

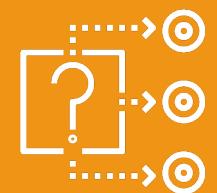


SKCDA-WEB REDESIGN



Team Echeverias

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Envisioned Problem

- The Saskatchewan Career Development Association is a professional group committed to aiding Career Development Practitioners (CDPs) throughout Saskatchewan. The SKCDA's purpose is to champion the career development sector, establish connections among its practitioners, and offer professional growth opportunities for CDPs.
- The Saskatchewan Career Development Association (SKCDA) seeks to overhaul their current website, enhancing its visual appeal, ease of navigation, and integrating key features, with a focus on improving the member experience. This project represents an opportunity to leverage innovative web design strategies to inspire action around community needs.

Our Target Customers

NorthStar Customers :

These are the primary focus of the website redesign. They're the individuals who will gain the most value from the website, and whose needs the site is designed to meet.

- People interested in the career development field(CCDP Designation)
- Recent Graduates
- Interested professionals in changing jobs

Carryover Customers:

These are customers who may not be the primary focus of the website redesign but are still important users of the site and their needs should be considered.

- Members
- Volunteers such as professionals
- Board Members



Themes

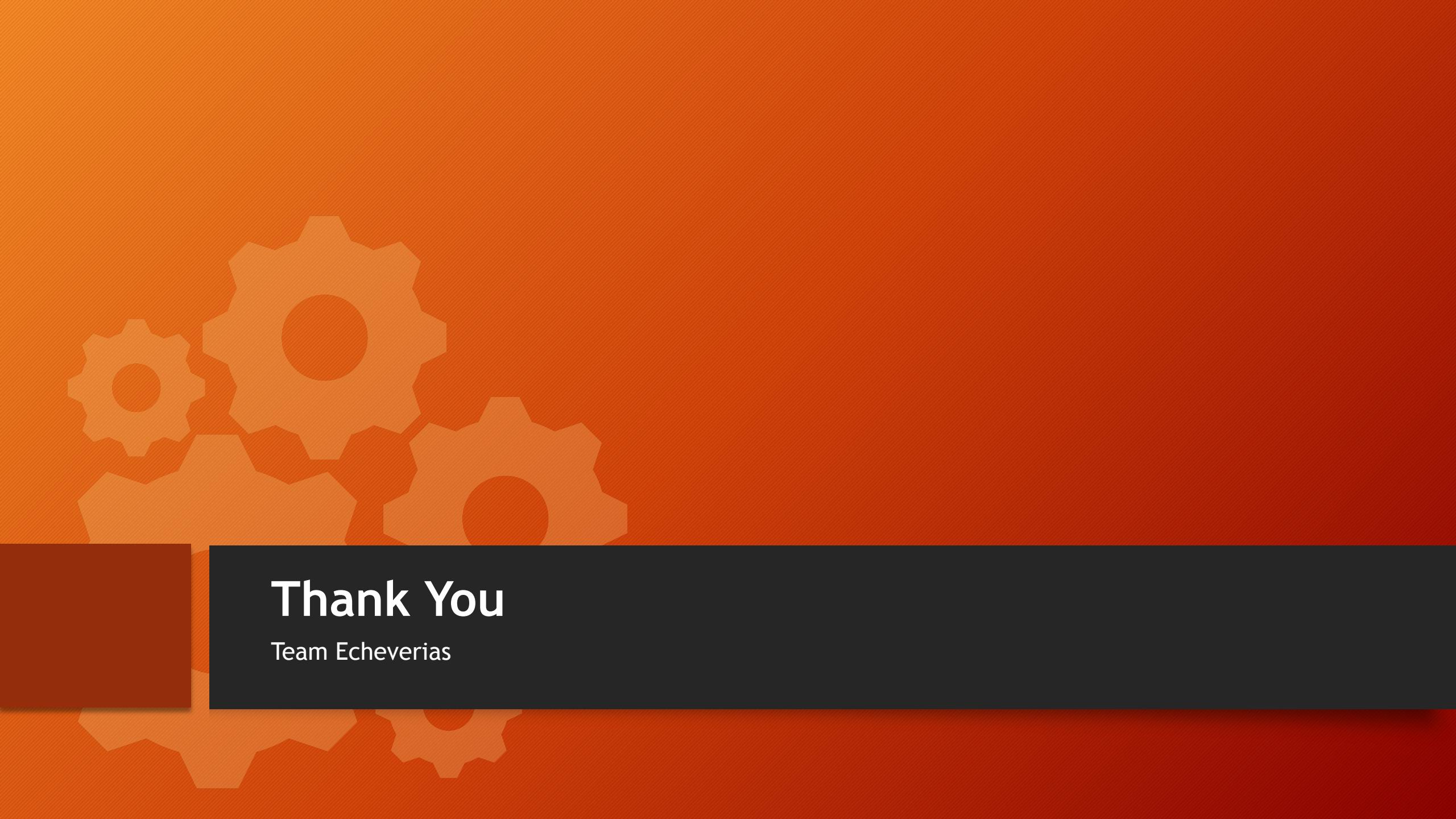
- Astra
- Astra Pro (Monthly- \$47 and Lifetime- \$ 227)

Editor

- Elementor
- Elementor pro

Plugins

- LoginPress - Customizing the WordPress Login Screen.
- Podcast player
- Starter Templates
- Spectra
- The Events Calender
- Tidio Chat
- RSS Importer



Thank You

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