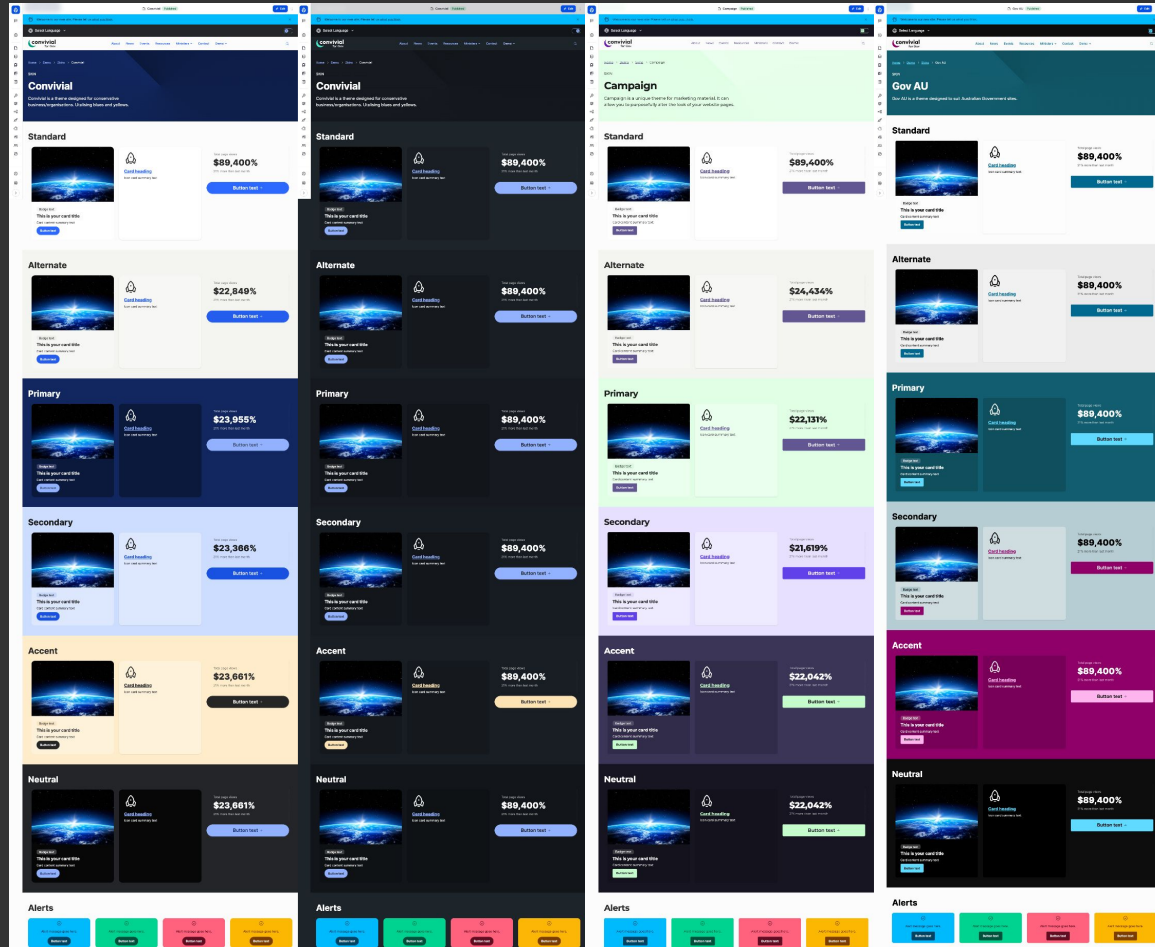
Schemes (dark mode)

Palettes (primary, etc)

Colours (fg, bg, link, focus)

Variants -> CSS Variables

Components



Challenges



Platform agnostic

- **Drupal CMS vs GovCMS?**
- **Where do Paragraphs fit into all of this?**
- **How do we design generic components?**
- **How to we best integrate with Canvas?**
- **Is copy pasting SDCs possible?**

Image case study

- **Canvas needs special YAML for the media browser**
- **Drupal image formatter handles responsive images very well**
- **Canvas delivers a new data structure**
- **Canvas has certain dependencies leading to errors if not met**

Definition

image.component.yml

```
image:  
  title: Image  
  description: Image object to display.  
  type: object
```

image_canvas.component.yml

```
image:  
  $ref: json-schema-definitions://canvas.module/image  
  title: Image  
  description: Image object to display.  
  type: object
```

Data being passed

Drupal image field

```
[  
  "#theme" => ""  
  "#title" => ""  
  "#label_display" => ""  
  "#view_mode" => ""  
  "#bundle" => ""  
  "#object" => ""  
  "#items" => ""  
  ...  
]
```

Drupal canvas image

```
[  
  "src" => string  
  "alt" => string  
  "width" => int  
  "height" => int  
]
```

SDC template

image

```
{% if image.src %}
  {{ include('canvas:image') }}
{% else %}
  {{ image }}
{% endif %}
```

Image_canvas

```
{{include(componentMetadata.path ~ '/image.twig')}}}
```

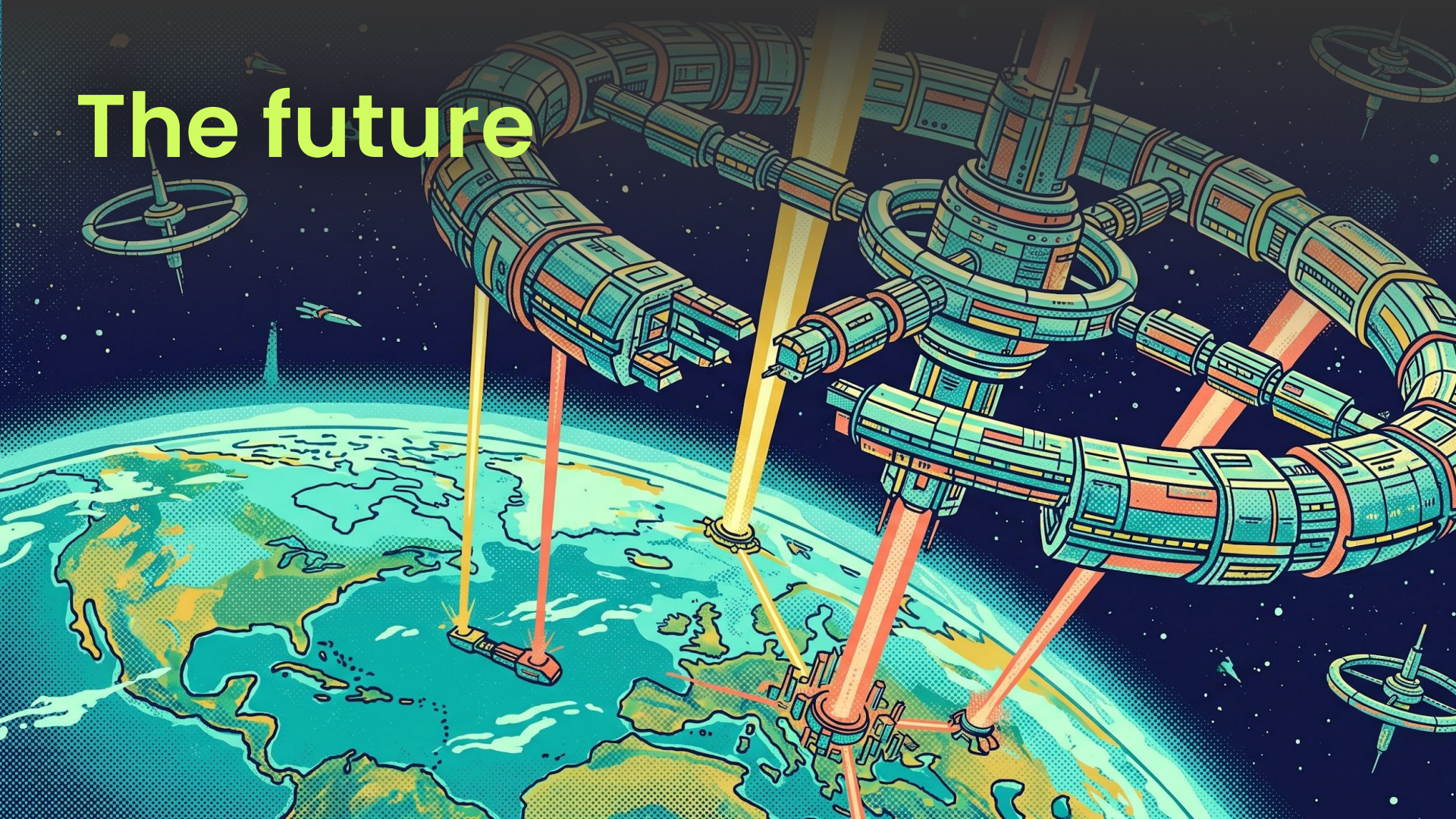
End result

- **Image component does the heavy lifting (reuse)**
- **Image component works in (non) Canvas environments**
- **The Image Canvas component is the special case**
- **SDCs are still easily transportable**

Wins



The future



Marketplace

- **Testing ground for a lot of new things**
- **Demonstration of new capabilities**
- **Collaboration at its finest**
- **New wave of interest**

Unanswered questions

- **Will it take off?** Community and external adoption
- **Will hosting platforms promote?** Easy spin up is a must
- **Is it commercial viable?** Shopfront or business card
- **How will Canvas and Drupal AI evolve?** Work to be done

Commoditisation

- **Frameworks homogenise design:** Everything looks the same
- **Authentic voice and design:** Differentiating from the slop
- **Real insights, real imagery, real people:** What is left of the craft

Rise to the challenge

- **Agency owners:** Delivering value, working efficiently
- **Developers:** Time to upskill
- **SaaS platforms:** Need to evolve with the new patterns
- **Knowhow:** Needs to be shared.
- **Adapt:** For the times they are a-changin'

THANKS



Murray Woodman



References

- <https://new.drupal.org/site-template>
- <https://new.drupal.org/site-template/convivial-gov>
- https://www.drupal.org/project/convivial_gov
- <https://gov.convivial.io/>
- <https://daisyui.com/components/>
- <https://tailwindcss.com/>