

# Advance African Development

## Executive Summary

### Community Partner

Dr. Annamore Matambanadzo

### Student Consulting Team

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## Background

Advance African Development (AAD) implements several school and community-based programs to eliminate the persistent health disparities and prevalence of chronic diseases that disproportionately affect minority communities and neighborhoods and works with underserved, marginalized, and hard-to-reach minority populations, as well as immigrants and refugees. AAD focuses on health promotion and disease prevention programs framed within the context of social determinants of health and health disparities to promote social justice and human dignity. AAD also offers a variety of consultant services to non-profit and faith-based organizations, and culturally relevant training to communities, students in the health sciences, and providers serving minority populations.

## Project Description

### Project Opportunity

AAD's existing website did a good job of explaining the mission of AAD and educating the user on the programs offered by AAD; however, there was room for improvement. AAD's website needed improvement in relation to the visual and content requirements to properly convey its legitimacy. Additionally, due to COVID-19, AAD's online presence did not have the opportunity to engage with the community.

### Project Vision

Our vision for this project involved a redesign of the website to promote professionalism and provide visitors with a more engaging experience along with the following additional pages: Conferences, Latest News, Events, and About Us pages.

## Project Outcomes

One of the primary components of a website is its navigation bar. This portion of the website was redesigned to include the three additional pages added. The changes will allow users to have a fluid and intuitive navigation experience, while also improving the legitimacy of the AAD's image by further perfecting its web presence.

Three new pages were created: Events, Latest News, and Conferences (within which individual conferences could be made). These additions are intended to increase the awareness of AAD's mission, while also increasing the number of AAD donors by enabling more involvement from the local community.

To improve the overall credibility and community presence of AAD, we integrated the website posts with social media. This removes the worry of posting information related to events or news mentions on both social media channels and enables AAD to reach a wider audience. This outcome is both effective and sustainable.

To ensure the sustainability of the project, our team created documentation and tutorial videos for maintaining the website. This documentation will provide a solid foundation for the client and will help them sustain many of the additions we have made to the site during this project.

## **Project Deliverables**

The key project deliverable was documentation for the new page additions. This includes video tutorials and documents on how to post to the new pages as well as how it integrates with social media.

## **Recommendations**

Our recommendations for AAD involved some additions and improvements to the website. The website's Our Story section of the website can be filled in with content, the About Us page has room for more information about the board members including photos and positions, an additional Gallery page can be made to showcase past AAD events/programs and keeping the design of the website up to date with current design trends can all further improve the legitimacy of AAD and demonstrate AAD's active role in the community.

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## **Student Consulting Team**

**Obi Nnaeto** was the Client Relationship Manager and Risk manager. He is a junior studying Information Systems with a minor in Human-Computer Interaction. He is interested in product design/development and plans to graduate next spring.

**Christopher Haas** was the Project Manager and Transition Liaison. He is a senior pursuing a dual degree in Information Systems and Civil and Environmental Engineering with a minor in Business Administration.

**Krishna Donepudi** was the Quality Assurance Manager and the Documentation Manager. He is a junior studying Information Systems with a minor in Computer Science. He plans to graduate in spring 2022 and looks forward to a career in Software Engineering.