

Dr. Row's 555

Executive Summary

Community Partner

Dr. Rowena Pingul-Ravano

Student Consulting Team

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Background

Dr. Rowena Pingul-Ravano (Dr. Row) is a board-certified family physician and is the founder of GLOW!, an organization focused on mindfulness and stress management, and the 555 Breathing Technique. The 555 is a simple, structured breathing method for helping individuals manage stress and anxiety. A previous student team developed a website for the 555, however it was unused due to minor inaccuracies, lacked online visibility, had no user feedback collection methods or accessibility features, and had limited technical support, limiting its impact.

Project Description

Project Opportunity

The 555 website was underutilized due to limited accessibility options and poor search visibility. An error in the breathing audio stopped Dr. Row from sharing the website altogether. She also did not have the technical foundation or edit access to the website, making her reliant on previous student consultants for any website changes. Additionally, Dr. Row was unable to collect immediate feedback from users, making it difficult to assess the technique's effectiveness. We aimed to transform the site into an accessible and user-friendly tool that Dr. Row can manage independently.

Project Vision

To empower Dr. Row to independently manage and grow the 555's online presence and effectiveness, we focused on four core goals: (1) improve searchability and discoverability through SEO, (2) implement accessibility features to broaden usability, (3) track engagement and collect feedback via Google Analytics and surveys, and (4) enable easy website content updates through a user-friendly, no-code editing process. Additionally, we provided training and documentation to ensure Dr. Row can manage the website without relying on external support.

Project Outcomes

To improve the site's user experience, we restructured the content to reduce cognitive load, eliminated unnecessary navigation clicks, and ensured a responsive design for mobile devices. We also incorporated patient testimonials to build trust, add a personal touch, and highlight

the powerful impact of Dr. Row's 555 through real success stories. To help Dr. Row measure website engagement and the 555's effectiveness, we integrated Google Analytics to collect quantitative data and a pop-up feedback survey to gather qualitative input from users. To enhance discoverability we applied SEO techniques by adding meta description and keyword tags to her site page. To improve general accessibility we identified Google Chrome's built-in translation feature to make the site accessible in almost 250 languages and leveraged the iPhone's website bookmarking functionality so users can access the website as if it was a native iPhone app, making it easier for patients to find and access regularly. Finally, to ensure the site's long-term sustainability, we created custom tutorial videos for Dr. Row and structured key content areas (testimonials and information on the 555) using CSV files, allowing her to make updates easily without touching code or using an IDE.

Project Deliverables

Our final deliverables include a fully revamped website for the 555, a shared Google Drive folder containing tutorial videos and final documentation, a document of usernames and passwords needed for the website's development, hosting, and analytics, and guides & resources for editing content and managing the site independently.

Recommendations

We had a great time working on this project. Lots of effort went into the sustainability and maintainability of the site and we recommend future efforts to maintain this structure. Future steps would be to boost the site's SEO by adding a blog page and embedding social media into the site once Dr. Row has started the GLOW instagram. These will help improve the visibility and growth of her site. Additionally, we suggest periodic accessibility checks and possibly enlisting a student or volunteer with web expertise to support site maintenance as new features are added.

Student Consulting Team

Evelynn Chen served as the software engineer and designer. She is a third-year student majoring in Information Systems with a minor in Human-Computer Interaction. She will be interning at JPMorganChase as a software engineer this summer.

Sidney Ozcan was the project manager for the team. She is a third-year student majoring in Information Systems with a minor in Decision Science. She will be starting her full time role at Deloitte post-graduation in May.

Rosemary Yang led client transition efforts and supported software development. She is a third-year student majoring in Information Systems with a minor in Computer Science. She will be interning as a technical analyst at Morgan Stanley in Hong Kong this summer.