



# New Wilmington Website Launch



# Meet the Team

New Wilmington  
BOROUGH



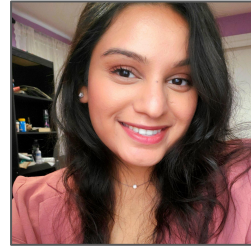
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**Naisargi Patel**

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**Harika Kasireddy**

UX Design  
MBS



## **MBS ADVISOR**

**Dr. Rupananda Misra**

MBS Advisor



## **PROGRAM MENTOR**

**Benjamin Nelson**

Mentor & Advisor





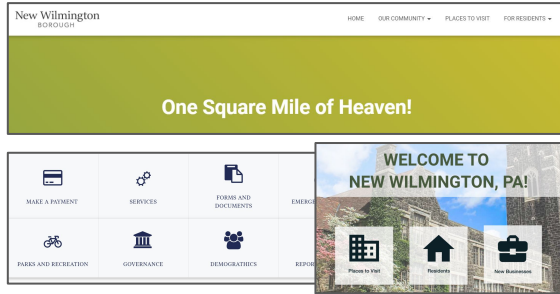
# New Wilmington Site

Externs: Diana Fu, Harika Kasireddy, Andrew King, Naisargi Patel

New Wilmington  
BOROUGH

## Background

Three prototypes created for New Wilmington's new official township site:



## Research Question

What additional elements are necessary to finalize an official town website that can be shared to New Wilmington's visitors, new businesses, and residents?

### GOAL



Finalize  
Prototype



Deploy  
Website

## Project Approach



Concept Map

Timeline



Software Used:  
WordPress

Concepts learned:  
Content Analysis



Data used:

- ✓ Existing prototypes
- ✓ Stakeholder interview

## Results



Homepage Redesign



Calendar Features

Detailed Town Statistics

Social Media Proposal



## Insights and Takeaways

- ✓ Process of deploying a user-friendly website
- ✓ Engaging users with New Wilmington through an online platform
- ✓ Identifying specific needs for stakeholders



# Background

New Wilmington  
BOROUGH



**A small borough in  
Lawrence County, PA**

**Home to Westminster College  
Town's largest employer**

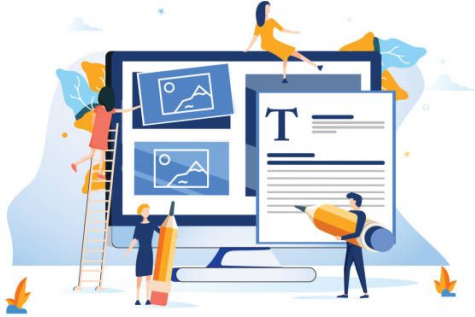


**Current promotional platform  
LIVE New Wilmington**

**Current Website  
[www.nwboro.com](http://www.nwboro.com)**



# Problem Statement & Goals



## Problem

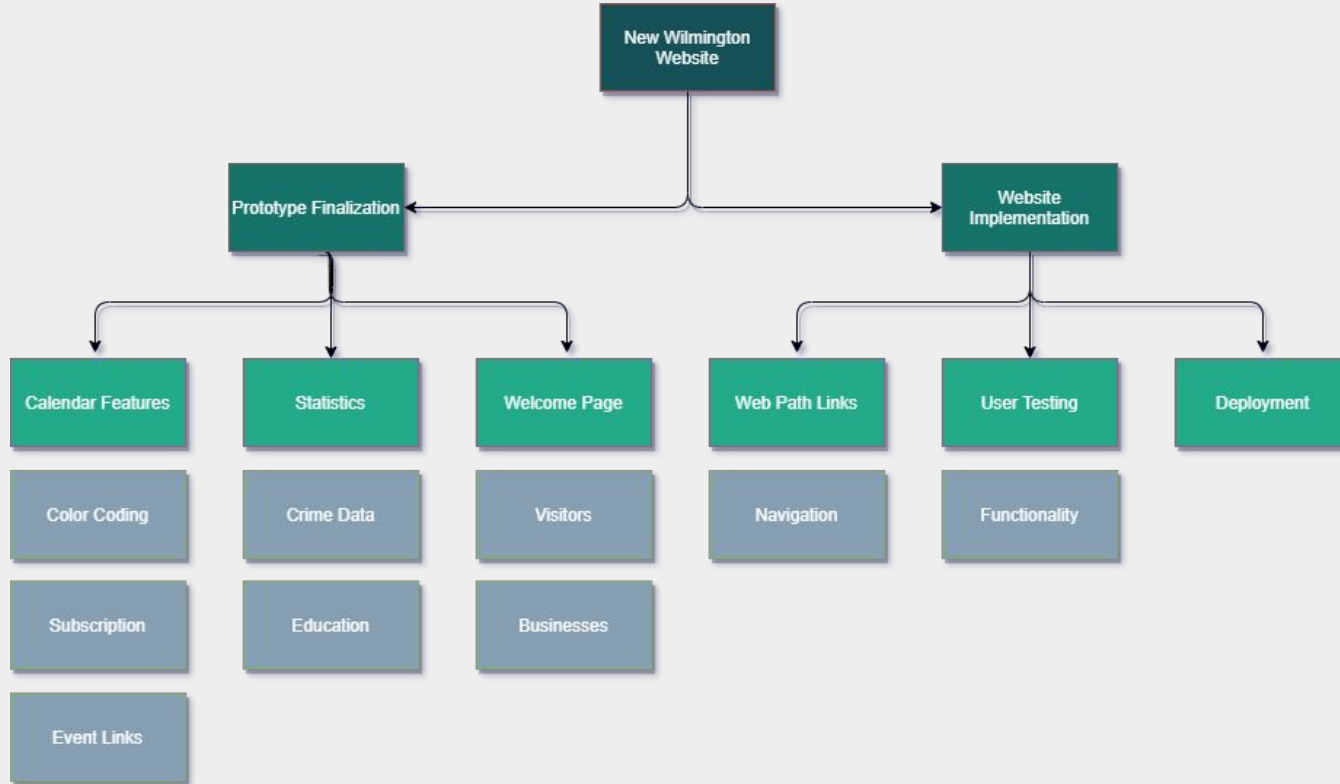
The town needs a functional website that can be used by residents, visitors and new businesses.

## Goals

Finalize the existing prototype

Deploy the website

# Concept Map





# Project Approach

New Wilmington  
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## Preparation

Look into prototypes and gather information to present to town representatives

### Milestone 2



## Implementation

Add the new features/content gathered from the representatives to the prototype

### Milestone 4

## Evaluation

Present the website and make updates as necessary



### Milestone 1

## Representative Meeting

Meet with town reps to discuss new features/content to be implemented

### Milestone 3



## Launch

Deploy the working site onto the New Wilmington servers



### Milestone 5



# Results



## Home Page Redesign

- ▶ Drone banner
- ▶ About section
- ▶ Minimizing shortcuts list

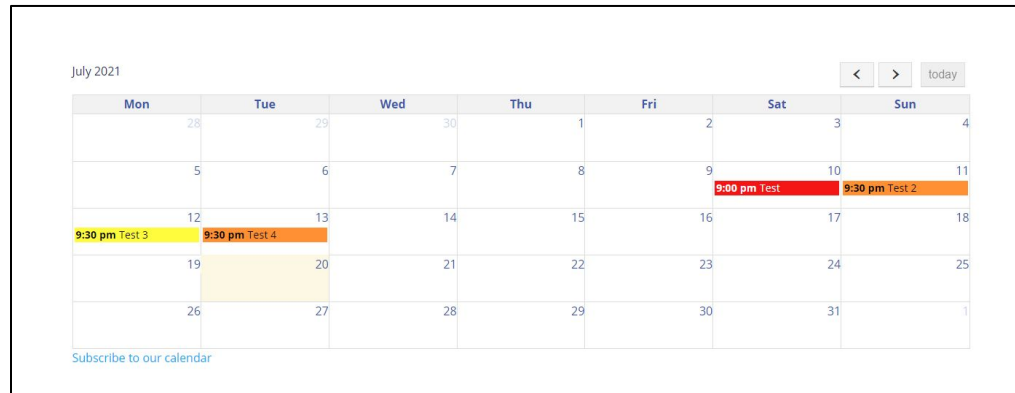


New Wilmington  
BOROUGH



## Calendar Features

- ▶ Subscription Link
- ▶ Event Submissions
- ▶ Color categorizing







# Results

## Real Estate

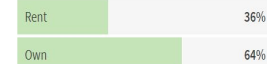
Median Home Value  
\$173,800  
National \$217,500

Median Rent  
\$800  
National \$1,062

Area Feel ⓘ

Dense Suburban

Rent vs. Own



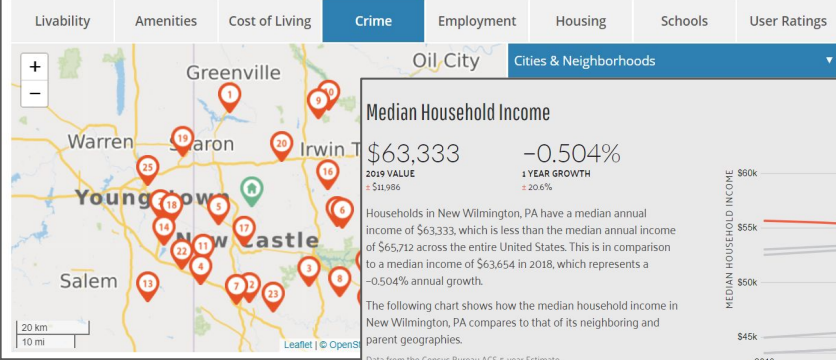
## New Wilmington BOROUGH



### Detailed Town Stats

- ▶ Resident demographics
- ▶ Education and crime data

### Safest Places To Live In And Around New Wilmington



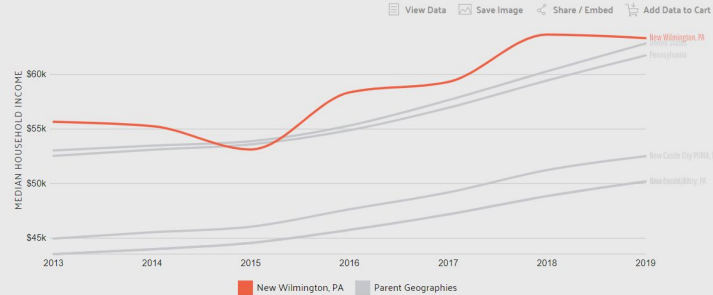
#### Median Household Income

\$63,333  
2019 VALUE  
± \$11,986  
-0.504%  
1 YEAR GROWTH  
± 20.6%

Households in New Wilmington, PA have a median annual income of \$63,333, which is less than the median annual income of \$65,712 across the entire United States. This is in comparison to a median income of \$63,654 in 2018, which represents a -0.504% annual growth.

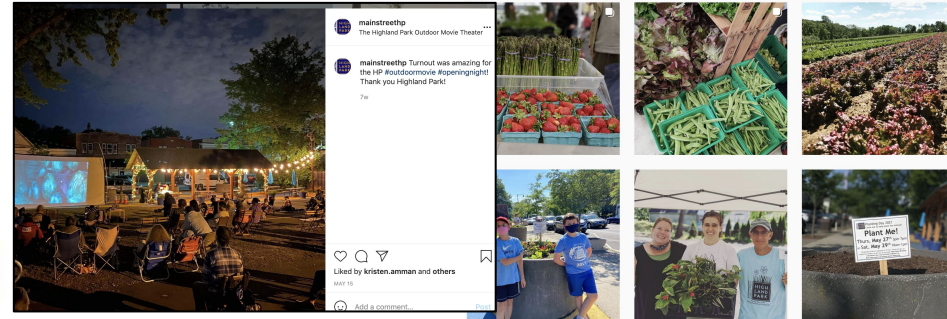
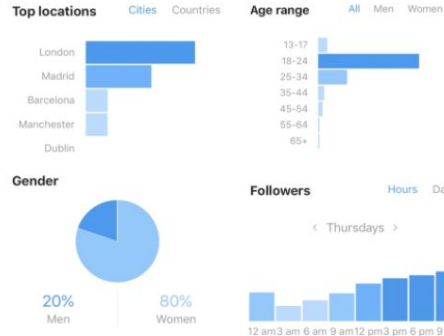
The following chart shows how the median household income in New Wilmington, PA compares to that of its neighboring and parent geographies.

Data from the Census Bureau ACS 5-year Estimate



### Instagram Proposal

- ▶ Event Awareness
- ▶ Budgeting
- ▶ Evaluation Factors



ISSUED FOR  
Project Mentor: Ben Nelson

## ACKNOWLEDGEMENTS

Sherie Babb, Mayor  
John Geidner, Borough Council Member  
Traci Swogger


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# THANK YOU





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**RUTGERS**  
Professional Science  
Master's Program  
**Master of  
Business and  
Science**

**New Wilmington**  
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