# Operation Strong Mind

## Executive Summary

**Community Partner**

Tom Stokes

**Student Consulting Team**

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## Background

Operation Strong Mind (OSM) is a non-profit organization founded by Tom Stokes, a US military veteran. Located in Pittsburgh, Operation Strong Mind currently consists of six members. The primary goal of the organization is to close the military-civilian gap and bring veterans closer to the civilian community, and vice-versa. The organization has a focus on mental health and well-being, along with programs for education and prevention of civilian stigma towards veterans. The organization's motto is to provide preventative programs rather than reactionary ones, which is what most veteran organizations currently offer.

## Project Description

### Project Opportunity

The organization is in its initial stages of reaching out and gathering donors as well as community partners. Our project opportunity is to provide a technical tool to record information effectively and present it to the public in an appealing way. Operation Strong Mind keeps its records on what the organization has done such as visits to local civilian organizations such as churches and schools, formal counseling of veterans, and OSM outdoor events. However, their efforts have not been found on its Internet website because they do not know how to manage its website to show how much OSM has been putting its energy into reducing the gap between veterans and civilians. We believed that there are possibilities to present OSM's efforts on society through implementing features on its website that OSM can easily sustain even after this project is done.

### Project Vision

We will be improving the organization's website on and introducing more effective use of G Suite to the organization's operation. Improving the website and bringing more readily accessible technology to the organization will allow users to find information faster, learn more about OSM, and increase overall interest and engagement for the organization. By familiarizing the members of OSM with G Suite, they will be able to communicate more frequently and more effectively. Lastly, we will be making video tutorials, having weekly learning sessions, in addition to documentation to ensure the sustainability of the project.

## Project Outcomes

With regards to people, one outcome was the creation of detailed documentation, in the forms of video and text, that will enable OSM to sustain our solution in the future. Another outcome was the creation of a shared internal google drive for the members of OSM that they could use to store and organize OSM related information. With regards to the process, some outcomes were the completion of user testing and continuous wireframe iterations. Throughout the design portion of our project, we focused on making website navigation as intuitive as possible by getting input from our client and testing our designs on individuals who would likely be using our website. With regards to technology, our most visible outcome was the creation of a new Squarespace website that will give OSM a better way of reaching the local Pittsburgh community. There were many smaller technological outcomes along the way that contributed to the final website creation.

## Project Deliverables

Our deliverables include the finished Squarespace website for Operation Strong Mind, documentation on the website and how to edit it, and G Suite tools such as a Google Drive and Google Calendars for the organization.

## Recommendations

We recommend OSM to have more frequent communication within the organization, whether it is online or face-to-face. This will allow everyone to be on the same page about various initiatives that OSM has and opportunities that may arise. As OSM becomes more active in the community, more data should be collected and recorded collaboratively on the shared Google Drive. Furthermore, the information on the website should be updated regularly to reflect the data collected on initiatives such as walkabouts and formal counseling.

## Student Consulting Team

**Killian Huang** served as the project manager. She is a fourth-year student double-majoring in Information Systems and Computer Science. She will be a full-time software engineer with Amazon in Seattle this July and is looking forward to one day starting her own company.

**David Inyangson** was responsible for client transition. He is a third-year student majoring in Information Systems and minoring in Human-Computer Interaction. This summer he will be working for Nike as a mobile release engineer and is looking forward to exploring Portland and the surrounding area.

**Andrew Lee** was in charge of quality assurance. He is a third-year student majoring in both Information Systems and Human-Computer Interaction. He will take charge of new web development projects in South Korea for this summer.

**Sarah Wang** was the client relationship manager. She is a fourth-year student majoring in Information Systems with a minor in Game Design. She will be a full-time technology analyst at Credit Suisse and is looking forward to gaining new experiences and meeting new people in New York City.