



CASE STUDY

THE OPPORTUNITY

From 2018-2021, I was employed as the Product and Marketing Manager for Leah's Pantry (LP). One of LP's flagship products in [EatFresh.org](https://www.eatfresh.org). Since launching in 2013, EatFresh.org has become the go-to online resource for recipes and nutrition messaging among low-income Californians, receiving 15,000+ monthly visitors spending an average of five minutes on the site. In 2019, Drupal 7's impending end-of-life and key user feedback pushed me to approach the funder for redevelopment funding. Aside from the deprecated technology, some of the other issues to be addressed in the upgrade were:

- 1 Reaching a multi-lingual user audience.** The old site had manually managed, hard-coded translations into Chinese and Spanish that had become quite challenging to maintain; there was also a desire to make the site available in additional languages without added maintenance burden.
- 2 Providing helpful customer support.** The old site only had an email form for users to get support but we needed a more robust support mechanism for the large user base.
- 3 Improving content management.** Non-technical Leah's Pantry staff faced barriers to content management and a series of "work-arounds" had developed over the years, resulting in a significant lack of integrity within the data.

THE ORGANIZATION

Leah's Pantry is a California-based nonprofit committed to a vision of all people being nourished, regardless of socioeconomic status. Their products and programs directly impact participants and nutrition educators across 33 states.

THE FUNDER

Leah's Pantry is contracted by the California Department of Social Services (CDSS) to manage EatFresh.org, a recipe and nutrition education site for low-income Californians.

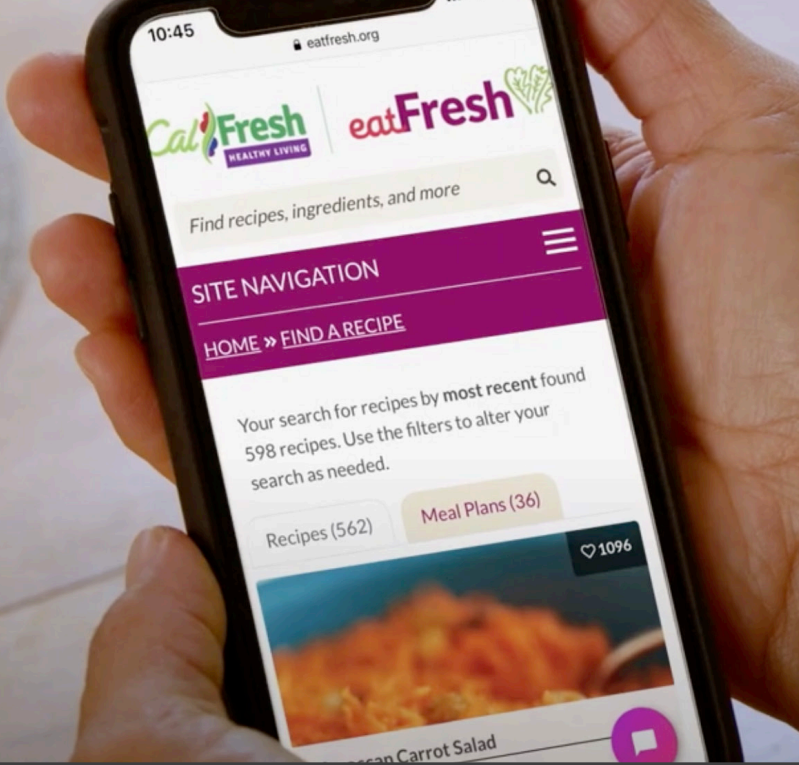
- 4 Meeting state accessibility guidelines.** Updated accessibility guidelines necessitated change in the site design and structure.
- 5 More engaging nutrition messaging.** The nutrition education content had poor visibility and lackluster engagement on the old site.
- 6 Improving the recipe UX.** The old site didn't allow for different cooking methods, reveal nutrition facts in a usable format, or easily adjust according to the display method.

In addition, various bugs that hadn't yet been addressed required attention, not the least of which was a problem preventing accurate recipe yield change.

WENDY WILLARD
STRATEGIC CREATIVE LEADER

✉ wendywillard@me.com

📞 +1 864.640.5189



ANALYTICS FROM THE INITIAL 12 MONTHS FOLLOWING THE UPGRADE SHOW AN AVERAGE OF 400% IMPROVEMENT OVER THE PREVIOUS YEAR ACROSS A VARIETY OF METRICS

“Wendy has taken our organization’s products to the next level. We consistently receive praise for all of the materials she has created. In addition to creating high-quality materials, Wendy is easy to work with; she’s communicative, organized, and detail-oriented. Highly recommend her.”

—DANIELLE BOULÉ, TRAINING MANAGER

- » **Content management**—while the old site used an out-of-the-box Drupal UI for content management, the new site overlays a custom theme to enable non-technical users to readily manage the content.
- » **Nutrition messaging**—a new feature of the site animates text-based conversations about nutrition; non-technical site managers can easily enter text and image content into the system and have it be animated to the end-user in a way that increases engagement with nutrition messaging.
- » **Recipe user experience**—new recipe templates allow for a wider array of cooking methods and [video directions](#); the nutrition facts display is also updated to match what is seen on food labels; users can save recipes across devices.
- » **Mobile UI**—while the old site was mobile-friendly, the new site’s design was customized for optimal mobile display, taking into account that a significant majority of site users access the site from a mobile device.

DEVELOPMENT

I created wireframes and mockups in Adobe XD for both desktop and mobile display. Once approved, I developed a style guide to be used in building out the site. I worked closely with the development team throughout the 10 month build-out.

TESTING

I led the LP user acceptance testing on all features. Prior to full content migration, we tested with a representative sample from the user base and key stakeholders. Adjustments were made according to the results of that testing.

CONTENT MIGRATION

I oversaw the content migration of nearly 10,000 pieces of content, using a team of staff, interns, and volunteers. This included extensive data cleanup and integrity checks as well as testing and confirmation of the migrated content.

TRAINING & ACCEPTANCE

I worked with stakeholders to finalize site approval and acceptance. Then, I trained internal staff to use the various content management tools. I also coordinated the development of [training tools](#) for site users and LP partners, including printed handouts, webinars, [videos](#), Tidio Chat prompts, and social media posts.

MAINTENANCE

I set up a maintenance contract with the development firm and hired an internal Product Assistant to coordinate ongoing site maintenance.