

Advance African Development, Inc.

Executive Summary

Community Partner

Dr. Annamore Matambanadzo

Student Consulting Team

Edward Cho

Evan Feder

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Background

Founded in 2012 and entirely managed by Dr. Annamore Matambanadzo, Advance African Development, Inc. (AAD) implements a comprehensive, multidisciplinary health literacy and service learning program for high school students in Pittsburgh, Pennsylvania. In addition to their school programs, AAD has partnered with various community organizations to host local events such as community health worker training.

Project Description

Project Opportunity

The primary problem facing Advance African Development was that they did not have a way of effectively and conveniently proving their authenticity. Without a web or social media presence, there was no way for potential donors to easily find out what AAD does, how it helps the community, and how reputable its projects are.

Project Vision

Our original project vision was to establish a web and social media presence for Advance African Development. Specifically, we planned to make a WordPress website where any person can get a broad overview of what AAD is and what programs it does in the community. In addition to the website, we planned to establish a strong social media presence for the organization on Facebook and Twitter.

Project Outcomes

An online presence for Advance African Development was created. We worked with Dr. Matambanadzo to design, implement, and populate a website for the organization. It is available at <https://advanceafricandevlopment.org/>. Dr. Matambanadzo was also guided through creating social media accounts (Facebook and Twitter) for Advance African Development.

We used an agile, iterative design process for implementing the website. It started with creating wireframes for the website and doing case studies of the websites of peer

organizations. We pulled success points that could be leveraged in our design, then based on those points and feedback from Dr. Matambanadzo, iterated the wireframes until the final layout was decided.

We held user testing at various points in the development lifecycle. The feedback from those was used to continuously iterate the website design and content. A similarly iterative process was used for picking the theme for the website and for creating a logo for Advance African Development.

Throughout the engagement, we created documentation and trainings on the use and maintenance of new technologies. Dr. Matambanadzo demonstrated new capacity for these technologies (WordPress, Google Drive, Social Media, Zoom, BlueHost).

Project Deliverables

The key deliverables from this engagement are the website, along with the credentials to access the WordPress admin portal, and the documentation and training handbook on how to use the new technologies.

Recommendations

We provide multiple recommendations for continuing to work on the website and to improve its functionality to best serve AAD. This includes the addition of multiple other website pages (featuring events, press releases, future staff, and a blog). They also include additional methods of donating, Google Drive integration, and continuing to collect feedback from website users on the website's layout and design.

Student Consulting Team

Edward Cho was the Project Manager and Design Lead. He is a third year Information Systems major with an additional major in Human Computer Interaction, graduating in May 2021. This summer, he will be interning (virtually) with KPMG.

Evan Feder was the Technical Lead. He is a third year Information Systems major with an additional major in Statistics and Machine Learning, graduating in May 2021. This summer, he will be interning (virtually) with Microsoft.

Surya Singla was the Client Relationship Manager and Documentation Lead. He is a fourth year Information Systems major with minors in Computer Science and Decision Science, graduating in May 2020. This Fall, he will be working with Deloitte Consulting in Pittsburgh.