

Operation Better Block

Mari Zhang, Ritika Mehta, Sapna Tayal, Ellia Yang, Emily Amspoker, Brian Hsu, Elizabeth Wang, Josephine Kim, Ella Moon

Background

Mobilizing neighborhood by neighborhood, Operation Better Block (OBB) promotes community-centered improvements in Homewood, Pittsburgh through its Junior Green Corps, residential development, and other services.

The Problem

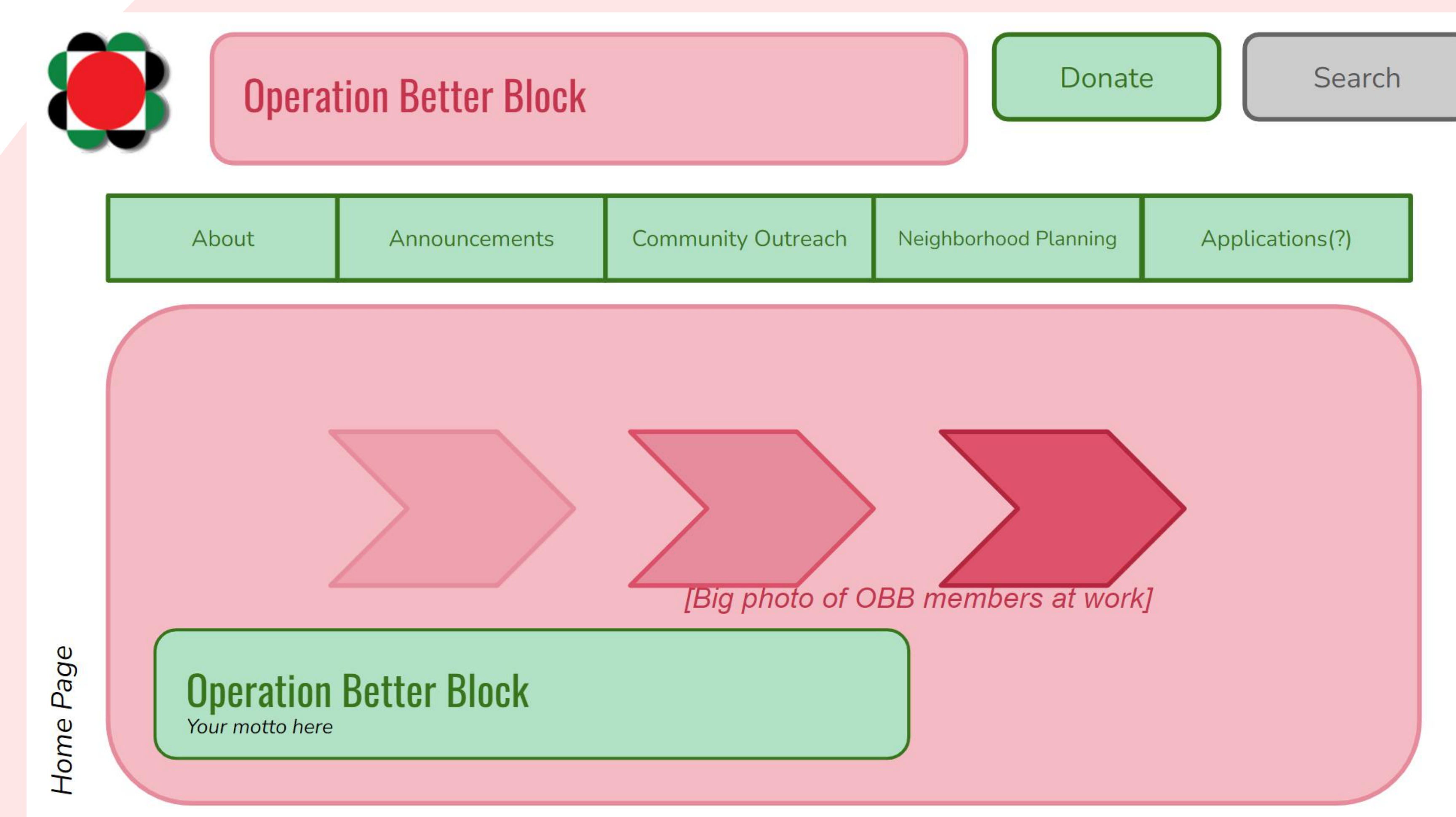
OBB is experiencing challenges resulting from shifting from an in-person to an online format and from experiencing a disconnect between its social media users and its target audience.

Our Objectives

1. How can we provide the residents of Homewood with the necessary virtualized tools to deal with issues surrounding home ownership and community development?
2. How can we foster a stronger connection between residents of Homewood and the OBB organization?
3. How can we equip the youth of OBB with the tools they need to achieve their future aspirations?

Our Solution

With insights from Gabby DeMarchi, Bella Colletti, and other OBB stakeholders, our team decided to fulfill its objectives by redesigning OBB's website. Our design goals center around making the website user-centered by overhauling administrative terminology in favor of a program-based one. Additionally, we plan to implement cohesive graphics and interactive elements on the website. Finally, we plan to virtualize applications and legal forms used by Homewood residents onto the OBB website.



Original



Prototype

Challenges

1. OBB is undergoing organization restructuring
2. Technology infrastructure and expertise at OBB is outdated
3. Communicating with OBB stakeholders

Next Steps

1. Access OBB's website and documents to implement prototype
2. Conduct user-interaction interviews to determine necessary revisions
3. Improve resident engagement on social media