

Casa San Jose

Executive Summary

Community Partner

Andrea Padilla

Student Consulting Team

Joanna Miao

Eric Liu

Claudia Osorio

Background

Casa San Jose is a non-profit organization that seeks to strengthen and support the Latino community within the greater Pittsburgh area. Casa San Jose offers health care, social services, and legal resources to Latino immigrants in need, both documented and undocumented. At the heart of Casa San Jose, there are currently 19 staff members who take care of admin work. In addition, there are also 110 active volunteers and interns who help ensure that everything runs smoothly. Our community partner, Andrea, is the primary individual who maintains the website and updates it accordingly.

Project Description

Project Opportunity

This vision solved several challenges. First, it allowed the website to be more accessible for clients. A new design and more intuitive translation between English and Spanish allowed clients that are unfamiliar with technology and/or English to be able to more easily navigate the website and take advantage of the resources located on the website. This vision also increased client awareness in the website due to improved SEO that will allow the website to have a larger presence on search engines. In addition, the vision expedited all aspects of the newsletter process. After automating the newsletter subscription and posting process, staff members and volunteers have more time for other important tasks.

Project Vision

“Improving awareness and accessibility for Casa San Jose clients.”

The vision of this project was to improve the current website in terms of its design and features such as newsletter subscriptions, search engine optimization (SEO), and translation between English and Spanish. These changes were implemented using WordPress and assorted WordPress plugins with relevant features.

Project Outcomes

- Created documentation for our CP
- Automated adding a subscriber to Casa San Jose’s newsletter using the Mailchimp subscription form
- Improved the website’s home page SEO by a score of 64, using the RankMath plug-in.
- Used GTranslate to enable translation between Spanish and English

- Implemented a Search feature on the website
- Configured a Mailchimp archive in order to compile all of the past newsletters from the mailing list in one place
- Redesigned the website to improve user navigation and overall experience

Project Deliverables

The main deliverable of the final project is the redesigned Wordpress website.

We also provided extensive documentation which walks through all the changes and new features we implemented to the website. Not only is there written documentation, but there is also visual documentation which takes form as annotated screenshots. We also documented which plug-ins we used by introducing them and discussing how we used them to implement our solutions. Hence if someone wanted to make specific changes relevant to our project, they would be able to do so by reading the documentation provided.

Recommendations

- 1) Document, document, document!
 - a) Documentation reduces scope creep and saves time.
- 2) Weekly Standup Meetings!
 - a) Weekly meetings helped the team make steady progress.

Student Consulting Team

Claudia Osorio served as the QA & Client Transition Manager. She is a junior in Information Systems with a double minor in Intelligent Environments and Sonic Arts. This summer, Claudia will be working as a Software Engineering Intern at Twitter.

Joanna Miao served as the Client Manager. She is a junior studying Information Systems and Human Computer Interaction. This summer, Joanna will be working at Apple as a Bluetooth Software Engineer intern.

Eric Liu served as the project manager. He is a junior studying Information Systems with minors in Computer Science and Economics. Eric will be working as a Software Engineering Intern at Walmart this summer.