

# Yummy Plants

## Executive Summary

### Community Partner

Rebecca Gilbert

### Student Consulting Team

Aditya Bhandari

Rachel Kim

Bharath Prabhu

Vicky Ye

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## Background

Yummy Plants is an organization dedicated to fostering a welcoming, online community for people interested in exploring a plant-based diet. Inspired by the positive effects of a vegan diet on her life, Rebecca Gilbert founded the organization in 2010 hoping to let other people know that a vegan lifestyle is an option with many benefits. The website, [www.yummyplants.com](http://www.yummyplants.com), serves as a one-stop platform that offers health advice, recipes and information on how to improve your dietary lifestyle, from a scale of eating more vegetables to adopting a vegan diet. With an upgrade to an outdated software platform and information architecture, Rebecca hopes that the timeless content on her site will continue to live on, reach as many people as possible, and inspire them to pursue a healthier, plant-based diet.

## Project Description

### Project Opportunity

The main problem that stands in the way of Yummy Plants achieving its mission is the quality of its software platform for its website and the information architecture of content on the website. The website was made on WordPress and contains custom methods that makes it impossible to update content in a seamless way. Having a cluttered information architecture, with a lot of information coming in at once, users are confused and unable to find content that they might be interested in exploring. Given these problems, we aim to develop a more user-friendly and interactive website so that the users will have fun in exploring a plant-based diet and trying out new recipes. Part of our team's scope is also to come up with a clear way of reorganizing information on the website so that it is easier for both users and Rebecca to navigate through content seamlessly. With this newly developed website, users will have a much more welcoming and fun website to go to and explore and plant-based diet!

### Project Vision

Our vision is to modernize the software architecture and reform the information architecture of the website to be better suited to our client's and users' needs. Leveraging them, we can then improve search engine optimization performance and help to drive user traffic to Yummy Plants. We also envision this project to have a clean user interface for Rebecca to interact with after handoff so that content can be managed easily in the future.

## Project Outcomes

Our project outcomes include a new WordPress Content Management System, with a revamped information architecture for displaying content, while retaining all the content belong to Yummy Plants (recipes, health advice, etc.). The system will also have a dashboard that contains plugins catered to Rebecca's current and future needs to ensure the sustainability of the platform while not compromising on the integrity of the content. We also made a presentation on modern practices of Information Architecture and how it relates to website content maintenance, which we feel will be useful for Rebecca as well as future developers.

## Project Deliverables

Our project deliverables include a new yummyplants.com website with Search Engine Optimization configured, our presentation on Information Architecture and a technical manual detailing where information with regards to yummyplants.com is stored (database, WordPress dashboard, etc.) and login credentials to access the information.

## Recommendations

In order for Yummy Plants to be successful in using our solution, WordPress plugins being used in the solution should be regularly checked to ensure that they are still supported and maintained. Furthermore, Rebecca and future developers should have a clear understanding of why information architecture is important and how it affects a site's discoverability and content formatting to begin with. This is to ensure that any future content (recipes, posts, etc.) uploaded to yummyplants.com adheres to the principles of quality information architecture.

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## Student Consulting Team

**Aditya Bhandari** served as an Engineering Lead. He is a third-year student majoring in Information Systems with a minor in Business Administration. He will be interning at Yantra Inc. this summer and is looking toward a career in consulting.

**Rachel Kim** served as the Quality Assurance and Transition Lead. She is a third-year student majoring in Information Systems with a minor in Chinese and Media Design. She will be interning at the Microsoft Garage this summer as a software engineer and is looking toward a career in product management.

**Bharath Prabhu** served as the Project Manager. He is a third-year student majoring in Information Systems with a double major in Statistics and Machine Learning. He will be interning at Wayfair this summer and is looking toward a career in Data Science.

**Vicky Ye** served as the Design Lead. She is a third-year student with a double major in Human-Computer Interaction. She will be working at Asana this summer as a Product Design Intern and is looking forward to a career in User Experience Design.