

# **Peoples Oakland**

## **Executive Summary**

### **Community Partner(s)**

Lezetta Cox, Emily Wilton, Jennie Pabst, Allison Haley

### **Student Consulting Team**

Jackie Yang, Stephanie Tseng, Ruilin Feng

## **Background**

Peoples Oakland is a community-based nonprofit serving the local Oakland and greater Pittsburgh communities with recovery and social rehabilitation services. They are committed to providing a holistic support and recovery community for those struggling with severe mental illnesses as a joint effort with peers and professionals. Through their continuous efforts, Peoples Oakland hopes to pave the way as a leader in recovery and rehabilitation services.

## **Project Description**

### **Project Opportunity**

Peoples Oakland lacked a user friendly and updated website that targets the interests of all their users - members, donors, and provider agencies. We had an opportunity to develop an accessible website that showcases what the organization can offer and increase the visibility of the organization. The previous website did not align with the operations of Peoples Oakland and was not updated accordingly as it had limited functionality. The community partner wants to reduce the time it takes to update their website through an easy to learn platform as they are scared to deal with technical components. This is one of the main causes behind an outdated website as the organization is constantly changing but they do not have the technical capability or time to keep the site updated. The organization has limited money to maintain the organization and the website is a key entry point which can help increase funding, thus it will be key for the future of the organization as they seek more funding.

### **Project Vision**

In order to address these concerns, we set out to build and design a new and user-friendly website for Peoples Oakland that better speaks to their program and services. By redesigning the website, it hoped to have pages that directly address the needs and interests of various members, donors, and provider agencies for Peoples Oakland. We were focused on being able to better inform, attract, include, and retain all of their community members and stakeholders through a redesigned website on the latest, most stable version of WordPress. We will also bring visibility to donations to help the organization increase funding. To address the admin's pain points, we will use WordPress plug-ins to implement must-have features and will create documentation and host training sessions to get them accustomed with using WordPress to maintain the site.

### **Project Outcomes**

We designed and implemented a new Peoples Oakland website on the newest most stable version of WordPress. We fulfilled all three of the community partner's needs: create an user friendly website for all members and stakeholders, increase visibility for funding, creating an efficient backend for the web admin to

work with. Members, providers and supporters can now navigate to specialized pages and help them meet their goals more effectively. On the events page, users can clearly see upcoming events through a list view and the community partner has learned how to update events. Users can also easily access resources specific to their scenarios from community resources. The contact us page was redesigned with images and contact information from each staff member and opportunities to take a tour. The web admin can now easily update the website in a timely and efficient manner through a redesigned backend experience through the implementation of plug-ins, documentation, and training.

## **Project Deliverables**

The project deliverables include a fully developed WordPress website with Elementor and plug-ins. The site is officially live and has been migrated to [peoplesoakland.org](http://peoplesoakland.org). We will also provide documentation on how to use and maintain the website alongside a video tutorial that walks through the details of managing the site.

## **Recommendations**

To increase the technology capacity of Peoples Oakland, our recommendation for the team is to continue learning WordPress and WordPress's plugins. Our second recommendation for the team is that the team will need to understand what resources are available online to assist with any troubleshooting in the future. This recommendation is critical for Peoples Oakland's continuous development because it helps the organization save funding for more important projects at other places.

There are several steps that can be taken to improve the technology capacity. First, Peoples Oakland staff should study the manual and documentation that our team provides. Second, Peoples Oakland staff can keep a habit of studying WordPress building weekly by watching online tutorials.

Our main advice for the future team is to iterate more and don't be afraid to fail. Testing different themes could be a tedious procedure but is also crucial in the development process.

## **Student Consulting Team**

**Jaclyn Yang** acted as the client relationship manager and technical lead. She is a third-year student majoring in Information Systems and Human-Computer Interaction. This summer, she will be interning at Meta as a Software Engineering Intern.

**Stephanie Tseng** served as project manager and designer. She is a fourth-year student majoring in Information Systems and Human-Computer Interactions. She will continue her education at Carnegie Mellon and will be completing an Accelerated Masters in Human-Computer Interaction.

**Ruilin Feng** acted as scrum master and co-technical lead. He is a fourth-year student majoring in Information Systems. After graduation, he will be in Boston, working as a software engineer at InterSystems.