



CASE STUDY: MANNA

MANNA is a Philadelphia based non-profit that provides three meals a day to patients with terminal diseases. Their philosophy is that food is medicine, and their patients all need special dietary considerations based on professional recommendations from their nutritional staff. The organization struggled with the online presence as their previous website was built without a content management system, and it was very difficult for them to update content on a regular basis. Another challenge was that their website was not responsive and it was difficult to navigate on mobile devices. The majority of their patients do not have desktop computers so it posed a significant challenge to provide access to very important information.

We worked with their communications team on redesign of their platform taking into consideration the needs of the organization and their community. First and foremost the platform needed to be easy to use and for a demographic with limited technical access and capability. Secondly, the back end CMS need to be robust enough to handle a variety of different content types and be easy to use and update on regular basis. From a design standpoint, the aesthetic needed to legitimize the organization not only as a non-profit that is helping a tremendously under served population, but also one that is based in science.

What we did:

- Interactive and UX/UI design and development
- Wordpress development
- Database design
- Content integration and migration
- Classy integration
- Testing and launch

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