

Saint Sebastian Center for Performance Excellence

Executive Summary

Community Partner

Rachael Isaac

Student Consulting Team

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Background

Saint Sebastian Center for Performance Excellence is a for-profit organization with principal missions aimed at improving the performance of athletes and performers physically through mental strengthening/support. Some of the ways Saint Sebastian achieves this mission is through coaching sessions, online courses, and podcasts. The organization based in Pittsburgh, PA and is founded and run by Rachael Isaac. Rachael brings expertise from her background as a counselor and former ice skater.

Project Description

Project Opportunity

We identified two core issues that Saint Sebastian faced: marketing and online visibility. In terms of online visibility, Saint Sebastian was missing a cohesive online presence to direct clientele to learn more about the mission and services of the organization. Saint Sebastian only had a one-page website under a larger organization called Catholic Counselors. This inevitably limited the visibility of Saint Sebastian because it was concealed by the larger image of Catholic Counselors. Another issue was marketing. Rachael mainly used social media posts to market the services she offered. This was ineffective because Saint Sebastian was not specifically targeting the intended audience which was athletes and performers.

Project Vision

To combat these issues of online visibility, we developed a website through WordPress which would help build an independent image for Saint Sebastian. This website would contain multiple pages which would help differentiate the content of the website and would be easily scalable once the company grows more. The website is also a cohesive platform which will link to the different services that Saint Sebastian offers such as coaching, online courses, and podcasts. To address the marketing issues that Saint Sebastian faced, we developed a comprehensive document that described the marketing strategies that companies of similar size and similar mission statements. This document gives Rachael the flexibility to pick and choose which strategies to implement or adapt to her own company,

Project Outcomes

The projects most impactful outcome has been creating the WordPress website. Through careful iterations of wireframing, user testing, and development, we have created a user friendly and informative website. This website not only solidifies Saint Sebastian's independent image, but it also provides a very cohesive location to access and learn about the services of Saint Sebastian.

Project Deliverables

The project deliverables for Saint Sebastian were a polished WordPress website, documentation, and a marketing strategies document.

The WordPress Website was based on our initial wireframes and several iterations of user testing. The website has four main pages including "Home", "Services", "About", and "Contact". The website is also responsive to different screen sizes to appeal to a larger audience group.

The documentation is created to give Rachael and the website developer some guidance on how to sustain/maintain the website. We highlighted some important problems and issues that we came across when building the website and describe how we dealt with each. Additionally, we give a detailed description on how to link her social media, podcasts, and online courses once Rachael has finished developing her content.

The marketing strategies is a comprehensive document with research about other companies with similar size and mission statements.

Recommendations

We recommend that our client read through the documentation we have provided which will help them maintain the website. Additionally, we recommend developing the Search Engine Optimizations (SEO) with the WordPress Yoast plugin which allows our client to attract more users. We also recommend implementing a few of the strategies described in the marketing strategies document because this will help the organization stay competitive within the industry.

Student Consulting Team

Alexander Chiu filled the role of technical lead and project manager. Alex is a junior majoring in Information Systems and will graduate in 2023. Alex plans to become a Software Engineer after graduating.

Hita Kambhamettu served as a documentation manager, client relation manager, and risk manager. She is a fourth-year student, graduating in May 2022 with a major in Information Systems and minors in Computer Science and Machine Learning. She is looking forward to her PhD studies in computer science next fall and plans to have a career in computer science research, specifically in the intersection of healthcare and HCI.

Leanne Sun is a junior studying Information Systems with a minor in Computer Science, graduating in December 2022. She served as the design lead and quality assurance manager in this project. Leanne will be working at Google this summer as a SWE intern and pursuing a career in software engineer after she graduates.