

Learning Disabilities Associations of Pennsylvania

Executive Summary

Community Partner

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Background

The mission of the Learning Disabilities Association of Pennsylvania (LDA of PA) “is to promote and support the education and general welfare of individuals with learning and attention issues and their families.” The organization focuses on providing accessible and affordable educational opportunities, particularly for low-income and underserved communities. It offers services including tutoring and other life skills programs, to make learning enjoyable. These services are free or offered on a sliding scale to cater to different learning styles, needs, and financial backgrounds. The association focuses on educational advancement and building confidence and resilience in individuals with learning differences.

Project Description

Project Opportunity

The problems LDA of PA is facing include a lack of learning disability-related resources and a time-consuming process to respond to inquiries. Enhancing the existing directory will help as the directory is designed to alleviate these issues. Problems with the directory include a) poor user experience for service providers, b) difficulties in reaching out to service providers, and c) obstacles in sharing the directory with new service providers. The process of sharing information with those with learning disabilities will be easier with a directory of service providers. This will increase the chances of people finding the support they need.

Project Vision

Our vision is to refine and enhance the directory of affordable service providers so that it will be easier for service providers to join and use the directory. This will ultimately contribute to the directory’s goal of becoming a place where people can more easily access information and learning disability services in the Pennsylvania area. By focusing on both “push” and “pull” strategies, the hope is that more service providers will learn more about the directory and be inclined to input their information into the directory for others to find.

Project Outcomes

Our project includes technology, people, and process outcomes. The technology outcomes include an improved user experience for service providers who are using the directory, which will lead to more seamless experiences and encourage service providers to join the directory. We have developed marketing strategies to introduce new processes that LDA of PA can follow to bring service providers onboard and share the directory. Lastly, a people outcome of this project is that the technical and marketing leads are now better equipped with documentation and tutorial guides to further develop and share the directory to reach larger audiences.

Project Deliverables

Technology Deliverables	Marketing Deliverables	Outreach Deliverables
User testing protocol+insights	Competitive analysis	Service provider tracker
Directory refinement plan+Figma wireframes	Marketing Plan	User testing documentation
Design+style guides	Social media post templates	Email message template
Directory changes documentation & tutorials	Canva tutorials	Mailchimp tutorials

Recommendations

The main recommendations we have as a team are as follows:

1. Move away from Brilliant Directories and create a directory from scratch, allowing greater customization and better version control.
2. Develop connections with universities for service provider outreach.
3. Utilize Mailchimp to send mass emails to scraped service provider data.
4. Advertise paid and unpaid marketing efforts on social media.

Student Consulting Team

Ayla Wang, a senior in Information Systems and Policy and Management, was the product manager and engineer. She's interested in entrepreneurship and product management.

Emilie Zhou, a senior majoring in Information Systems and minoring in HCI and Media Design, was the Client Relationship Manager and is interested in product management and consulting.

Dennis Chen, a senior majoring in Information Systems and minoring in economics and HCI, was the Quality Assurance Manager. He is interested in product management and analytics.