

Client: Omega Boys Club

Project: "Alive and Free" Rebranding

Document: Business Analysis

Version: 2.2

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Overall Design Goals:

- User-friendly
- Easy navigation
- Contextually present relevant information
- Responsive design (works on phone, tablet and computers)
- Leverage social media

Client Business Goals *(ranked priorities, 2 → 4 are a continuum)*

1. explain "alive and free" (show pictures of students and kids)
2. educate visitors/users on the issues: violence, death, incarceration, jails, law enforcement
3.and the OBC solution: alive and free prescription
4. ...and get people motivated to take action - change begins with an individual, so start with yourself first (rules for living)
5. fundraising: funders and foundations clearly understand mission (and efficacy)
6. promote the services that OBC provides

"People know us for the scholarship program, but that is less important than the Alive and Free prescription."

Client Services *(make these accessible and clear)*

- Leadership Academy: Sept → July [7 - 8:30] most important for youth, family, service providers and schools. Uses “Family Meeting” format.
- College Prep: Feb → July (post Leadership Academy) [8:45 – 10]
- Scholarship Fund: most important program for fundraising
- Training Institute: school personnel (administrators, guidance counselors, teachers and support staff); directors and staff of community based agencies; public servants (law enforcement and juvenile justice systems personnel); and social service care providers
- School Adoption Program: OBC provides training and evaluation services to schools and school districts, as well as programs such as Lifelines Academy (deals with expulsion and at-risk youth) .
- City and Government: consulting, training, professional development and direct services relating to Youth and Violence Prevention.

Proposed Features

Requirement	Description	Business Priority	User Priority	Technical Effort
Revised information architecture	<p>The current site presents an overwhelming array of options and depends too much upon technical jargon.</p> <p>Simplify the primary menu navigation and use a secondary menu to present contextually relevant info.</p>	High	High	High
Contemporary and user friendly interface	<p>The current site uses too much text and too small of font sizes. It is not optimized for mobile devices.</p> <p>Create a responsive design that adapts to mobile, tablet, laptop and desktop devices.</p>	High	High	High
Update the brand	<p>OBC has completed a rebranding process with Fenton.</p> <p>Use and elaborate upon new branding materials for the redesign</p>	High	High	High
Content Manageable	<p>The current site cannot be updated by OBC staff to provide timely information.</p> <p>Create author and editor level user accounts.</p>	High	High	Medium
Photo, Video and Audio Galleries	Make it easy to find and interact with multimedia	High	High	Medium
Revised content strategy	In coordination with Fenton, who is updating key print materials to reflect the new brand, we must update online text.	High	Medium	Medium

Proposed Features

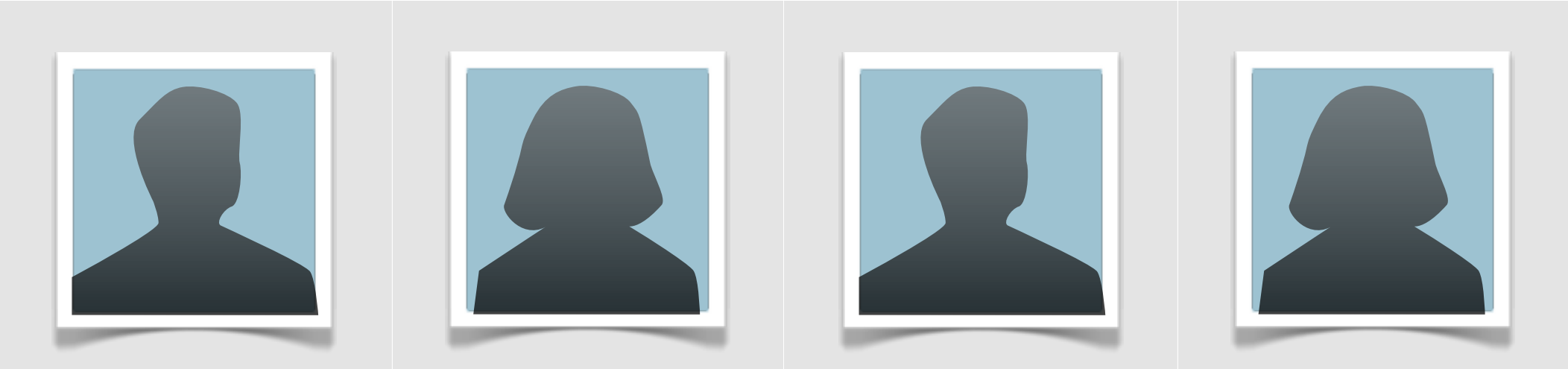
Requirement	Description	Business Priority	User Priority	Technical Feasibility
Calendar and Event Registration	Keep users up to date with the activities schedule. (Need a list of all upcoming events)	High	Medium	Low
Use online forms	Migrate existing web forms (Alumni Update and Omega Training Institute Info Request) converting to Gravity Forms Take existing PDF's and turn them into web forms. (Need list of existing web forms and all PDF's to be converted.)	High	Medium	Medium
Staff, Board and Advisory Council	Show the people who make up OBC/AAF Staff Directory with links for shared services such as: Webmail or login to WordPress	High	Medium	Medium
Alumnae Page	Allow Alumnae to update their contact information and encourage them to give back.	High	Medium	Medium
Collegiate Page	Allow Collegiates to complete reporting requirements, stay up to date and get support.	High	Medium	Low
Use Social Media	Social Media is missing from the current website. We need a plan and strategy for how OBC wants to use Social Media, including: Facebook, Twitter and Instagram.	High	Medium	Low

Proposed Features

Requirement	Description	Business Priority	User Priority	Technical Feasibility
Infographic(s)	Show issues and AAF solutions Show how OBC programs connect and relate to create the AAF prescription.	Medium	High	Medium
Section of the site that is dedicated to and speaks to youth	Youth need an area to themselves, with it's own design, layout and content.	Medium	Medium	Medium
Consortium Map	Use Google Maps API (if budget permits), otherwise a graphical map or a multi column layout are backup options.,	Medium	Medium	Medium
FAQ's	How does the scholarship program work? (Need a list of FAQ's from Deb)	Medium	Medium	Low
Training and Support	Assist OBC staff with contemporary technology best practices.	High	n/a	Medium
Analytics	Use Google Analytics to get information about users of the website so we can make more informed decisions about their needs.	High	n/a	Low

Proposed Features: Optional and Future

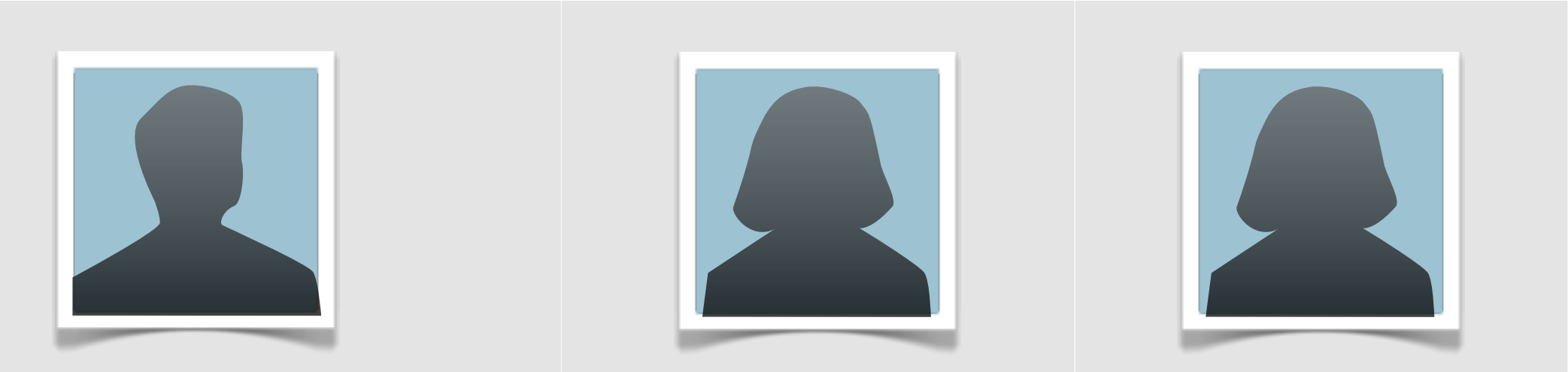
Optional Ideas	Description	Business Priority	User Priority	Technical Feasibility
Charts	use jQuery Visualize to show tables as bar or pie charts	Medium	Medium	Low
WP User Types for Leadership Academy Students and Consortium Members	allow students to login to access coursework allow Consortium members to discuss and share content, give feedback, plan	Medium	Medium	High
Timeline	Show OBC history and accomplishments in a scrolling timeline	Low	Medium	High
Future Enhancements	Description	Business Priority	User Priority	Technical Feasibility
Game or App	Rules of Living quiz, as per Don's prototype.	Low	Low	Medium



Name	Jose	Tonya	Tre	Mrs Wright
Role/Job title	youth	collegiate	alumni	staff or board member
Age	16-24	18-24	25-40	40-60
Quote	I'm facing hardship and stress. I see friends and family members caught up and killed. I am anxious and uncertain about my future.	Alive and Free got me this far -- now I need to keep my head in the game.	I am a living example of how the Alive and Free prescription can change lives for the better.	I am an active member of the Omega Boys Club -- Alive and Free Family.
Goals	I need to know what OBC is, how it's relevant to my life and what it can do for me. I want to see and interact with my peers. If satisfied, I may want to: show my affiliation or support for OBC (like on facebook), refer a friend, share content or enroll in an OBC program. I expect to use social media to accomplish my goals.	I need to fulfill reporting requirements to stay in good standing with OBC to maintain eligibility for the Scholarship Program I need to be reminded about the Alive and Free Methodology now that I am away from my home and community of support. Participate via social media	I want to identify myself as part of AAF. I want to connect with my peers. I want to give back to AAF.	I am an active member of the Omega Boys Club -- Alive and Free Family. I need to reference upcoming and important online material.



Name	Sandra	Mr Bickle
Role/Job title	individual contributor	foundation
Age	30-60	40-60
Quote	Knowing that my donation keeps kids alive and free is central -- show me how my money helps.	My primary interest is in the impact of OBC, as compared with similar organizations.
Goals	<p>As an individual donor, the amount I can contribute may be small or large, but it's important that:</p> <ul style="list-style-type: none">1) the money goes towards services not overhead2) I understand the programs and see results3) I want to be involved, to be part of OBC and kept up to date. I'd like the option to be thanked or recognized for my contribution.	<p>I need ease of use, since I'm busy. I expect a professional website so I can clearly and quickly understand what OBC is and does,</p> <ul style="list-style-type: none">1) Understand organizational capacity: review quantified data about OBC services and partners.2) How effective are these program?3) Be ensured of fiscal responsibility.



Name	Bradley	Carmen	Grant
Role/Job title	consortium member	school or school district staff	cities
Age	30-60	30-60	30-60
Quote	I may work in a church, nonprofit or in law enforcement. I completed OBC Training Institute, now I understand and practice the Alive and Free Methodology in my respective region and organization.	As a counselor, teacher or administrator, I am in daily and direct contact with youth. I want to know how OBC can help keep them alive and free.	Show me how the Alive and Free methodology applies to my city, agency or department.
Goals	<p>I need to be kept up to date with OBC materials and trainings.</p> <p>I need to be able to communicate with OBC and other Consortium members for feedback and support.</p> <ol style="list-style-type: none">1. Email Newsletter2. Access OBC content & methodology3. Schedule a phone meeting or onsite visit4. Participate in yearly retreat and/or National Conference.	<p>I need to understand what services and trainings OBC provides through the School Adoption Program.</p> <p>I'd like to see what schools/districts OBC already operates in...and understand the effectiveness of the AAF methodology.</p> <p>I need to be able to contact OBC for feedback and support specific to my needs and situation.</p>	<p>Reduce youth violence and incarceration.</p> <p>Understand:</p> <p>What does OBC provide to cities?</p> <p>What cities does OBC currently work in?</p> <p>What are the results of OBC's work in cities?</p>

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OMEGA TRAINING INSTITUTE

SCHOOL ADOPTION PROGRAM

STREET SOLDIERS

LATEST

ARTICLES

MULTIMEDIA

480 - 799 (Mobile)

menu
logo tagline
search / social / login
about OBC and AAF
recent (WP or social) and/or upcoming event?
video
sign up / donate
phone and address

960: 800 - 1199 (Tablet)

sign up / donate utility nav	
logo tagline	
menu	
about OBC and AAF	video
recent (WP or social) and/or upcoming event?	Stats
timeline or history	Support Ad
phone and address	Social Media

1280+ (Laptop and Widescreen)

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THE PRESCRIPTION TO
END VIOLENCE AND CHANGE LIVES

Alive & Free is a life-changing program that helps young people in the Bay Area and around the world stay alive and free, unharmed by violence and free from incarceration



learn more

recent post, event or social media here recent post, event or social media here recent post, event or social media here recent post, event or social media here




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DONATE HERE
CALL: 1-800-SOLDIER
OMEGA BOYS CLUB IS LOCATED AT:
1060 TENNESSE STREET, SAN FRANCISCO, CA 94107

960: 800 - 1199 (Tablet)

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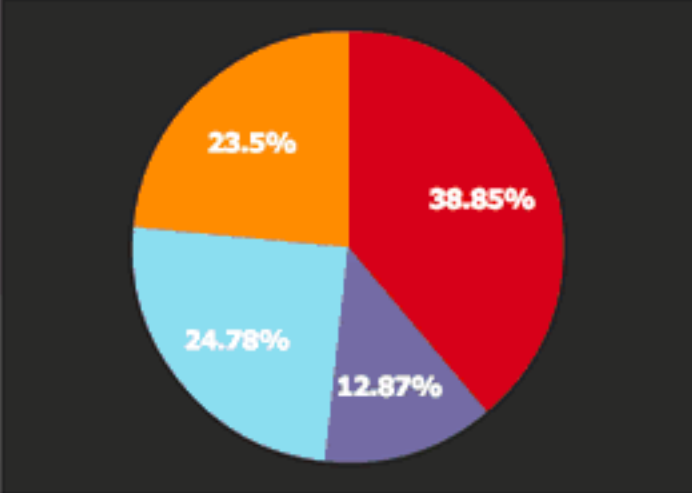
Alive & Free Mission Statement:
Alive & Free is a life-changing program that helps young people steer clear of violence and stay out of prison in the Bay Area and around the world. Young people who have learned the Alive & Free Prescription have a new set of life skills to make choices that help them go to college, succeed I life, and give back to their communities.





stats:

2009 Employee Sales by Department



☒ 1,177 faculty & school staff trained and violence reduced at 17 adopted schools, impacting more than 15,000 students

☒ More than 115,000 people have heard the Alive & Free message in presentations & workshops

donate ad

Timeline vs Image


History: Alive & Free began as the Omega Boys Club on FebruTImELary 26, 1987 by Joe Marshall and Jack Jacqua, public school educators who were alarmed at the number of their best and brightest students ending up dead, incarcerated, addicted to crack cocaine or pregnant.

Alive & Free is located in San Francisco, in the Dog Patch neighborhood, near 22ndStreet, one block above Third Street.
1060 Tennessee Street (Click here for directions)
(415) 826-8664
(415) 826-8673 (fax)

1280+ (Laptop and Widescreen)

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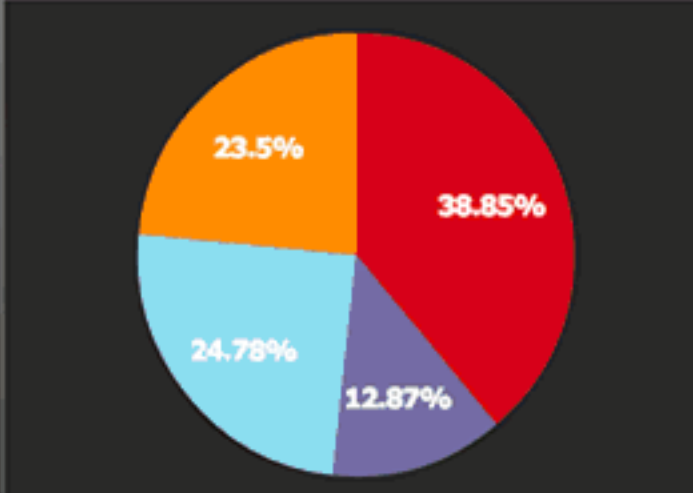
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from incarceration



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