

North Brentwood Digital Transformation

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Abstract

For this project, our goal was to streamline and digitize resources utilized by the administration of the town of North Brentwood, MD, a town in Prince George's County, in order to increase efficiency and increase town engagement. North Brentwood was founded on June 12, 1924 and is Prince George's County first African-American settlement. This town has a population of about 600 residents and their values consist of diversity, sustainability, and historical, and cultural significance. Although the project's purpose serves all of North Brentwood, the main clients and spokespeople were Mayor Robinson and Cris Ortiz. Our main goals for the project were to redesign the town seal and redo the Jotform that the previous group completed incorrectly. For the Jotform, we wanted to complete an initial audit of Jotform, sync scanned PDF files to the fillable blanks on the Jotform, setup notifications on both submitter and staff ends, and integrate a payment option. For the town seal, we wanted to create a town seal that showcased the town's history and values and included the requested colors.

North Brentwood Digital Transformation

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Methods

At the beginning of the project, we were not able to meet with Mayor Robinson and Cris immediately, so in order to be prepared, we did a lot of background research on the Town of North Brentwood. We did this so we could get an idea on their values and what their current resources, such as their website, entail and look like. In terms of what we actually did to fulfill the project include finishing the updated Jotform and creating several drafts for the town seal. For the town seal, first I did research on the town and their values. Then I analyzed their current logo and other town logos to get an idea of what elements should be included in a town seal. Next I researched which applications we wanted to use to make the town seals. After that we created 2 sets of 2 prototype drafts that we presented to the mayor and Cris, making adjustments, based on their feedback. After that we made another 2 drafts. We agreed that working on the town seal may be something that needs to be more focused on throughout the semester project because it will require a lot of time and effort especially because it is a symbol for the town. The next group will be able to use the drafts that we made.

There were a couple of challenges that we overcame throughout the project. The first challenge was not knowing the initial requirements and deliverables for the project. We did not know what was required and we were not able to meet with the client because the mayor was busy. There was a waiting period in which we didn't have much work to do because we already

completed background research and were waiting for the other party. The way we overcame this was by brainstorming things they may need or ask of us. Another challenge that we overcame was communication. The mayor did not always respond in a timely manner which delayed the process for us. The way we mitigated this was by reaching out to Cris and following up with the mayor on a previous email. Within the group, we were able to navigate through this challenge by constantly communicating with each other whether in class or through a group message.

Managing our time correctly in order to meet deadlines was another challenge for our group. We were busy throughout the semester with other obligations. We were able to mitigate this by communicating effectively and doing our parts of the project in a timely manner. Another challenge we encountered was drafting a new town seal. Creating a new town seal, especially from scratch, requires a lot of time and effort. It also requires constant feedback from the client.

Descriptions of your deliverables/findings

We completed two major deliverables to the Town of North Brentwood, the first being an update to their Jotform permitting system, and the second being several Town seal redesigns. The Jotform we inherited was incomplete, having mistakes in some of the wording as well as missing some important information. We conducted a thorough audit of the form, aligned it with the required PDF templates, configured submission notifications for both users and staff, and outlined the integration process for future payment functionality. This should give them a better suited Jotform for them to be able to administer permits smoothly. For the Town seal we researched the town's cultural and historical identity, analyzed peer municipalities' seals, and incorporated feedback from both Mayor Robinson and Cris Ortiz. We kept a classic small town design as well as updated the old seal. The deliverables we gave the town should set them for

future success should they choose to go with our drafts or have the next group improve on the work we have done.

Recommendations

The next phase of the North Brentwood Digitization project would be to integrate the payment platform that Mayor Robinson has chosen, Square, into Jotform. There is documentation written on how to do this, but it was not able to be completed as North Brentwood's Square account has not been approved yet, and we had run out of time. After doing this, the next action would be to test that everything is working as intended. Using the Test Mode of Jotform to validate the workflow of all the forms is working and nothing can be easily broken by daily use of the application.

Regarding the Town Seal Drafts, we believe the payment integration portion of the project will not take much time. Town Seal drafts that take up most of the project work should also be worked on in tandem. They should reference the town seals made during this phase and see what the client likes and dislikes about them. Incorporating those elements into multiple drafts and taking inspiration from the history of North Brentwood to create a town seal that truly represents North Brentwood. Keeping in mind that the town seal will be used as a small, penny-sized one, keeping graphics not too busy will be important.

Conclusions

The North Brentwood Digitization project successfully laid the groundwork for a more efficient and engaging administrative system for the Town of North Brentwood. Despite early challenges in communication and project scoping, our team delivered on our two key outcomes. Firstly, an improved Jotform submission process and secondly, multiple professionally designed

drafts of a revised town seal. These deliverables align with the town's values of preserving history, diversity, and sustainability.

Through lots of background research and feedback from the mayoral office, we were able to create Jotforms that are functional, more user-friendly, and prepared for future integration with Square. The town seal drafts were also able to reflect the cultural identity of North Brentwood, providing a strong foundation for continued development for continued design refinement.

Moving forward, we recommend the next project team finalize the Square integration once the town's account is approved, and further develop the town seal with input from the mayoral office.

Deliverables:

Send to client via Good Drive Link

(<https://drive.google.com/drive/folders/1qYoKATdIDo2gueU8nIaKGkRBQO3IzoNv>) as well as a ZIP of all the Town Seals and Documentation with email for future reference. The other deliverable is the Jotform but that is an account registered by North Brentwood and they have the credentials for.



- **Town Seal Drafts Rev 1:**
- **Town Seal Drafts Rev 2:** Same as below but without space between "North Brentwood"



- **Town Seal Drafts Rev 3:**