United Mitochondrial Disease Foundation

Executive Summary

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Background

United Mitochondrial Disease Foundation (UMDF) is a national nonprofit organization established in 1996. It coordinates over 150 volunteer groups and ambassadors across the U.S., host Energy for Life Walk events in 28 cities, and created the first ever Congressional Caucus on Mitochondrial Disease, focused on securing significant federal research funding.

UMDF's Path to a Cure website serves as a donation channel to the organization. It allows people to donate a brick in the path to a cure for mitochondrial disease. These usually serve as a memorial for the lost of a loved one to the disease.

Project Description

Project Opportunity

Although UMDF is fairly tech savvy, it has some glaring problems which plague its Path to a Cure site. Upon first glance the site does not provide any indication of what it's objective is and what it expects the user to do. UMDF is also paying quite a large sum of money per month to host their websites.

Project Vision

Our goal is to revamp the site such that the Path to a Cure site is more animated, intuitive, and interactive by educating first time users what Mitochondrial Disease is and entails, add milestones of achievements that the UMDF has made, and offering more customization to the bricks. This way, we can attract, educate, and retain new donors to the site. Combining the Path to a Cure site with their home site will save them money.

Project Outcomes

We worked in parallel with UMDF on developing their new website on WordPress. While the IS team focused on the design and development of the Path To A Cure donation channel, we provided our clients with hosting and design suggestions in order to improve UMDF's online presence as a whole. We also aided in the site's configuration.

Project Deliverables

The WordPress site with WooCommerce integration, a copy of any custom code we wrote for style or function, any art assets that we created for The Path to a Cure.

Recommendations

1. Work on creating a cohesive design for the entire website, not just the Path To A Cure Site. Unite all of the different websites under UMDF so that they fall under the same site and banner. As of right now UMDF has multiple websites under different domains, which costs them a lot of money (since they spent $400 on their Path To A Cure site, we can guess how much they would save by combining all of their other sites), and also divides their user base and decreases the traffic on each of their sites

2. Work on the developing Path To A Cure site. Our IS team managed to update this donation site to make it more user friendly and visually engaging, but due to our timeframe we were unable to implement everything we wanted.
   a. Include more information on the Path To A Cure site so that users can see where their money is going. Milestones (which can be done in a timeline such as our blog-esque path or simply in the slider as a news slide) , would be a great way to indicate to the users what kind of achievements UMDF has made. These include:
      i. Funding milestones
      ii. Major donations
   b. Add more interactivity with the brick, so as to incentivize users to come back. We managed to update the design of the brick as well as turn it into a shareable blog-esque item, but maybe a future IS student team can think of a way to make these bricks contain more information or make them more "real," in a sense (perhaps with 3D software)

Student Development Team

Luke Hottinger was the backend system designer. He is a third-year student majoring in Information Systems with a minor in Physical Computing. He will be interning with Boeing Defense, Space, and Security this summer as a versatile technologist.

Lois Yang served as project manager. She is a third-year student majoring in Information Systems with an additional major in Human Computer Interactions. She will be interning at Facebook as a Product Designer this summer and is looking toward a career in iteration-based product design.

Eric Yu was the frontend designer and quality control manager. He is a third-year student majoring in Information Systems. He will be interning with BNY Mellon this summer.