

# **JADA House International**

## **Executive Summary**

### **Community Partner**

Terri Shields

### **Student Consulting Team**

Anesha Santhanam

Emily Ngo

Fernanda Molina

Valeria Cordova

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## **Background**

JADA House International is a faith-based nonprofit organization located in the Hazelwood community of Pittsburgh, Pennsylvania. It provides a safe environment for individuals to experience personal growth and healing through peer-to-peer support, human service navigation, and weekly group interactions. The organization's main focus is to uplift the Black community and promote equality, education, and welfare. They have weekly meetings and events, including Teen Nights and Adult Nights, and also hold fundraisers for school supplies, senior luncheon events, and giveaways such as toy drives. Furthermore, technology plays a crucial role in disseminating information about upcoming events, and the website serves as the primary platform. The organization is not heavily reliant on technology and uses Excel, QuickBooks, Google Calendar, and Squarespace as their primary software tools. Member information is gathered through a combination of paper sign-in sheets and Facebook RSVPs.

## **Project Description**

### **Project Opportunity**

JADA House International wanted to update its website to promote its programs and services, increase event attendance, engage with the community, and track the number of people served. The organization wanted to focus on its mission of providing support, events, and kinship programs while collecting data on website visitors and obtaining more donations. Previously, the organization tracked donations and event attendance in Excel sheets and had its freelancer manage minor website updates. Updating the website to be mobile-friendly and engaging allows JADA House International to serve the community better and reach more people. By tracking the number of people served, the organization will ensure it meets the community's needs and attract new members and donors.

### **Project Vision**

JADA House International wanted to revamp their website to better showcase their initiatives, attract new members and donors, and track KPIs such as visitor and RSVP numbers. The management team and employees of JADA House International were key stakeholders in this project, as well as potential and existing members and donors who use the website to learn about the organization and its programs/events. Our team fulfilled JADA House

International's specific request to incorporate a website prototype developed by a previous student project team from Carnegie Mellon University's Mobile Web Design and Development (67-240) course. We evaluated other options as potential solutions, including a social media marketing campaign and developing a newsletter, but determined that revamping their website would be the most effective solution to achieve their goals.

## **Project Outcomes**

We developed a strategy to revamp our client's website hosted on Squarespace, utilizing the same content management system to ensure a seamless transition and prioritizing optimizing the website design layout. We incorporated the client's mission-related colors into the design, created a color palette for consistency, and enhanced the content by transferring essential information and conducting user testing. The new website resulted in increased donations, improved user experience, greater visibility, and reach, streamlined event management, and enhanced brand image. Our client received training and technical documentation to maintain the website successfully.

## **Project Deliverables**

The JADA House International's website has been redesigned and rebuilt, and it is now live at [www.jadahouseinternational.com](http://www.jadahouseinternational.com). A dedicated file was created to facilitate the management and maintenance of the new website, containing guidelines on accessing, editing, and updating it, empowering the client to take charge of their website and keep it relevant to their audience. The wireframe and prototype designs were executed, and all changes were incorporated into the new website.

## **Recommendations**

To maximize the benefits of the redesigned website, JADA House should track RSVPs for events through the form to improve event planning. They should also maintain the consistency of using Squarespace functionality and check website page analytics quarterly to see the traffic and number of views, visitors' focus on the website, and potential donors.

## **Student Consulting Team**

**Anesha Santhanam** is a senior majoring in Information Systems with a concentration in Information Systems Management. She will intern as an IT Project Manager at Qualcomm. She coordinated the deployment and transition of our solution to the client.

**Emily Ngo** is a senior majoring in Information Systems with minors in Visual Art and Human-Computer Interaction. She will work as a Software Engineer for General Motors after graduation. She ensured effective communication and collaboration with the client.

**Fernanda Molina** is a senior majoring in Information Systems and a first-year grad student in Information Security. She will intern as a Software Engineer at Microsoft. As quality assurance lead, she oversaw the development of high-quality code for website redesign.

**Valeria Cordova** is a senior majoring in Information Systems with a minor in Human-Computer Interaction. She will be working full-time as a Product Manager at Microsoft. As the team project manager, she tracked team action items and reviewed progress.