DGMD S-598 Digital Media Design Capstone Tutorial
Proposal Template - Summer 2018
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H.O.W. House Redesign

1.0 Project Scope

The opioid epidemic is showing no signs of slowing down, with an estimated 115 people dying from overdoses every day in the United States. In Massachusetts, there were an estimated 2,107 deaths in 2016; a 450% increase since 2002 (Gobel, Bell, & Daleo, 2018). In 2012 the Bureau of Substance Abuse Services reported that almost 33,000 women were admitted to substance abuse treatment services in MA (Massachusetts Department of Public Health, 2012). There are over 300 treatment facilities in MA, all with different methodologies and requirements for entry (Substance Abuse and Mental Health Services Administration (SAMHSA), 2010). So many people with so many options need to better understand what they're looking for and why.

The H.O.W. House is a 12-step based sober-living home in Boston, MA. The House was established in 2010 and has helped countless women who have struggled with addiction find a new way of life with others who have had similar experiences and through structured, accountable living.

Completing this work will help those with substance abuse and their loved ones looking for treatment information, understand why structured sober living is so important and why the H.O.W. House is a uniquely great choice in the metro-Boston area.

The H.O.W. House built a web presence in 2013 but has not enhanced the site since its inception. The current site is non-responsive, and therefore is difficult to digest via mobile devices. The information listed and the current application form is outdated. The current website has no analytics tool enabled. One clear outcome will be implementing this technology to track visitors and gain visibility into where the traffic is coming from (internet searches, social media, email, other referrals).

The proposed solution is a redesigned website including: logo, a new visual layout and content overhaul, photo gallery, donation page, online intake form (that would send the owner details about the prospective new guest). There will also be a video component (~1 minute in length), perhaps with multiple videos, to show why this organization (and others like it) are important. I will also help

reinvigorate their social media accounts, email marketing program, and set up a web/social analytics platform to monitor traffic and interaction.

1.1 Tentative Project Title

H.O.W. House Website Redesign

1.2. Project Goal

The goal of my capstone is to revitalize the H.O.W. House website by creating a responsive and intuitive design, restructuring and creating new photo, video and social content so that prospective guests and their loved ones can easily access and submit the appropriate information in a time of need. The current site was built in 2006 and does not function in the desired way from both the external and internal stakeholders' point of view. In revamping this medium of information, I plan to increase both the number of site visitors (and ultimately clientele) and the internal visibility of metrics/application submissions to the site/business owner.

1.3. Learning Goals

I plan to develop my knowledge of applicable coding when doing clientele web work. In my past, I've designed digital graphics. But never website work for others. I am hoping this capstone becomes the entry-point of my portfolio so that I may do similar work in a freelance capacity.

I'm very interested in developing relationships with clients so that I can produce what they need while offering optimized marketing advice as well. I want my coding / graphic design / video skills to be balanced so that I can straddle both sides of this digital work (programming and art).

I also seek to advance my design iterations and user experience skills, as my coursework did not include these kinds of learning.

1.4. Target Audience

The target audience is women with substance abuse & the loved ones seeking further treatment of the former, local treatment centers looking for structured sober living options for their clients, local businesses and state programs that want to collaborate with a non-profit focused on substance abuse, and alumni or others in addiction recovery who seek additional resources.

Persona of client:
Female, aged 18-65. Possibly new to addiction treatment, looking for all the options in the metro-Boston area (close to where their home-life is). Possibly has been to numerous treatment facilities, looking for a new option. Likely using a mobile phone.

Persona of Family:
Parent, sibling, spouse or child of potential-client. Searching on their own or was referred to H.O.W. House by previous treatment facility, friend or family with prior recovery experience. Possible their loved one is new to addiction treatment, looking for all the options in the metro-Boston area (close to where their home-life is). Possible their loved one has been to numerous treatment facilities, looking for a new option. May be on desktop or mobile.

Persona of other Treatment providers/partners:
Addiction treatment professional looking for information to share with potential clients. Seeking information on structure, cost, scholarships, how to apply and more. Will want to share links to the site itself, content, contact information. Likely using desktop.

1.5. Elevator Pitch

Completing this work will help those with substance abuse and their loved ones looking for treatment information, understand why structured sober living is so important and why the H.O.W. House is a uniquely great choice in the metro-Boston area. It will service as a crucial and convenient medium for both external prospects and the business owner to disseminate and receive information and perpetuate the flow of clientele. Personally, it will allow me to flex my strengthens in all digital mediums (web, photo, & video), create a substantive piece for my portfolio, and give back to the local recovery community.

1.6. Metrics

Measuring the success of the capstone project would be as follows:

Level 1: The website is responsive, looks good on all devices, the content loads properly, the application form submits to the site owner successfully. This is achieved through an iterative process with multiple rounds of user testing and adjustments as needed.

Level 2: The analytics of the site work properly. Once the site metrics yield initial measurement, they will show an increase in traffic over time.

Level 3: After significant time passes (1+ months after full launch), we receive anecdotal feedback from peer recovery programs, prospective clients, alumni and others in the community network highlighting the success and shareability of the site and information contained within it.

1.7. Life of the project beyond capstone

The project's trajectory is two-fold: the final product will be launched live on the internet for all those interested in the business and its offerings. I plan to continue to serve as the web designer/developer for future updates and changes.

Personally, it will be the beginning of the web design portion of my portfolio, which I seek to develop further over the years. It may also allow me to expand my current role as an Email marketer into the web arena, or become a launching pad for a new job outside my current department, should I seek it.

2. Competitor review

Reference #1: http://theplymouthhouse.com/

- The Plymouth House is a 12-step based residential treatment program for men and women, age 18 and older, suffering from chemical dependency. This site/business shares the same methodology as the H.O.W. House, and often sends female clients to the H.O.W. House for after-care.
- They recently rebuilt their site, and will be a good resource in terms of restructuring process and the successes (and adjustments) they've made since the overhaul.
- Interview with non-developer / business marketer who works for The Plymouth House:
    - **How they started the process**
        - A group of 6 employees (owners, intake coordinators, case managers) picked 5 websites, and listed out they loved about it.
        - Had the full staff answer a 5-question survey, that asked what feedback they heard most about site, what needs to be fixed/added, etc.

- Marketer asked the intake coordinators what the top three questions they received from calls, and determined to put that information there on the site. Examples:
  - Do you take insurance?
  - Are meals included?
- **Who is their primary visitor and what does that person need to know at a very high level?**
  - Persona: Women in crisis = middle aged parent (mother)
  - This persona (mother/woman) needs to see/envision their loved one (husband/daughter) "at the Plymouth House".
  - The site should be a "recruitment website" for clients. It should serve as a "brochure" of a site with lots of pictures.
  - Show visitors that it's a safe place for their loved one, it will "save someone's life". Give a very broad overview that it's 12-step based (that doesn't mean too much to visitors).
- **Process with web designer**
  - Used WordPress
  - After the staff decided the content with the marketer, they invited the designer down for a full day to go over the content and to see the "campus".
  - The web designer made 3 designs – the business staff reviewed them all and picked the one they liked the most
- **Overal site desires**
  - They didn't keep anything from the old site
  - The old website had no visuals of people. But the core of the business *is working with for people*. Therefore this had to change.
  - Business owners wanted the site to have a blog, payment options, etc. Marketer convinced the business owners that the site be primarily evergreen, the social media can have "fresh posts".
  - The website doesn't convince someone to come, it should convince the person to call.
  - No intake form -- keep it simple. Use small and succinct phrases, make it as easy as possible for visitor to digest.
  - Testimonials on every page.

Reference #2: http://brookretreat.org/

- The Brooke Retreat is a 12-Step immersion program for women (and men) in Weymouth, MA. In general, their guests come directly from detox centers or hospitals to our program. However, many have found that a long-term structured program is a safe bet when completing traditional 28-day treatment.

- This program has a similar methodology as H.O.W. House, and their site has good organization and subtle animations. They also have "article" style content on their homepage, and I'm curious to inquire if that kind of content is achieving desired results.
- Interview with the site owner provided the following insight:
  - The business owners (2) + a single back-end developer created the site.
  - They selected and implemented a free theme on Wordpress. The business owners do the design and push to the live site, the back-end web design makes sure all server-side connections are working properly.
  - The business owners desired the site to be minimal, with not a lot of dropdowns in the navigator bar; all the information displayed on the pages themselves.
  - ***They decided to have the blog-style article content for SEO searches, to drive more traffic to the site. They update when they find time (usually occurs in "spurts").***
  - They do not look at metrics currently to influence any design/content changes.

Reference #3: https://www.granitehousewomen.com/

- The Granite House for Women offers extended care services and sober living in NH, helping women successfully transition from treatment to recovery. Utilizing the 12-Step methodology, their program provides vital life skills such as money and time management; goal setting, education and career opportunities.
- This program has similar content to H.O.W. House's future site and has solid organization. The homepage has the desirable vertical scroll through sections. The entire site has an aligned-right contact form (anchored-bottom on mobile), which may be something I consider for the H.O.W. House website. Also, the "photo tour" page, which becomes a light-box click-through slideshow is a good component to mimic on the H.O.W. House photo page.

Reference #4: https://www.facebook.com/Graniterecoverycenters (video content).

- Granite Recovery Centers is the parent company of The Granite House for Women (mentioned above). Their Facebook page incorporates messaging (events, information, inspirational, etc.) and content for all of their programs.
- This treatment center's social media page has quality and consistent (branding, messaging, and volume) content, and a video series that is

comparable and will inspire the video content I intend to create for the H.O.W. House site and social media pages.

12-Step Methodology/Context
A twelve-step program is a set of guiding principles outlining a course of action for recovery from addiction, compulsion, or other behavioral problems. Originally proposed by Alcoholics Anonymous (AA) as a method of recovery from alcoholism, the Twelve Steps were first published in the 1939 book Alcoholics Anonymous: The Story of How More Than One Hundred Men Have Recovered from Alcoholism (contributors, 2018).

The program is abstinence based and spiritual in context. Although the 12 Steps are heavy on spirituality, many nonreligious people have found the program immensely helpful. The language emphasizes the presence of God as each participant understands him, allowing for different interpretations and religious beliefs (Beach House Center for Recovery, 2018).

The anonymity of the program and lack of formal research available makes measuring the effectiveness the 12 Step a challenge. However, the prominence of this type of treatment as well as success stories from recovering addicts suggest it is beneficial.
12 Step model provides support, encouragement and accountability for people who genuinely want to overcome their addiction. The sponsorship model as well as regular meeting times encourage the kind of social support that has helped countless people stay clean (Beach House Center for Recovery, 2018).

3. Technology requirements

DGMD E-50: Logo/Color Palette/overall visual design
CSCI E-20 & CSCI E-12: Front-End CSS Design
CSCI S-3 & CSCI E-12: Backend setup, JS features, form validation
DGMD E-10: Photo library for site content & past experience
DGMD E-35: Promotional video editing

Other tech choices:
Adobe XD to build wireframes
Hotjar for user testing and site feedback

The above technology choices were based on recommendation, I had not taken any coursework related to wireframing or user testing, experience & design. It'll be my first foray into this work.

The website domain is already paid/purchased, and **Dreamhost** is already paid hosting.

I'll be using a **Bootstrap** with customized CSS and JS when needed. For example, I will be changing color scheme (to match revamped branding), form submissions, animations, photo tour (lightbox settings) and other performance as needed. The content is simple in terms of functionality, so the site should focus on being robust, easy to navigate and visually welcoming/comforting to visitors (as they're likely in a time of crisis). Easy-to-read code will help any future developers manipulate the template as needed.

Web Portion

Reference #1 used Bootstrap theme within Wordpress, and Reference #2 used an out-of-the box Wordpress templates. Reference #1 used a custom Bootstrap/Wordpress theme, but Competitor #2 used a free Wordpress template (and is subsequently buying a more robust template for their upcoming upgrade/new site). I would like to stay away from this approach as the template could become outdated/limited as web technologies change. I would like to stick with Bootstrap as Reference #1 has done, possibly implementing through WordPress, to have the ability to update the reference links more easily.

Film Portion

- Filming in HD!
- Using a Lumix GH4 with a 12-35mm HD lens
- Audio will be from a borrowed Harvard lab -- H4N & Wireless mics
- End project will be 1-2 minutes long
- Capturing lots of B-Roll for future (evergreen) social media video posts.

4. Design workflow

WEBSITE

Dreamhost is fully-hosting the site with PHP 7.0. This hosting service was previously acquired by the business owner, and I think it's a good choice if we decide to go the WordPress route. Currently, I plan to code the site myself using Bootstrap CDN within Adobe Dreamweaver, and possibly implement through Wordpress (for ease of future updating).

Application forms will be submitted using the POST method to the domain email (info@how-house.com) which also has forwarding setup to the business owner's personal Gmail account.

There will be links that go to 3 external areas:

- Partner / Resource websites
- Social media pages
- Youtube and/or Vimeo for video content

Photo content will be edited in Adobe Photoshop for color / sizing optimization. Video will be edited in Adobe Premiere / After Effects and exported to optimized size and resolution for the web.
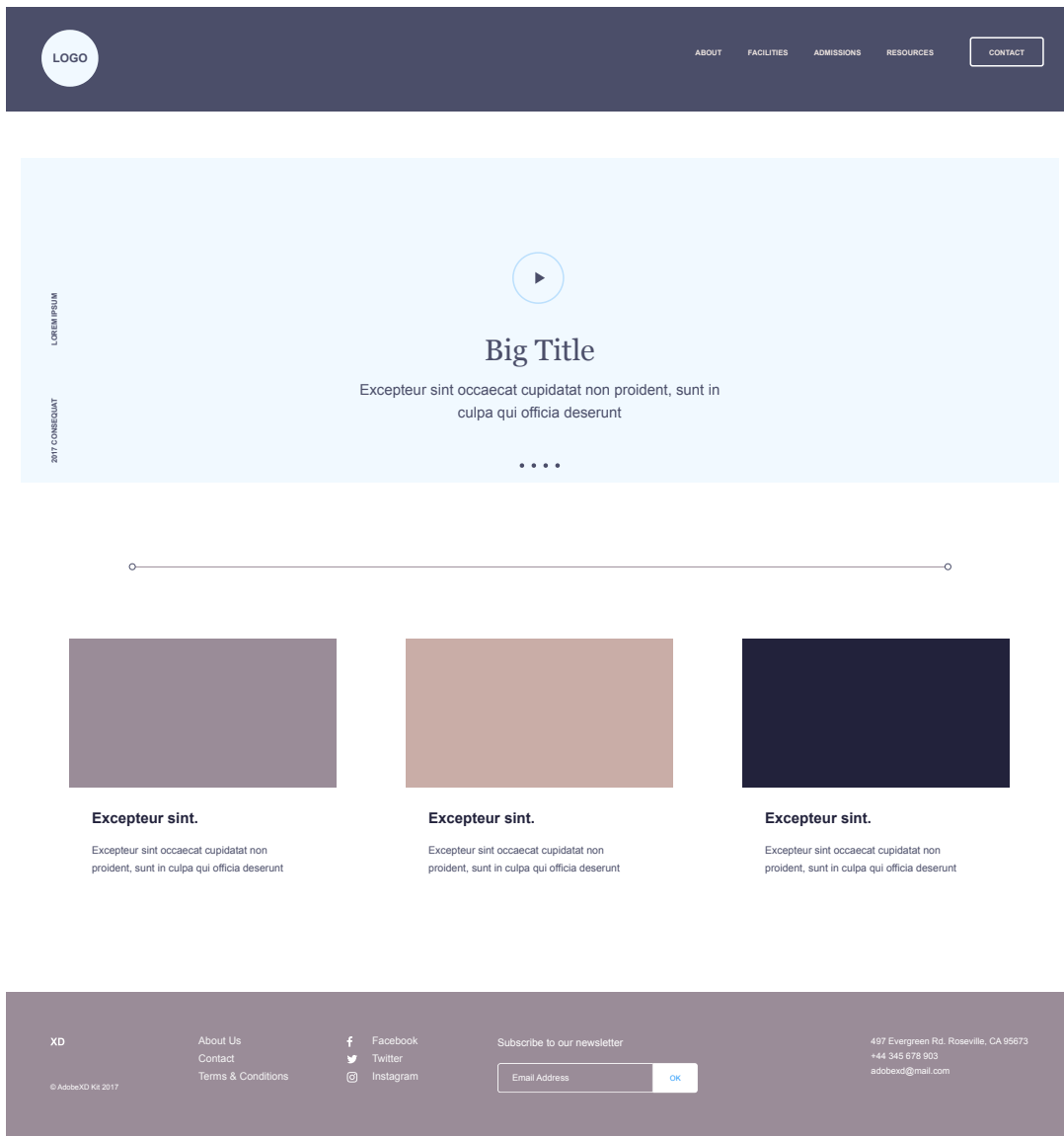

Figure 1: Homepage

Homepage

Homepage will include a full width picture header slideshow, rotating through 3-4 pictures that capture the essence of the H.O.W. House daily life (activities and community). Below this will be a 3-column grid (stacked on mobile), that will highlight facilities overview, photo tour and application information (in that order). These links are also in the static navigation bar, but this offers a more visual route to the information. Below the 3-column grid will be an image/link to the short promotional video.
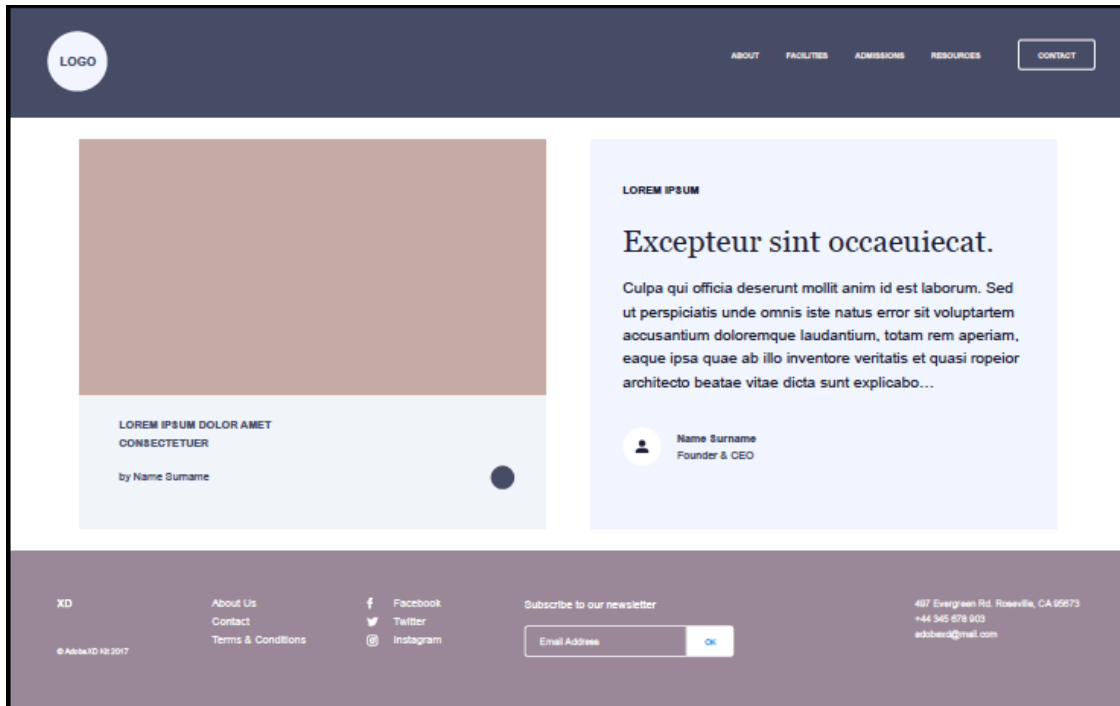

Figure 2: About

About

About page will include a brief synopsis of the H.O.W. House, when it was started and its purpose. There will be alumni and family testimonials included too, and the short video will live on this page.
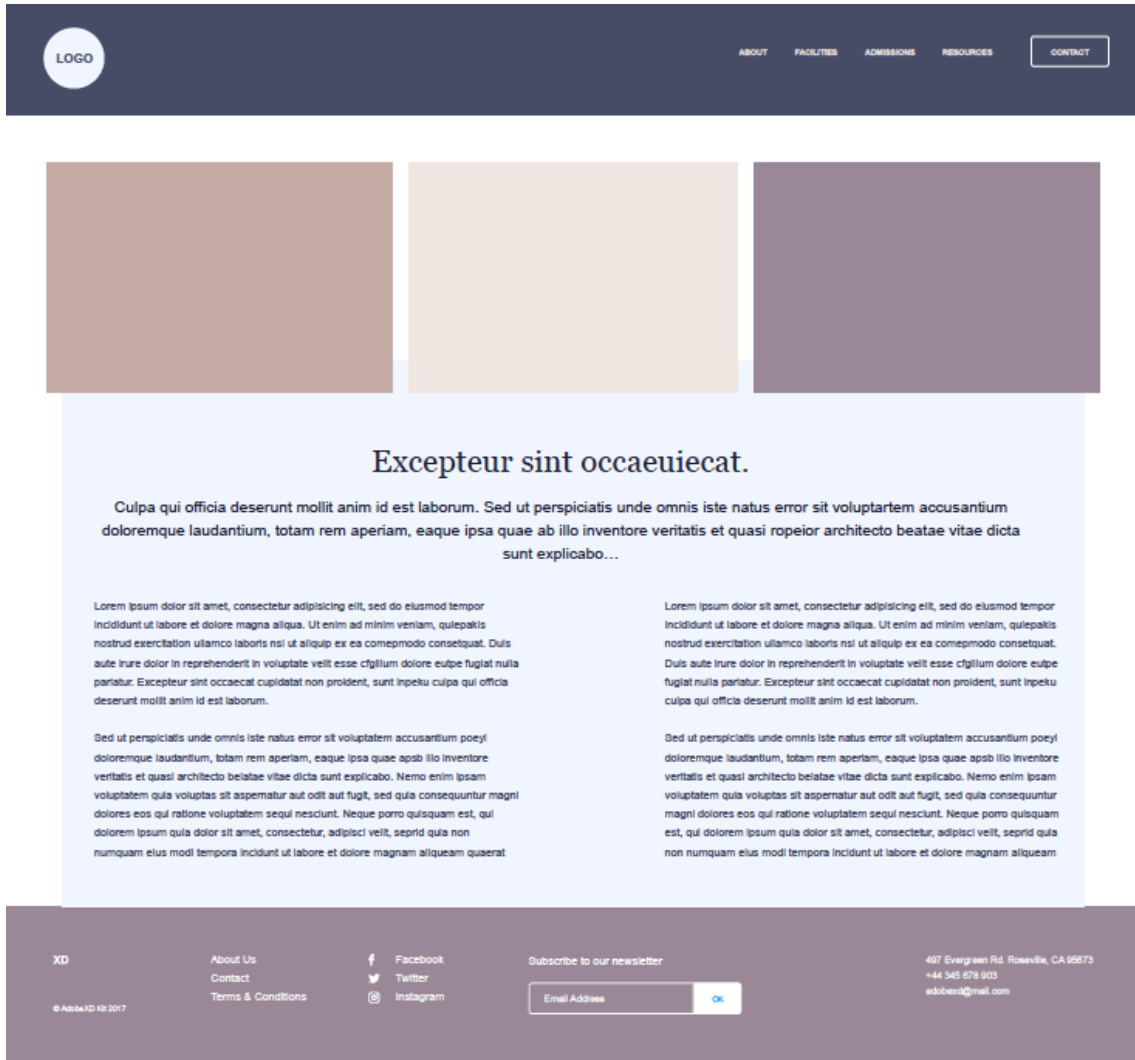
Figure 3: Admissions / Resources

Admissions
Admissions page will explain the process, what to bring and what to expect (intake, rules, schedule). It will have an image bar at the top, possibly sliding to the bottom on mobile.

Resources
Resources page will have same design as Admissions page layout. It will include descriptions/contact information for partner organizations, suggested family meetings, scholarship information and a "Why Donate?" section along with a donation button (and a link to Amazon Smile).
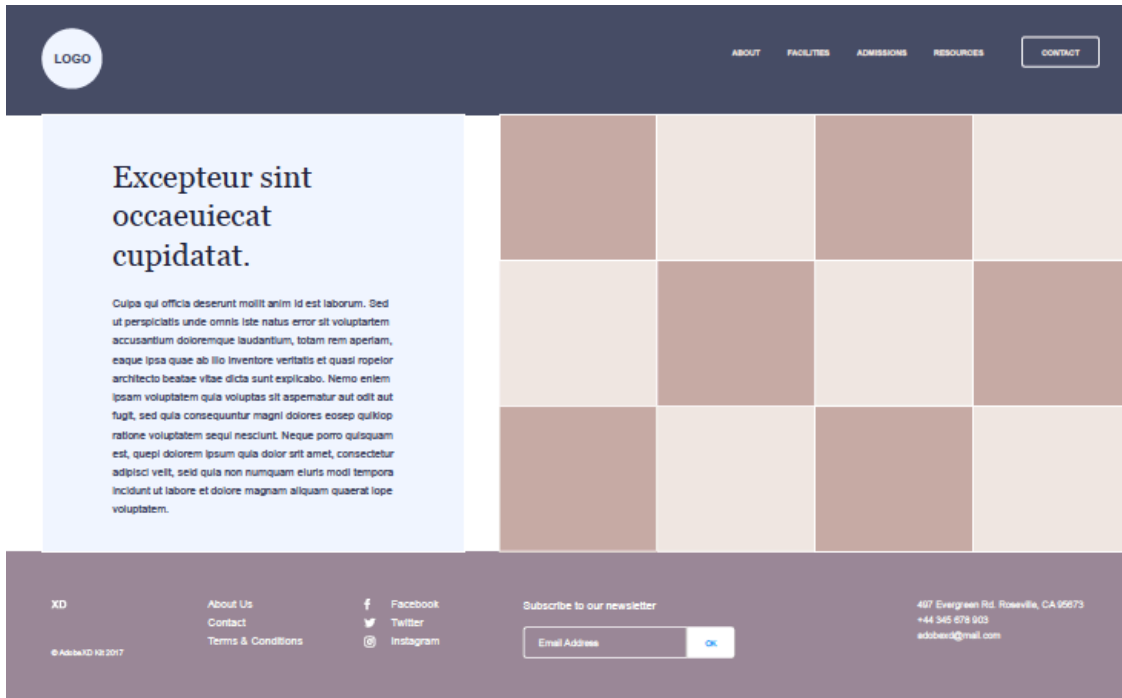
Figure 4: Facilities

Facilities

This page will have a brief paragraph about the house amenities on the left, and a "photo tour" grid on the right (they will stack on mobile). When you click on any picture, it will open a full-size light-box on desktop with arrow buttons to browse the rest of the images in the series.
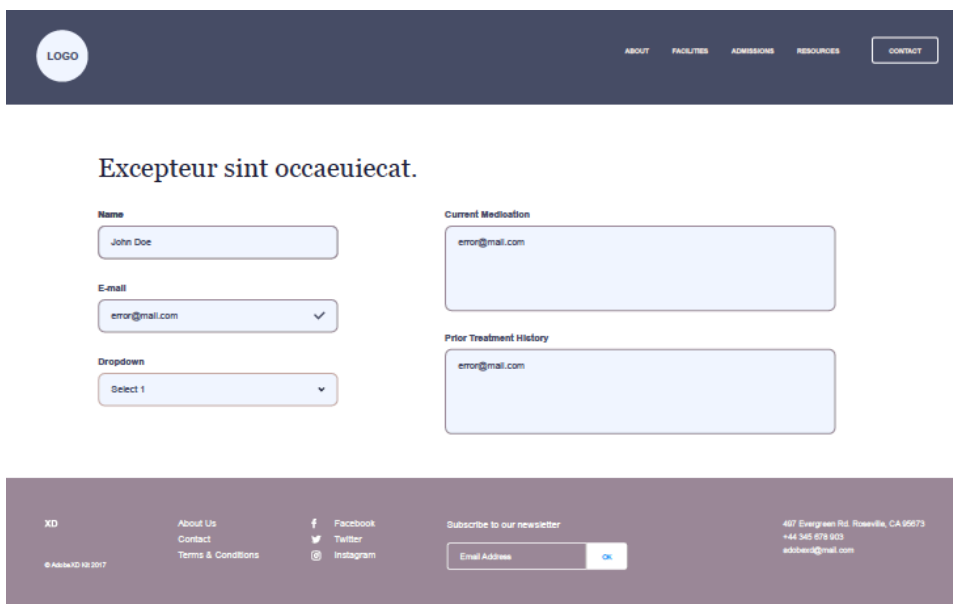

Figure 5: Contact

Contact

This page will include an application form. Still TBD with owner if this will be called "Contact" or "Apply" or if they will be split into two different sections. Form will include owner's desired information and will submit to her email address. Upon submission, text will appear confirming information has been sent and that they will be contacted in the near future.
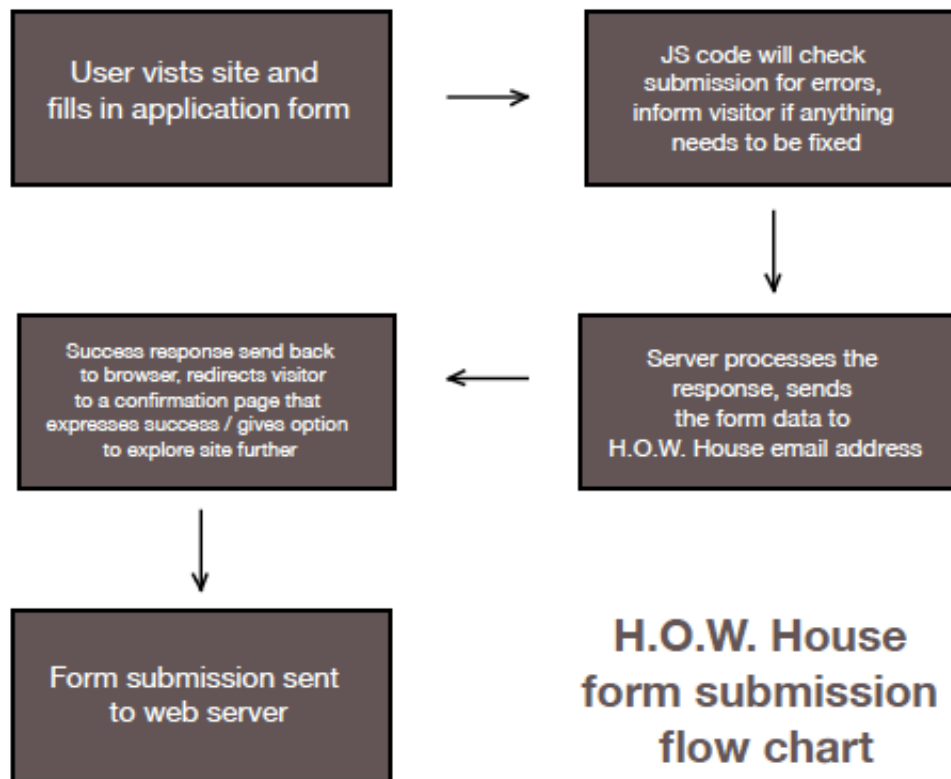

Figure 6: Contact Functionality Flow Chart

FILM

Have you secured all the access you need for your interviews or human subjects?

Yes, I have photo and video shoots setup on the following dates:

7/10/18 – Yoga
7/14/2018 – Alumni Cookout at partner treatment center
7/20/18 – Volunteering
8/7/18 & 8/14/18 - Yoga
8/19/18 – Alumni & Friends Party @ H.O.W. House

I will also be scheduling gathering interviews (for voiceovers and perhaps some interview style content). Some of these will occur on the 7/14 date, others will be scheduled organically.

Do you have the resources you need? (What are the resources?)

Yes! I believe the other questions answer this. Will be conducting interviews and attending events/locations to capture content, as well as scheduling audio and video interview sessions. Will pay for or acquire free music to include in the video.

Identify budget, distribution outlets, clearances needed, crew and equipment requirements, location issues.

No budget requirements, utilizing equipment borrowed from Harvard and friends in the industry. A friend at the GSD has an interview studio setup for the summer in his office, and will be utilizing that space for that style of content. Other footage will be captured at locations which have already given permission for access.

Discuss technical and quality standards (HD, 4K, audio, etc). length estimate (typically 10-15 min)

- Filming in HD!
- Using a Lumix GH4 with a 12-35mm HD lens
- Audio will be from a borrowed Harvard lab -- H4N & Wireless mics
- End project will be 1-2 minutes long
- Capturing lots of B-Roll for future (evergreen) social media video posts.

Discuss style of film-making

The video will be from an observer point of view. The goal is to showcase why 12-Step sober living is an important part of the recovery lifestyle. A big part of this is community, responsibility, and a full life. So visually I want to capture movement and togetherness. Lots of action (even in the form of meditation) focusing on group activities. Also, as Alcoholics Anonymous (A.A.) is anonymous, I plan to keep faces and identities obscured, using a more artistic

approach to the footage. I will also be doing some independent audio sessions as well as some interview style video sessions for B-Roll.

Identify any fair use issues -- are you using other people's works in your film? What might you be using? If you are not sure about exact clips, generally describe what you are expecting to use.

Not using others' work! I have a photo/video release form to have signed by all participants.

5. Work plan and milestones

DELIVERABLES

- **Assisting in optimized content creation & organization of such content (information architecture)**
    - Restructuring/organizing/rewording of existing information on the current site. Adding more information, including resources, donations, more robust Admissions FAQ.
- **Branding, graphic design elements**
    - New logo, new color scheme
- **Custom Theming**
    - Created in Bootstrap
- **Wireframing**
    - Created in Adobe XD, reviewed with business owner
- **User testing & Iteration**
    - Basic / simple feedback on preliminary design from business owner. Once signed off by owner, will share with other user personas to get feedback and make changes.
- **Photography**
    - Scheduled multiple photo and video shoots, including:
        - Yoga
        - Meditation
        - Volunteering
        - Group Workshops
        - Writing sessions
        - Photo Tour of property (inside and out)
- **Short supporting video**

- 1-2 minute video explaining the importance of 12-Step sober living. Appeal to loved ones of addicts, partnered treatment centers and potential clients.

To keep on track, I should have all the content (photos/audio/video) in-hand by end of September, and full site built by end of October. The video may take extra time, so I have that loading in last into the site. There's some built -n space incase things run behind, but user-testing should commence before Thanksgiving so I can make any essentially needed changes before the final due date of December 17th.

ESTIMATED DUE DATES

	Start Date	End Date	Duration
1. Collect / Edit Photos	7/10/18	9/30/18	**82**
2. Script / Storyboard Video	8/9/18	8/30/18	**21**
3. Logo / Branding Created & Approved	6/1/18	8/30/18	**90**
4. Create Wireframes of Site in DW	7/9/18	8/30/18	**52**
5. Shoot Video	8/19/18	9/30/18	**42**
6. Edit Video / Get any additional footage / voiceover	10/1/18	10/22/18	**21**
7. Implement Content into Site Design	9/5/18	10/28/18	**53**
8. User Testing of Site	10/29/18	11/9/18	**11**
9. Final Edits and Go Live	11/12/18	11/26/18	**14**
10. Collect and Disseminate Web Traffic	12/3/18	12/14/18	**11**

MILESTONES

Milestone	Estimate	Comments	Completion Date	Deliverables
Capstone			8/11/18	Final draft of capstone

proposal approval				project proposal
Storyboard Video	2 weeks	• Drawing per frame • Visualize the shots I need • The order in which the shots appear • How the visuals will interact with the script.	8/30/18	
Preliminary design documentation	4 weeks	Map out site framework skeleton: • Create selection of branding colors, logo options • Outline content for each page/section of site • Application form content • Final wireframes of site layout in Adobe XD	8/30/18	Map of site framework, map of website structure, mock ups of interface and user experience flow. Final branding / color palette.
Collect / edit photos & Video Footage & audio interviews	4-6 weeks	Create library of content for site visuals: • Guests in action (yoga, volunteering, chores, writing/group sessions) • Inside/outside of properties • Audio snippets of Q/A and quotes being read.	9/30/18	Catalogue of images/video/audio for site content and video editing.

Build Site Framework	4 weeks	• Decide on Bootstrap theme • Create pages with filler content/graphics	9/30/18	Website in production with database populated with test content for review by business owner.
Edit/Final Video	4 weeks	• Capture any additional footage/audio needed. • Scene transitions, color correction, any Adobe AE effects added.	10/22/18	Final video ready for publishing on Vimeo/Youtube.
Implementation of Site Content into Framework	4 weeks	• Place text and images into framework • Adjust any design as needed	10/22/18	Final video ready for publishing on Vimeo/Youtube.
Edit/Final Video	4 weeks	• Capture any additional footage/audio needed. • Scene transitions, color correction, any Adobe AE effects added.	10/22/18	Final video ready for publishing on Vimeo/Youtube.
Implementation of application form and contact form	1-2 weeks	Making sure the forms validate and submit to desired email address	11/9/16	Working submission of site visitor inputs.
User testing of site	2 weeks	Using Hotjar and possible in-person testing sessions, collect user testing data and implement any necessary changes into site	12/6/18	Ready to go-live site, with user testing adjustments made.

Testing and debugging	16 weeks	Testing and debugging will go on continuously at each stage of the project.	12/14/18	Web application tested across browsers without error. All HTML and CSS code validates through W3C.
Capstone submission			12/14/18	A dynamic website with the features outlined in proposal.

6. References

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