

Yummy Plants

Executive Summary

Community Partner

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Student Consulting Team

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Background

Yummy Plants (<http://yummyplants.com/>) is a vegan lifestyle website and community that works to change the world. The platform helps those exploring a plant-based life by suggesting where to start and by sharing lifestyle tips. This goal is heavily reflected in their mission statement: *The Yummy Plants mission is to celebrate and share the joy of vegan food, connect vegans all around the world, and show you how easy it is to start eating vegan.*

Project Description

Project Opportunity

We contributed to three primary areas in the Yummy Plants user funnel or the ways in which users enter, experience and return to a website:

1. Acquisition - Improved Yummy Plants' online presence and updated the design in order to attract new users.
2. Engagement - Improved Yummy Plants' navigation and information hierarchy so users can efficiently locate relevant content once on the website.
3. Retention - Identified and created opportunities for users to engage with the Yummy Plants community.

Project Vision

Our vision for this project was to address all three project opportunities, as well improve our community partner's visibility of the user funnel. We intend to do this by delivering the following:

1. A complete redesign of the website's informational hierarchy and design language in an effort to improve search engine optimization, the authority and performance of the website, and the ability of a user to find relevant content.
2. Added functionality in the website that allows users to more easily engage with the content and members of the community. Such functionality includes the ability to share and comment on posts, as well as the ability for logged in users to save recipes and create shopping lists for ingredients.
3. Created avenues for our community partner to better communicate with and understand users. This includes the creation of a newsletter that visitors of the website can subscribe to in order to

better stay connected with new and exciting changes. It also included viewing Google Analytics reports to identify and track key metrics.

Project Outcomes

Our main project outcome is the redesign and development of the Yummy Plants website, including a new information hierarchy, improved usability, and a modern design. The website is built with the WordPress platform, and a variety of plugins. At the core of our solution was the user experience. By reorganizing content on the website, we provided a more intuitive way of navigating the content thus allowing the user to find relevant information more efficiently and effectively. In addition, we improved the website load time, contributing to a higher search engine optimization ranking and improved user experience.

Most importantly however, we delivered a product that our community partner can manage and maintain for years to come. To accomplish this, we maintained the same Wordpress editor in the admin features of the site and added as little custom code as possible to the base theme. This ensures sustainability of our solution as well as reduced need for Yummy Plants to incur additional costs for development work. We were also able to fully deliver the additional functionality of sharing, commenting, saving recipes, and the newsletter that we envisioned in our vision of the project.

Project Deliverables

1. **Final Deployed Website:** Our team has been working on a sandbox version of the site (<https://yuplas.pairsite.com>).
2. **Documentation Guide:** Our team developed a comprehensive collection of documentation detailing plugins we added along with other miscellaneous features. The documentation is organized and contained in a shared Google Drive folder.
3. **Custom Code:** We also included all custom code in a separate folder so it can be easily accessed.

Recommendations

Despite our team building a comprehensive documentation guide, our community partner will likely have a few questions regarding content updates and Wordpress management. Thus, our main recommendation is to appoint a website support administrator who can capably handle any issues that may arise.

Student Consulting Team

- **Anant Agrawal** served as the Quality Manager and kept track of all the documentation and plugins. He is a senior double majoring in Information Systems and Statistics and will be working as a Product Manager in Silicon Valley full-time after graduation.
- **Jeffrey Chiu** served as the Client Relationship Manager as well as Design Lead for the project. He is a junior majoring in Information Systems, with minors in Business Administration and Statistics. He will be interning at Intel this summer as a Machine Learning Engineer.
- **Miheer Lele** served as the Project Manager for the project. He is a junior majoring in Information Systems with a minor in Business Administration and Human Computer Interaction. He will be interning at Amazon this summer and is looking forward to a career in project management.