

# PA Parent and Family Alliance

## Executive Summary

### **Community Partner**

Christina Paternoster

### **Student Consulting Team**

Sebastian Yang

Jonathan Monroe

David Cheung

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## **Background**

The PA Parent and Family Alliance is a non-profit organization that looks out for Pennsylvanian parents whose children are experiencing social, emotional, behavioral, or mental health challenges. They do so by facilitating interaction and peer mentoring between parents going through similar circumstances, as well as by providing resources and information to guide them.

## **Project Description**

### **Project Opportunity**

At the start of the project, we set out to fix issues with user retention through improving engagement. This was an issue in two areas: retaining new users coming to the website for the first time and retaining existing users through the value of the member experience. Addressing both of these issues was critical, as failing to retain users at either stage is antithetical to PAPAFA's mission. Reducing the number of new users who leave the website unable to find the information they need would greatly help the organization achieve its goal of reaching and aiding as many parents in need as possible.

### **Project Vision**

In order to address these concerns, we set out to redesign key parts of the PAPAFA's website that we identified through user testing as bouncing new parents in need of help, as well as streamlining the new user onboarding process. By updating and redesigning the pages and layout choices that were causing issues with user experience, we hoped to increase engagement and ensure that everyone who came to the website found what they were looking for. Additionally, we decided to create a plan for further steps that the PAPAFA could take to increase engagement among existing members. By creating community elements that allow members to assist and support each other directly, connections can be strengthened and retention improved.

## **Project Outcomes**

Our primary outcome was a significant reduction in the failure rate and time taken on the tasks we tested on users. Our testing demonstrated that our redesign reduced the proportion of users that failed to find resources on the website from 66% to 0%, indicating that we were

successful at increasing engagement and retention. We asked users to complete five critical tasks in trials before and after the redesign, and reduced the average time taken by as much as two minutes. Although implementing some of the new membership features was out of the scope of the engagement, the plan we provided is expected to allow the Family Alliance to increase engagement and retention with that segment as well.

Another important outcome for us was imparting the process we used for improving the website to our community partner. It was important to us that we not only provide a list of implemented technology features, but also explain the problem-solving process we used, and explain the value and execution of techniques like user testing in a way that our community partner will be able to use them to approach different problems in the future.

## **Project Deliverables**

We delivered a large set of new Wix pages, including a new home page, a new resource page, and a new user onboarding page. We also updated several other pages, including the webinars page, all content manager pages, and the events page. Additionally, there were a variety of other intermediate deliverables we created on the way, such as a demo for an alternative for Rise, video tutorials documenting our process for different Wix techniques, and process analysis of the PAPAFA.

## **Recommendations**

Our primary recommendation is to continue the development path they have been on, while leveraging the additional techniques we have shared. Christina is a skilled curator of the website and should not be afraid to continue to make improvements. Taking a more intentional approach to development with clearly explicated goals will hopefully help the PAPAFA get the best results from their hard work.

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## **Student Consulting Team**

**Sebastian Yang** served as project manager. He is a third-year student majoring in Information Systems with a dual degree in Statistics & Machine Learning. He will be interning as a project manager at Blizzard over the summer.

**Jonathan Monroe** acted as client relationship manager. He is a senior majoring in Information Systems with an additional major in Philosophy. He will be starting in a full-time software engineering role at the end of the summer.

**David Cheung** served as technical lead. He is a senior majoring in Information Systems and interned at Microsoft over the previous summer. He will be starting in a full-time position as a software developer in August.