HOW WE HELPED PDK TO RESTRUCTURE ITS MEMBERSHIP PLATFORM?
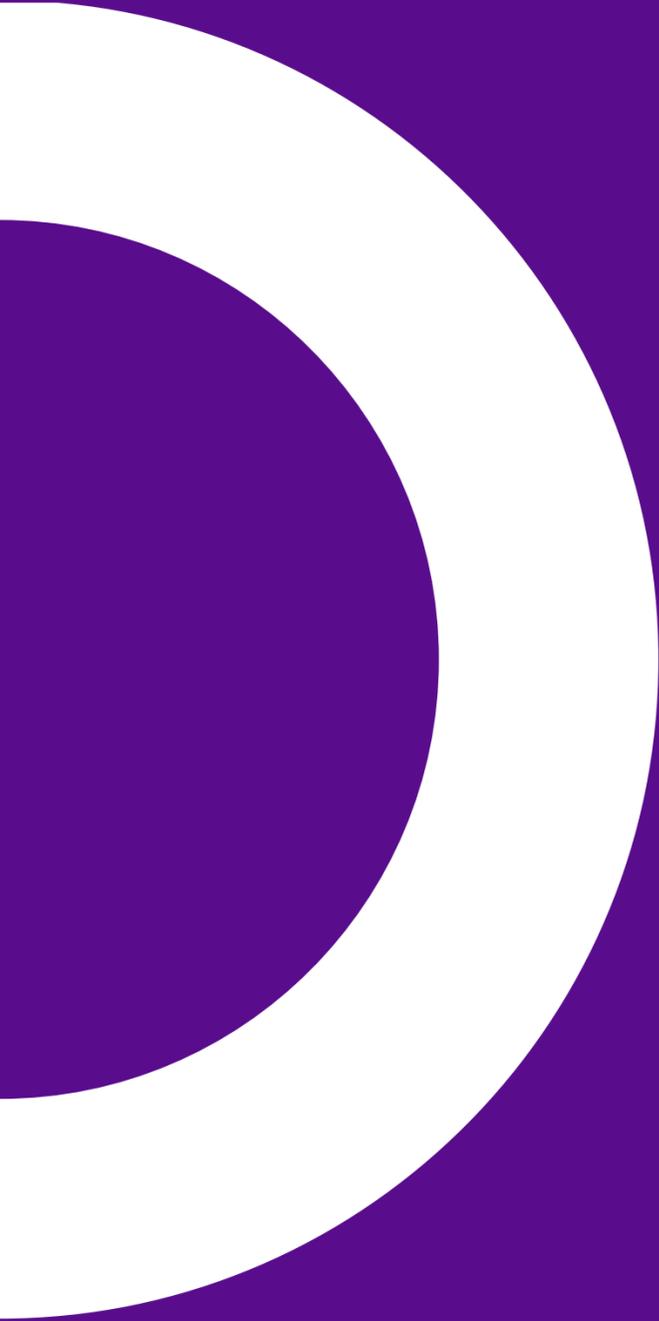
INTRODUCTION

PDK International, publisher of Kappan magazine, is a professional association for educators that brings together the top leaders, thinkers, and doers to collaborate and inspire one another.By providing professional learning opportunities, targeted networking, and relevant research, PDK helps researchers and practitioners deepen their expertise, elevate their careers, and ultimately experience better results in their work.

PDK is the original member of the PDK International family of education associations, which also includes Pi Lambda Theta (PLT) and Educators Rising. Together, these three associations support the full spectrum of the education profession, beginning with Educators Rising for precollegiate prospective educators, continuing with PLT for collegiate preservice and practicing teachers, and concluding with PDK, serving the professional needs of career educators.

BACKGROUND

PDK had the requirement to revamp multiple (Part of a larger project) live websites with a new and a user friendly design with retaining the existing & relevant data. This website also acts as a various membership enrolment portal for PDK.

PDK Association had a single domain & single landing page for both PDK Intl & Association which was running on an older platform, however they needed two separate domains with relevant content moved to the relevant website.

The dedicated team of business analysts and technology experts at Kprise worked together to provide a seamless business strategy and a roadmap to achieve this.Kprise helped them to increase their online presence and growth by ensuring a website with latest technology.

CHALLENGES

⊙ Wordpress core was outdated which resulted in a complex website structure

⊙ Website design was old and outdated

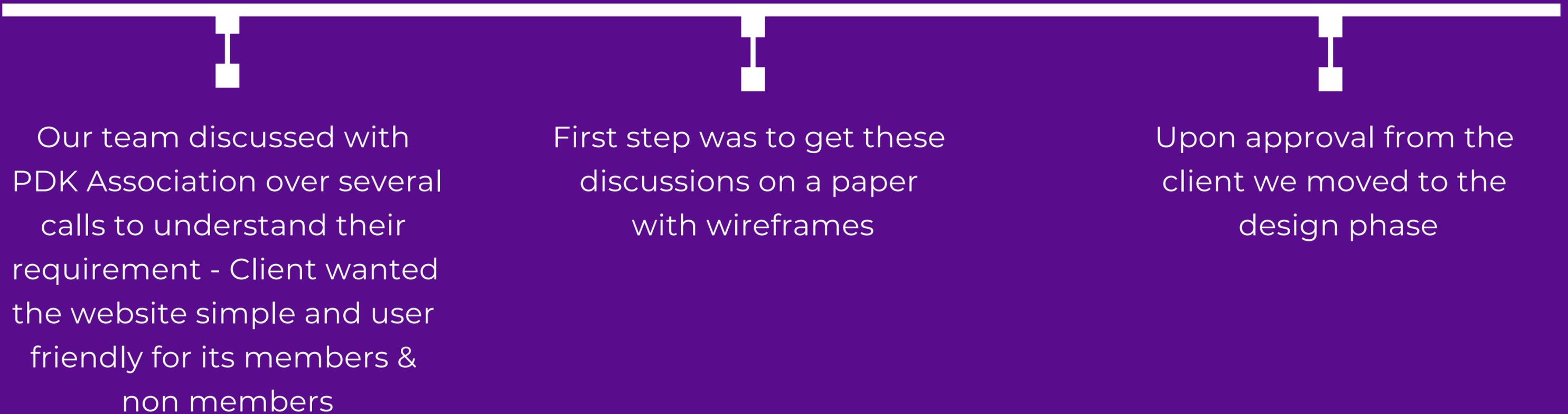⊙ Lacked flexible and easy User & admin Interface

⊙ Irrelevant data in the website

⊙ Handling large amount of content & moving this content to the relevant website without any data loss

PROCESS

REQUIREMENT GATHERING & WIREFRAMES

Our team discussed with PDK Association over several calls to understand their requirement - Client wanted the website simple and user friendly for its members & non members

First step was to get these discussions on a paper with wireframes

Upon approval from the client we moved to the design phase

Stockton-Carson Architects 2020

DESIGN PHASE

PLANNING

1. Next step was to finalize a design based on the discussions and wireframes prepared & get clients approval

2. This design which portrays membership registration site

1. Our plan was to use same WordPress instance which had the live site and build a custom WordPress theme based on the finalized designs

2. Goal was to make huge UI/UI improvements to the new website to make it look amazing

SUMMARY OF THE PROCESS

(1) We updated the site to Wordpress version 5.1.

(2) The design was finalised before development.

(3) Design was implemented by building Wordpress theme with Bootstrap 4 framework.

(3) Custom admin interface was built for content addition and updation by the site owner.

TECHNOLOGY USED
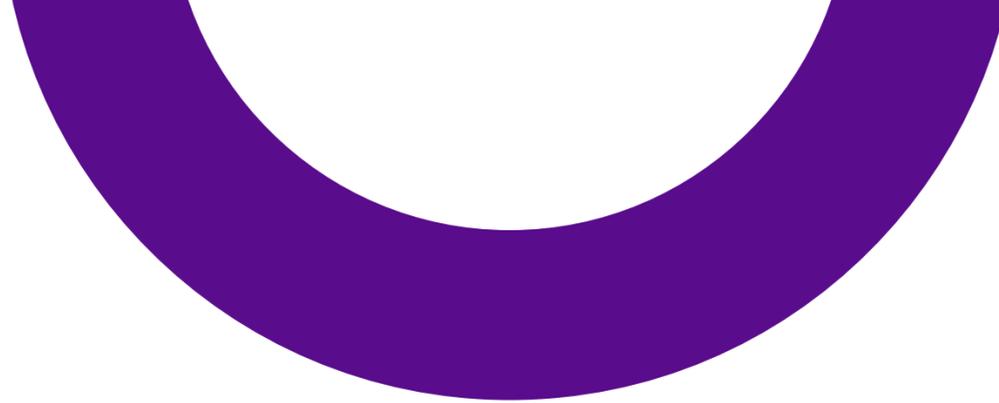
USER INTERFACE

jQuery, HTML, CSS, JavaScript, Bootstrap

BUSINESS LOGIC

WordPress, PHP, Impexium, SSO

COMMUNICATION PERSISTENCE

Mailchimp

DATABASE

MySQL

RESULTS

1. Created simple user interface for both users & admin

2. And we were able to get more work from PDK

ADD ONS

With the successful launch of the website we were tasked with the below mentioned API's implementation

1. Twitter API which fetches latest tweets by PDKintl handle and displays it on Homepage

2. Impexium SSO API login which is a third party Associate Management System used to handle users and subscriptions for PDK. A user can login with their Impexium login and password on this website without having to register again or contacting site administrators.

TAKEAWAYS

Personalization of the website is critical

Stakeholder involvement and engagement is crucial

Keep it simple – user interface

Actively involve the client in every step to ensure their needs & the ongoing work is aligned and nothing is deviating from course