



**Community Action Organization of Erie County**

**Things work better with help!**

# Client: Community Action Organization of Erie County (CAOEC)

## Who is the CAOEC?

CAOEC is dedicated to creating and promoting better lives for the Erie County community members by engaging and connecting those that have with those that need. They have been servicing Erie County community for over 50 years and they offer 33 programs that service their members' educational, nutritional, employment, housing, and rehabilitation needs.

## What do they wish to communicate on their site?

The main things that CAOEC wishes to communicate through their site are the programs they offer. Their Emergency Services Division is the one program that has the greatest demand. CAOEC's resources provide information, referrals, grants, and financial help to eligible candidates.

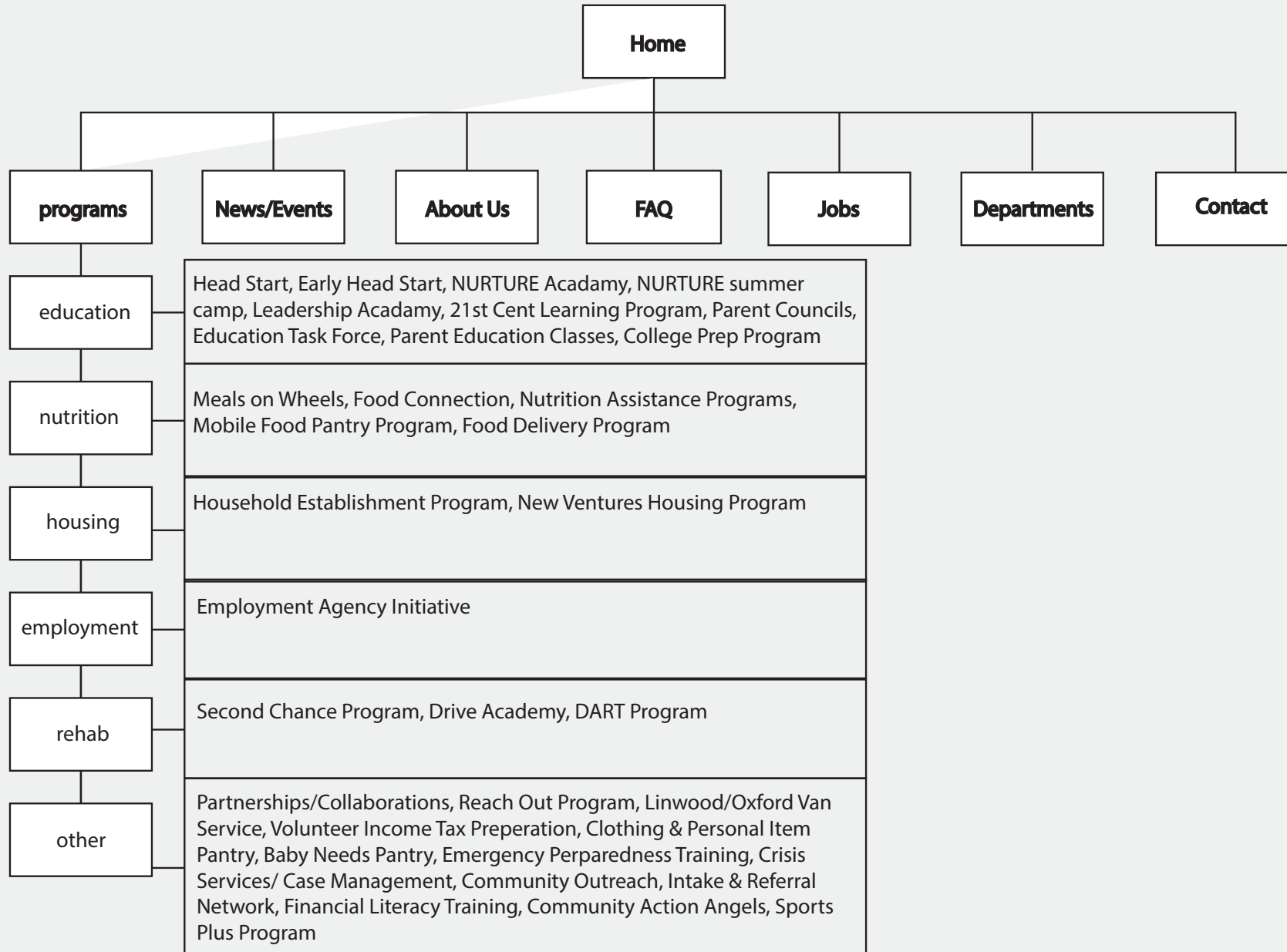
## What goals are they trying to achieve?

CAOEC tries to help families and make notice of the affordable housing crisis in Erie County. They offer referrals and information on childcare, education assistance, transportation, financial counseling, and employment. Also, they provide assistance to job seekers including job placement, free case management, weekly training seminars, employment and career counseling, and other resource assistance.

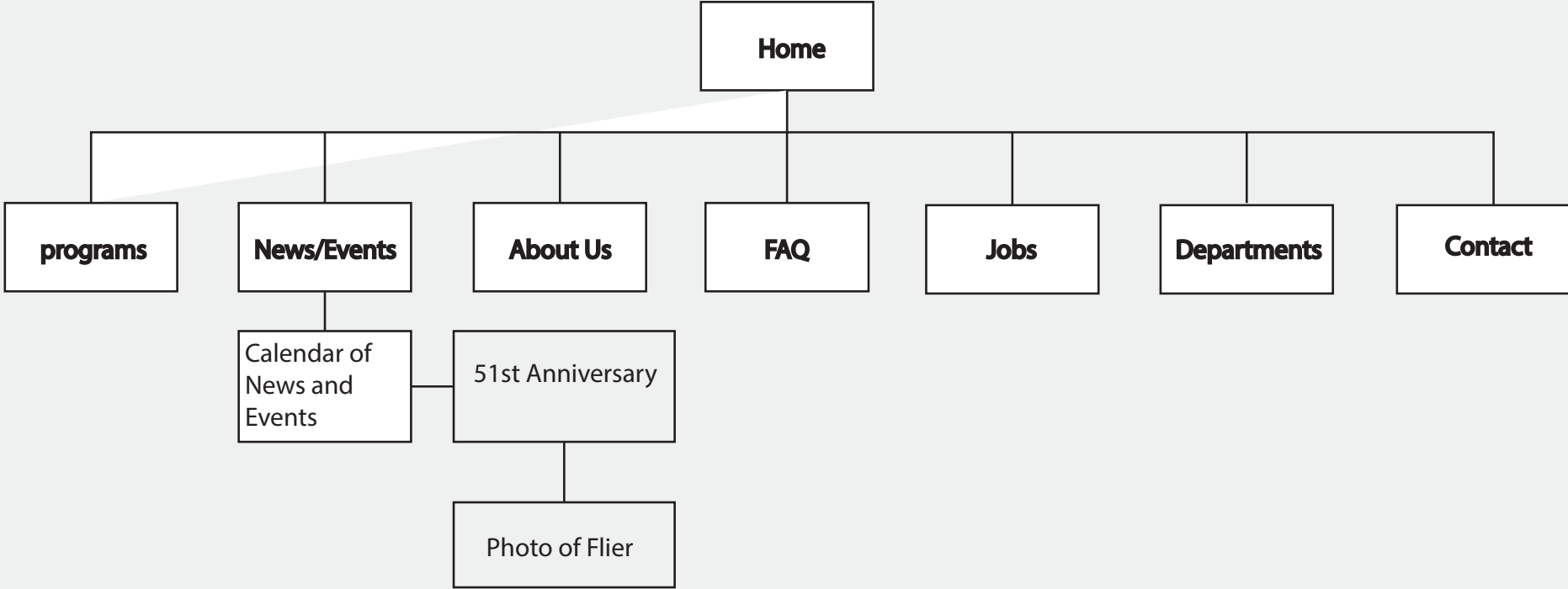
## Who is their audience?

CAOEC's main focus is on the low income, unemployed, disabled and seniors in Erie County. Any aid is for Erie County individuals and families during a crisis or emergency that threatens their ability to pay for basic needs. If they are struggling with their rent, food, clothing, and shelter, then CAOEC is there to help.

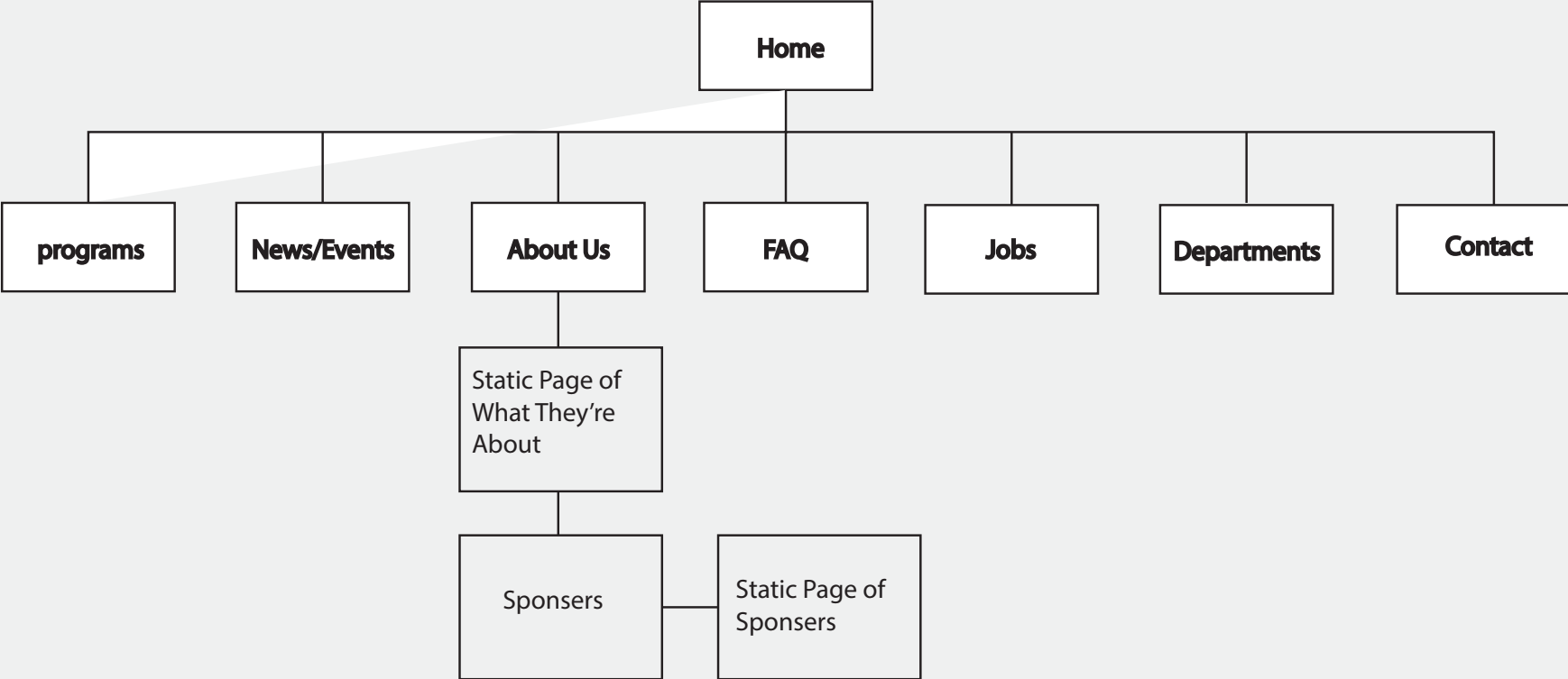
# Site Map



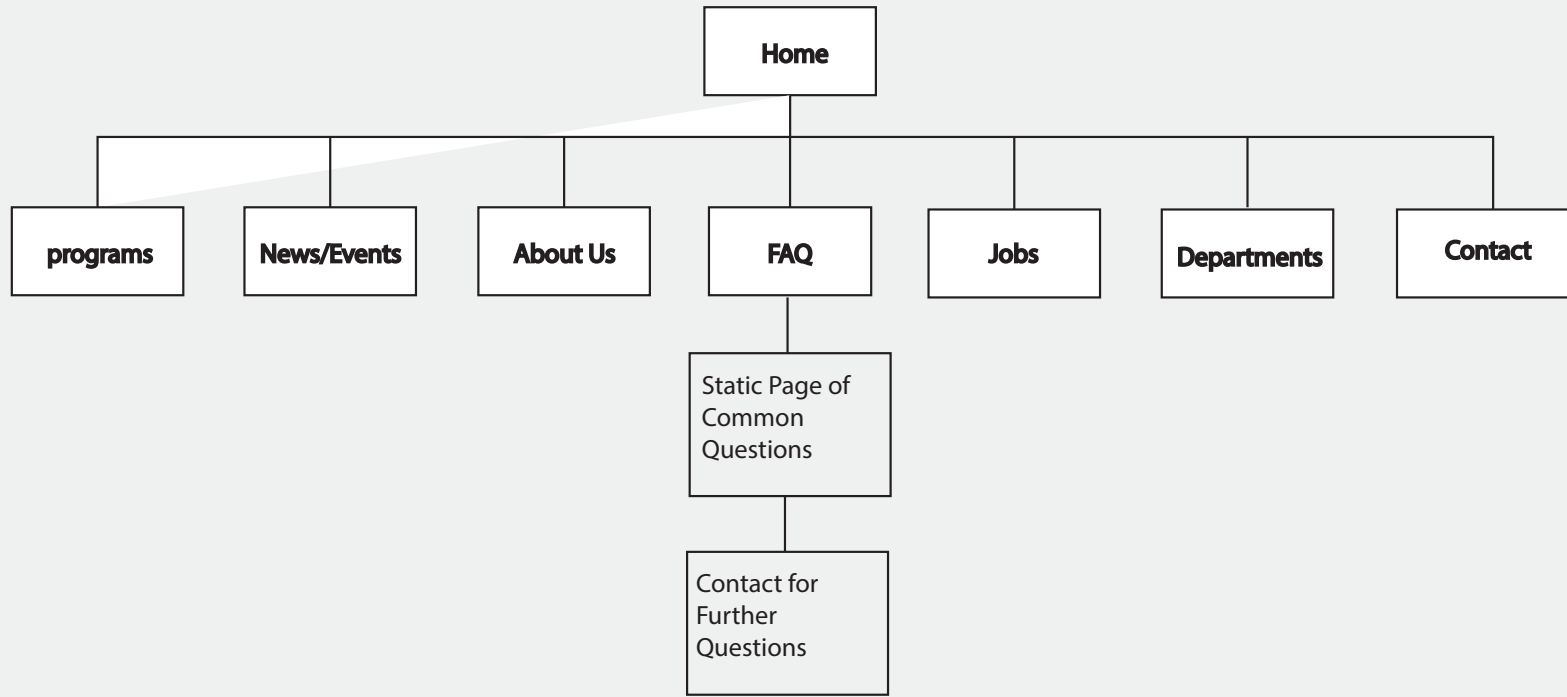
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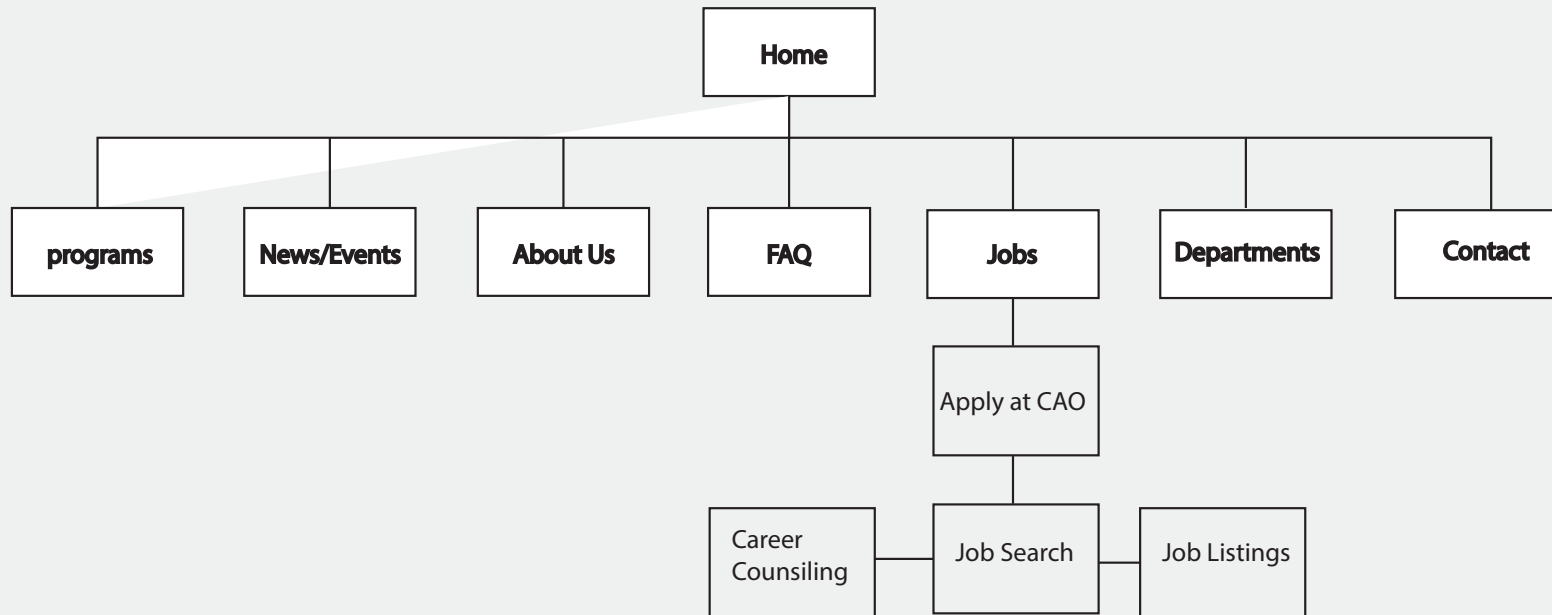
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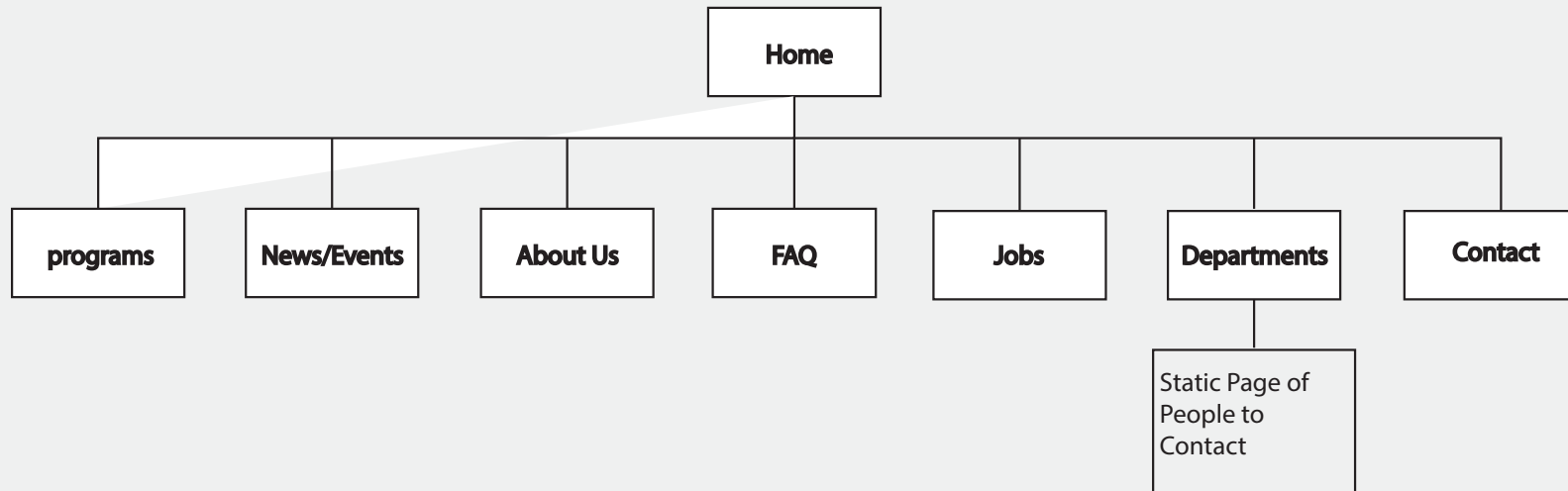
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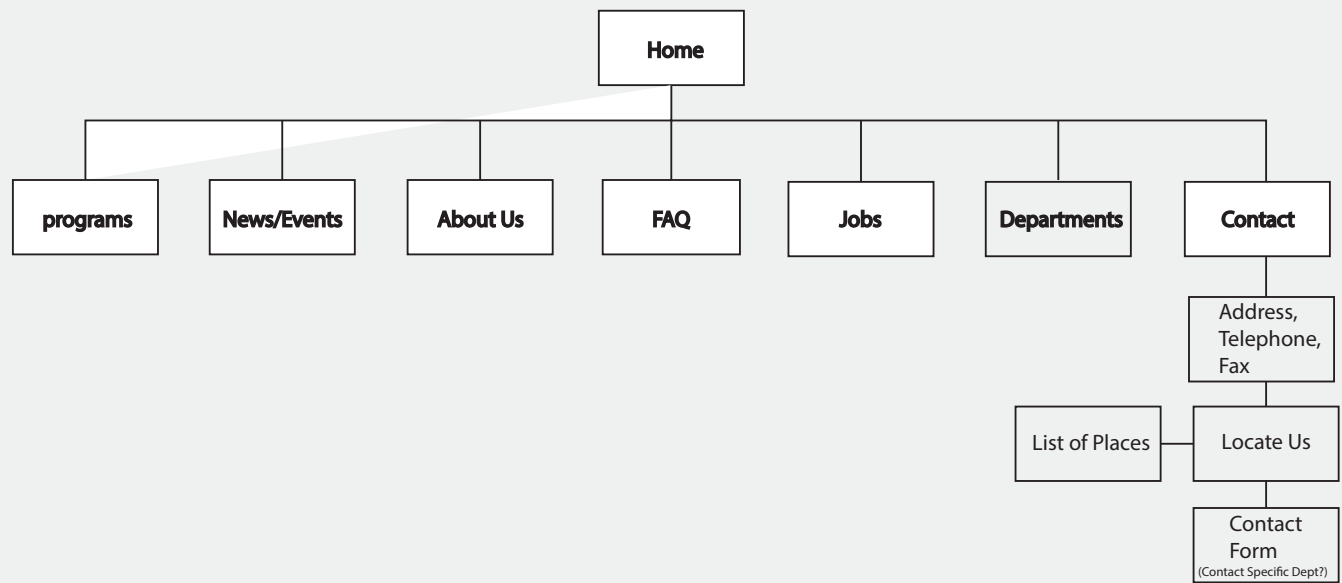


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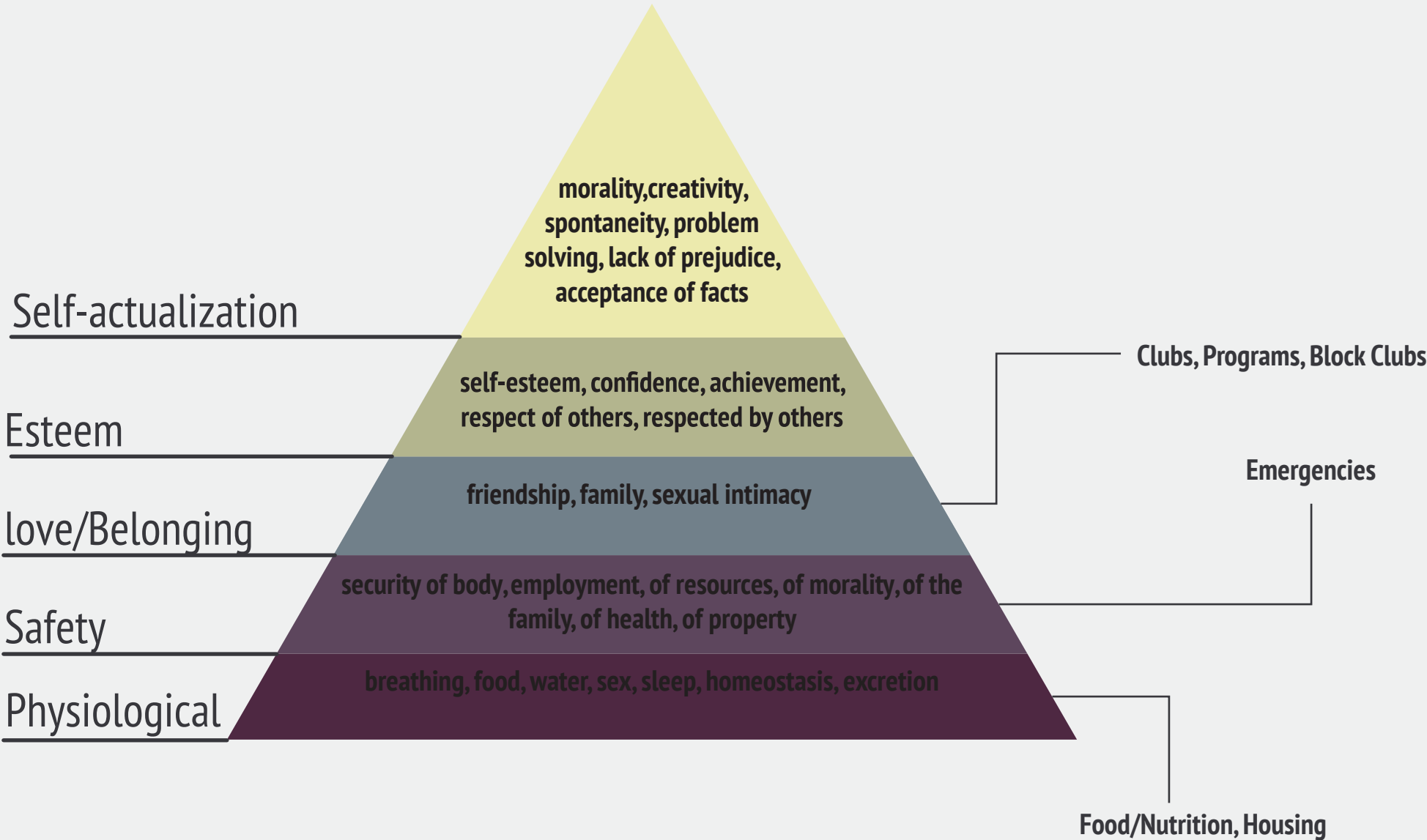




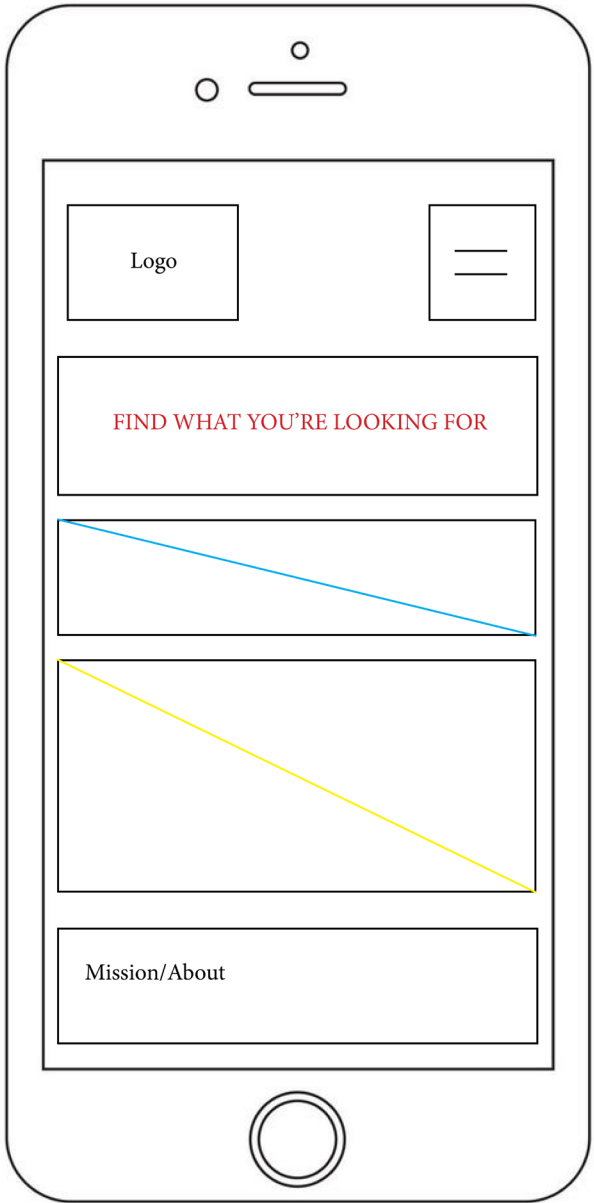
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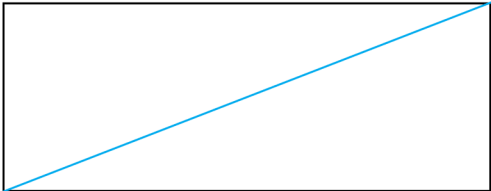
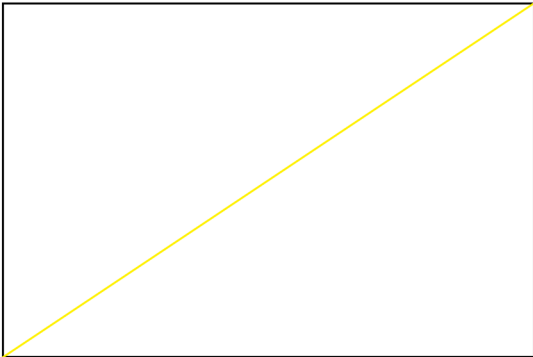
# Maslow's Hierarchy of Needs: Basis for Information Hierarchy



# Wireframes



Programs News/Events About Us FAQ Jobs Contact Us



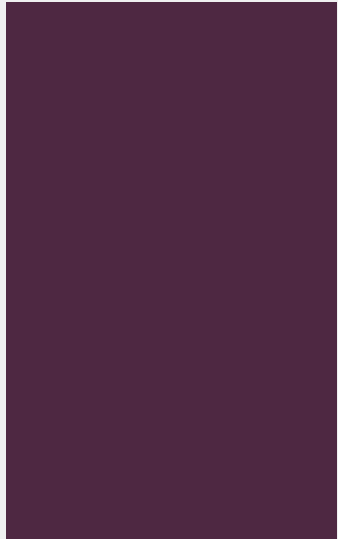
## Branding: Logo



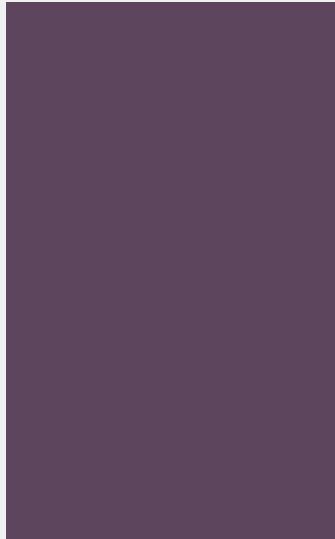
### The Logo

The hands gripping one another form the 'O' in CAO and simultaneously represent the strength and solidarity of the Community Action Organization of Erie County.

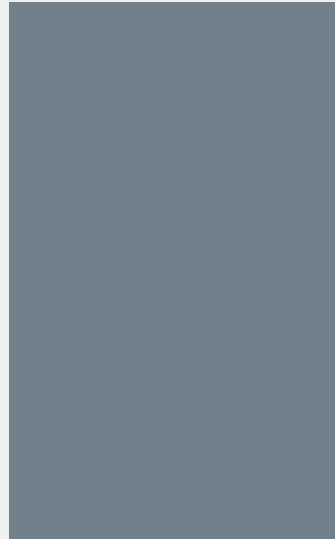
## Branding: Color Palette



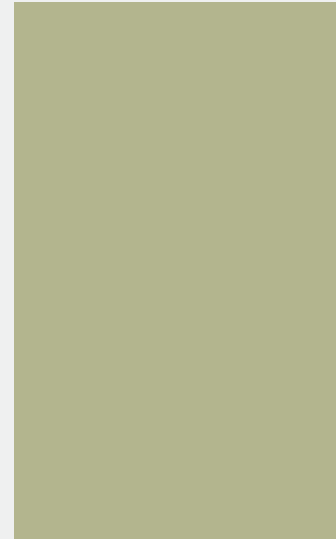
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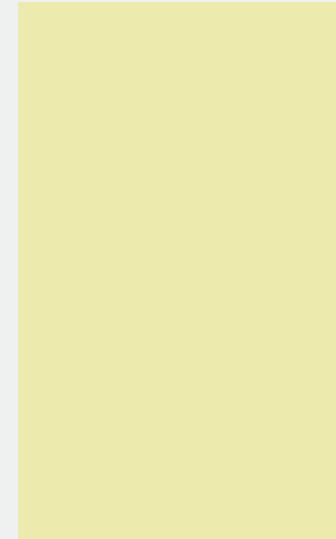
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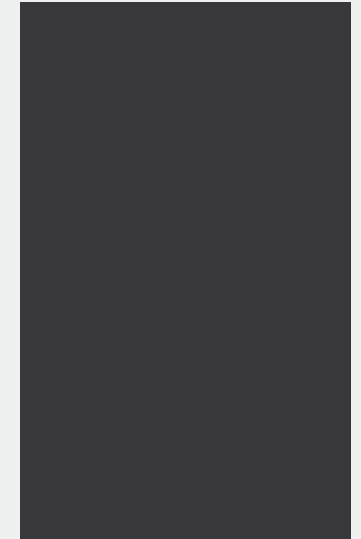
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#403C3F

### The Color Palette

The color palette retains the purple hue from the CAOEC's original branding however it is reiterated in different tints and shades to soften it's overall affect and create a more welcoming and comfortable visual experience. The purple shades and tints are paired with a muted blue, green, yellow, and grey to further promote a more welcoming user experience.

# Branding: Typography & Icons

PT Sans Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



## The Icons

These icons are used to simplify navigation of the CAOEC's numerous programs and services. They are clean and simple to avoid distracting the user and implement imagery that symbolizes the categories used to divide up the programs for ease of access.

## Website Plan for Maintenance:

### Log In:

In order to log in, go to <http://www.ubart320.org/clients/16sp/caoec/wp-admin/> and enter the correct username and password.

### Navigation Menu:

In order to edit the navigation menu, click on manage menus on the dashboard of your Word Press. You can add pages to the menu option or remove pages linked in the nav menu. Do not create other menus, only edit the existing menu

### Pages:

In order to edit any page, go to pages and click edit. Add new pages, edit existing pages, or remove existing pages. When writing a page, you may enter simple text and format to your liking, following the design and order of the other pages created in order to keep it consistent. Make a new page by clicking add new page, and if desired add to your nav menu.

### Categories:

In order to add programs to a certain category, edit the post, which is linked to each icon on the programs page. You add programs or remove programs on it's post. Edit in simple text following the design and order of the programs already listed.

### Closing Statement:

In order to provide clarity to our consumers we must keep programs categorized and easy to find. We have provided icons to assist consumers and guide them to the right place, without sifting through extra information they do not need during emergency situations. The website is now up and ready and easily manageable just by adding new programs when they become available. The events/news pages, FAQ, and about, are easily changed by editing each separate page.