WNY PEACE CENTER

FINAL DOCUMENTATION

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JIM TRUONG

CLIENT IDENTIFICATION

Founded in 1967 by Buffalonians as a chapter of Clergy and Laity Concerned, Peace center members initially devoted efforts to ending the Vietnam War. Over the years, their work has expanded to address changing local as well as global problems.

MESSAGE

The organization's mission is to unite people in the struggles of several societal, environmental, and human rights issues. The organization serves as an incubator for new ideas and the promotion of activism in order to work towards building movements.

GOALS

1. Expand awareness of the organization
2. Educate people on the issues of concern and organization efforts
3. Motive people to get involved in taskforces, campaigns, and events
4. Increase number of donations and memberships

TARGET

Although the WNYPC works for peace at home and abroad, the organization targets its local community members, Western New Yorkers, to join in the fight for greater justice.

QUESTIONS

It is expected that the site clearly answers the following questions:

1. Who is the WNY Peace Center?
2. What are the issues of concern?
3. How can someone get involved?

CONTENT ANALYSIS

Observations of the organization's current site:

- Use of an outdated logo
- Plain colors (beige, pale, dark blue)
- Blurry and non-responsive images
- Confusing site navigation
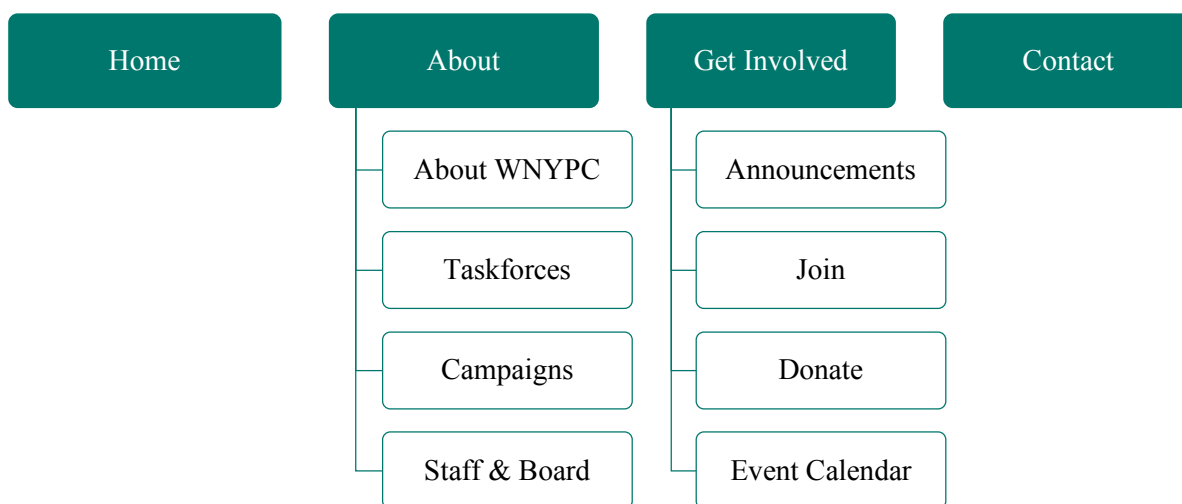- Cluttered content that's inconsistent across pages

STRATEGY GUIDE

Implementations for the re-designed site:

- Use most current logo throughout site
- Attention grabbing color scheme that compliments logo
- Motivating images of people getting involved
- Better organized navigation menu
- Clear and simplified content with consistent formatting

Home	About	Get Involved	Contact

About
- About WNYPC
- Taskforces
- Campaigns
- Staff & Board

Get Involved
- Announcements
- Join
- Donate
- Event Calendar

WIREFRAMES

Home **About** **Get Involved** **Contact**

Let's Build A Movement

[Join Us] [Donate]

Our Mission

Our mission is to unite Western New Yorkers in the struggles of several societal, environmental and human rights issues. Our organization will serve as an incubator for new ideas and the promotion of activism in order to work towards building movements.

Learn More >>

Announcements

Our Partners

272 Delaware Ave, Buffalo, NY 14209
(716) 332-3904
info@wnypeace.org

Join Us | Donate Now

Home **About** **Get Involved** **Contact**

About Us

[Join A Taskforce] [View Current Campaigns]

The Western New York Peace Center works for peace and justice at home and abroad. We are dedicated to enriching the quality of life in our local community through collaborating and movement building for the prevention of violence to people and the environment. Peaceful conflict resolution among people and within institutions, especially for youth, is central to our mission.

Founded in 1967 by Buffalonians as a chapter of Clergy and Laity Concerned, Peace Center members initially devoted their efforts to ending the Vietnam War. Over the years, our work has expanded to address changing global and local problems.

We strengthen community and challenge power structures to support the common good. We

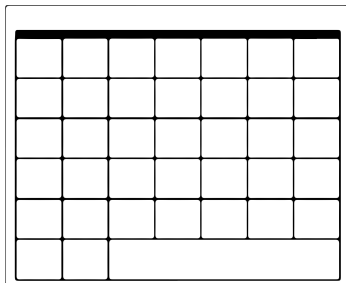272 Delaware Ave, Buffalo, NY 14209
(716) 332-3904
info@wnypeace.org

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Home **About** **Get Involved** **Contact**

Organizing In WNY

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[Join Us] [Donate Now]

272 Delaware Ave, Buffalo, NY 14209
(716) 332-3904
info@wnypeace.org

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Home **About** **Get Involved** **Contact**

Name

Email

Message

General
Contact Information

Contact us at : **info@wnypeace.org** or **(716)-332-3904**
contact our our Executive Director at: **Victoria (Vicki) Ross**
Phone: **(716)-931-3520** Email: **victoryross9@gmail.com**

Our Weekly Office Hours (for dropping things off, calls, etc.)
Monday (12-2 p.m.), Tuesday (12-2 p.m.), Thursday (12-2 p.m.)
or by appointment

Address:
1272 Delaware Ave, Buffalo, NY 14209-2496
(parking & entrance all the way round back; pls ring buzzer)
Phone:
(716)-332-3904

Governmental
Contact Infomation

More coming soon. For starters, many of our reps:
President/White House Comment Line:
(202) 456-1111
For US Capitol/Congress
(202) 224-3121
(all congresspeople and senators' DC offices)
Senators Kirsten Gillibrand :
(202) 224-4451
or locally:
(716) 854-9725

regional rep Jim Kennedy
Senator Chuck Schumer:
(202) 224-6542
or locally:
(716) 846-4111
regional rep Jordan Nicholson
Congressman Chris Collins:
(202) 225-5265
or locally:
(716) 634-2324

Congressman Brian Higgins
(202) 225-3306
or locally:
(716) 852-3501
Congressman Tom Reed:
(202) 225-3161
Find your senator/assemblyman
If you don't know which district you live in here:
http://www.elections.ny.gov/district-map/district-map.html

Taskforce Chair and Other Contact Information

ECONOMIC JUSTICE:
Silver Light
Phone: (716) 235-9077
Email: sl.wnypc@gmail.com
WNY Peace Center Page

ENVIRONMENTAL JUSTICE:
Charley Bowman
Phone: (716) 688-2374
Email: renewableenergy@wnypeace.org
Website: http://wnypeace.org/new/projects.html
WNY Peace Center Page

GENDER JUSTICE TASKFORCE
Tanya Loughead
Email: tanya.loughead@gmail.com

IMMIGRANT & REFUGEE JUSTICE TASKFORCE:
Whitney Mendel
Email: 716-332-3904

IMMIGRANT & REFUGEE JUSTICE TASKFORCE:
Whitney Mendel
Email: 716-332-3904

LATIN AMERICAN SOLIDARITY COMMITTEE (LASC):
Phone: (716) 876-3872
Main Website:
http://www.lascwny.org/
Facebook:
https://www.facebook.com/pages/LASC-wny/143873822377380/
WNY Peace Center Page

EDUCATION & HUMAN RIGHTS TASKFORCE:
Patricia Alinda Elliott-Patton
Phone: (716) 948-0604
Email: godissnshe@gmail.com
WNY Peace Center Page

PRISONERS' RIGHTS:
Chuck Culhane
Phone: (716) 606-0426
Email: culhane9@gmail.com
WNY Peace Center Page

RACIAL JUSTICE TASKFORCE
Heron Simmonds
Email: heronimousphunk@gmail.com
Phone: (716) 948-3577
WNY Peace Center Page

RESIST MILITARISM TASKFORCE
Russell Brown
Phone: (716) 570-5200
Email: hobadoxa@me.com
WNY Peace Center Page

272 Delaware Ave, Buffalo, NY 14209
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info@wnypeace.org

Join Us | Donate Now

STYLE GUIDE

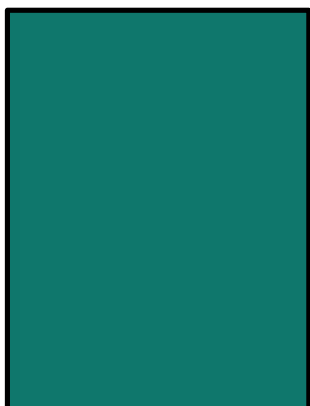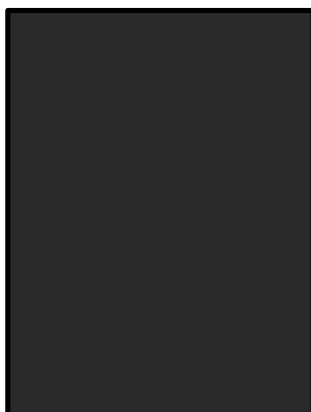TYPOGRAPHY

Noto Sans SC

ABCDEFGHIJKLMNOPQRSTUVW
XYZabcdefghijklmnopqrstuvwx

COLOR SCHEME

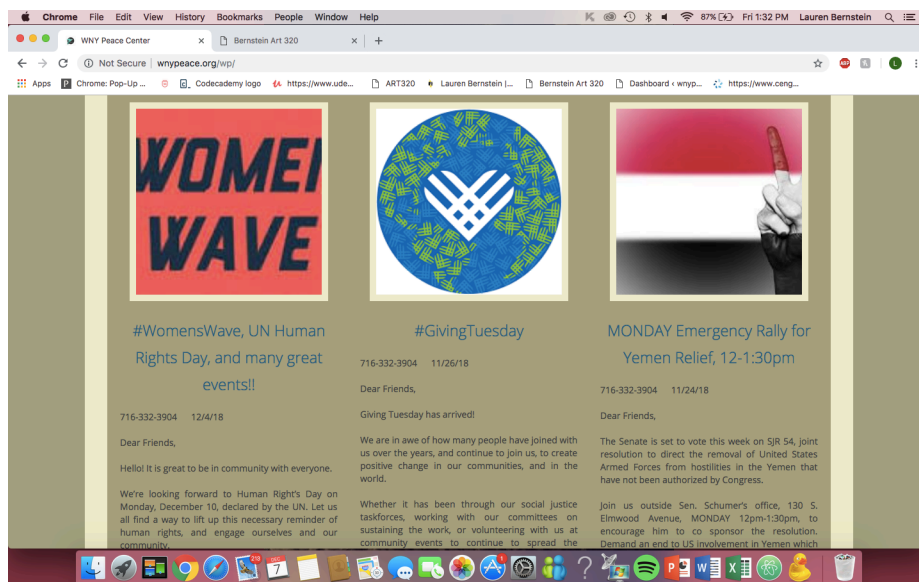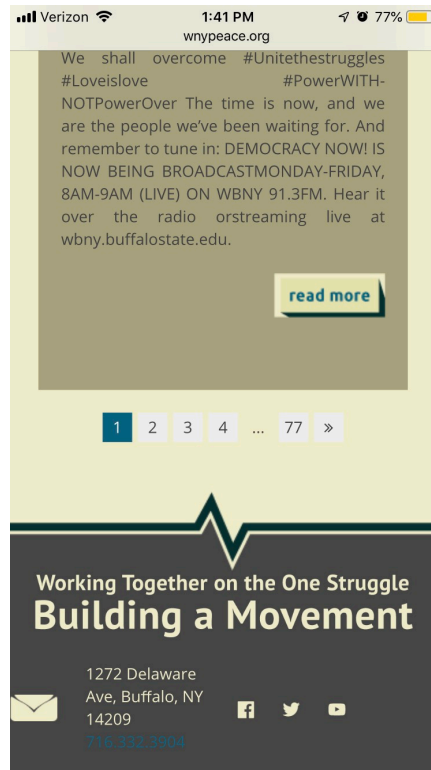| #00776C | #2A2A2A | #C6C6C6 |
| #008F80 | #363636 | #FFF |
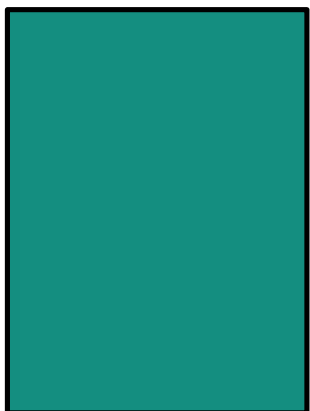
ORIGINAL SITE

HOME PAGE
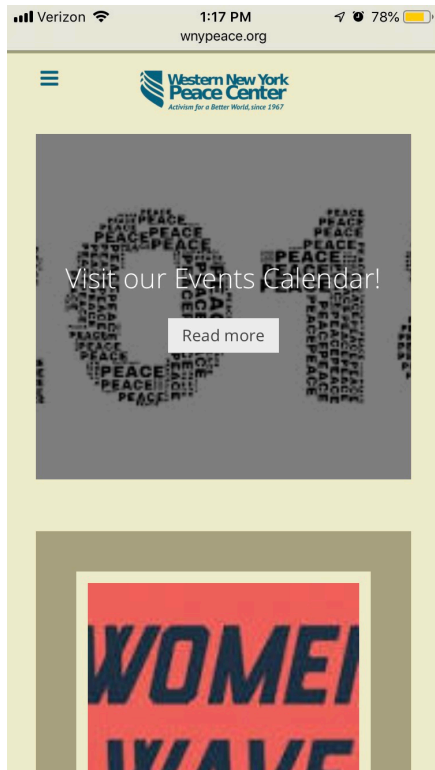
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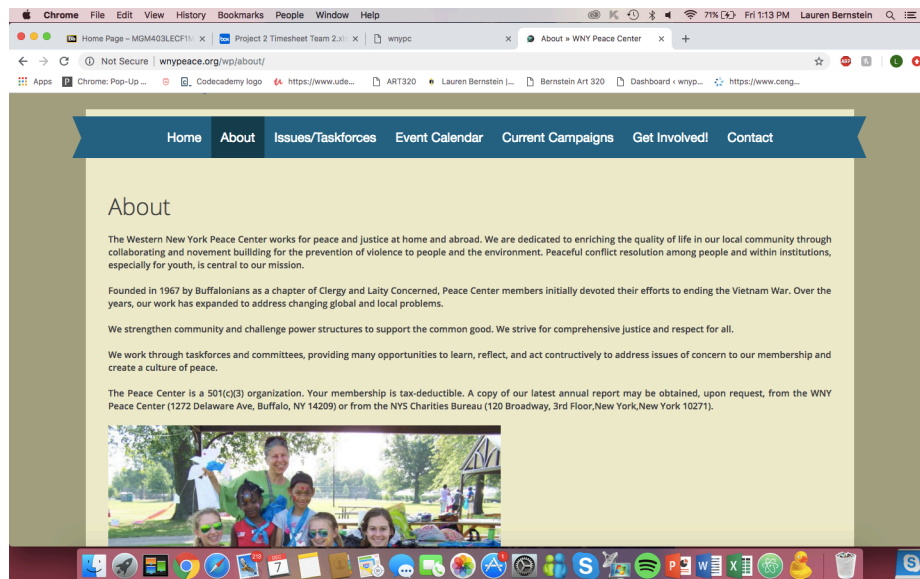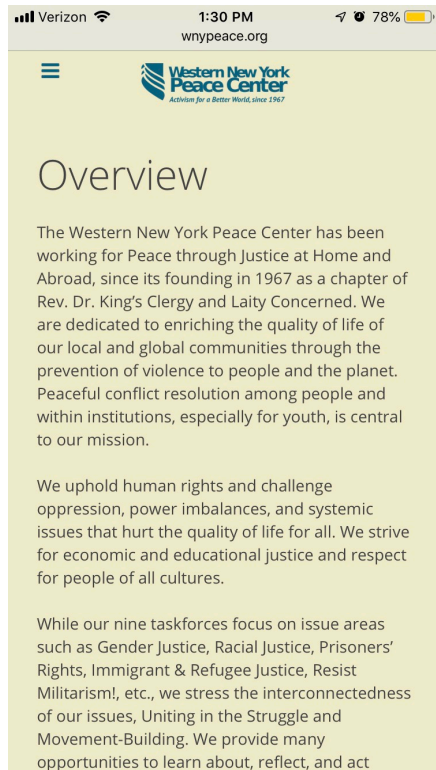

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Mobile Responsiveness
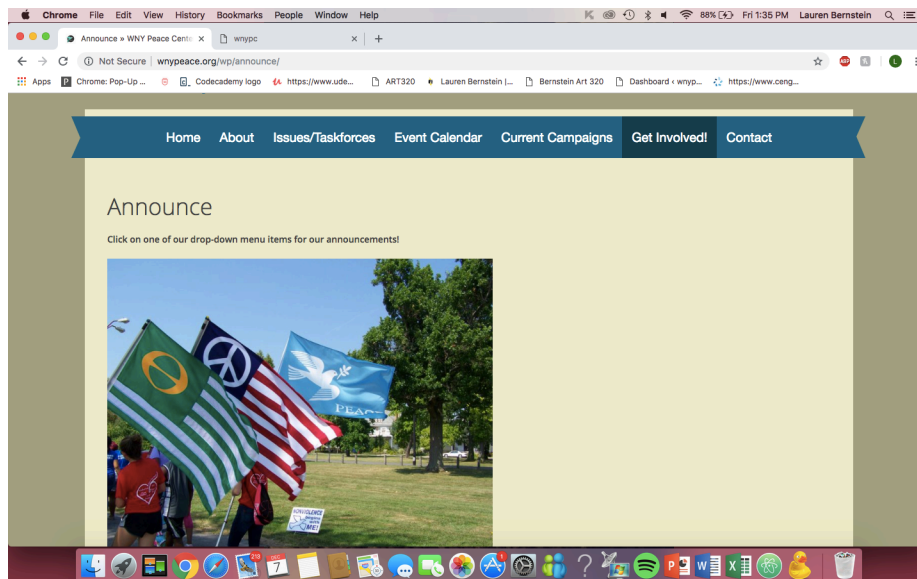

ABOUT PAGE
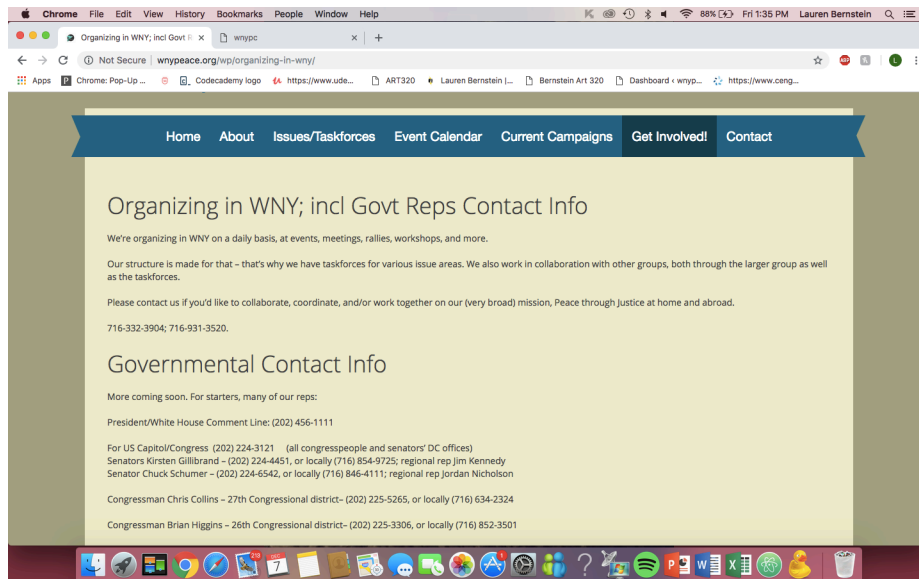
Page on browser

Mobile Responsiveness

GET INVOLVED PAGE

Page on browser

Submenu (Organizing in WNY) on browser

Mobile Responsiveness
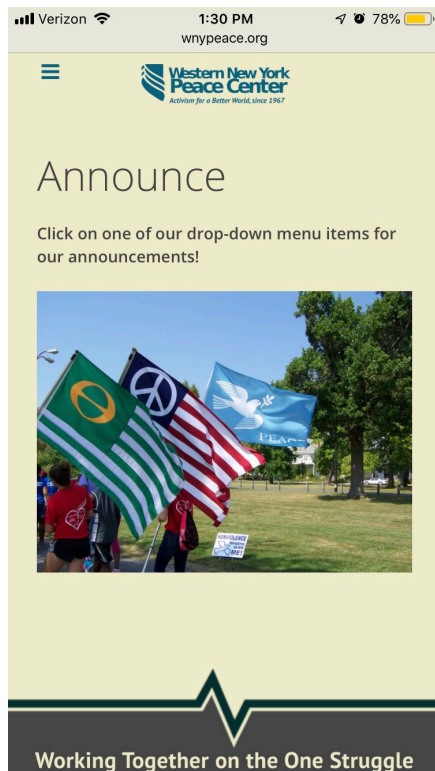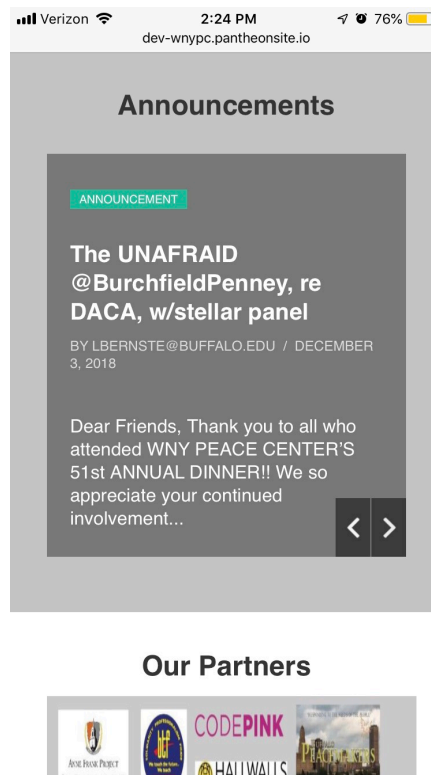
REDESIGNED SITE

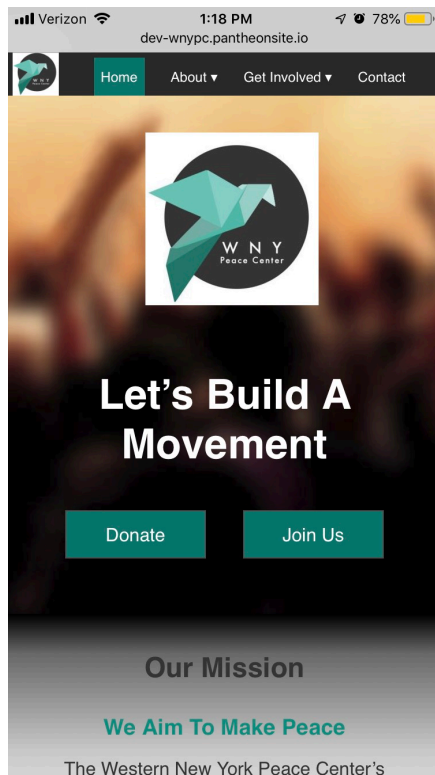## HOME PAGE

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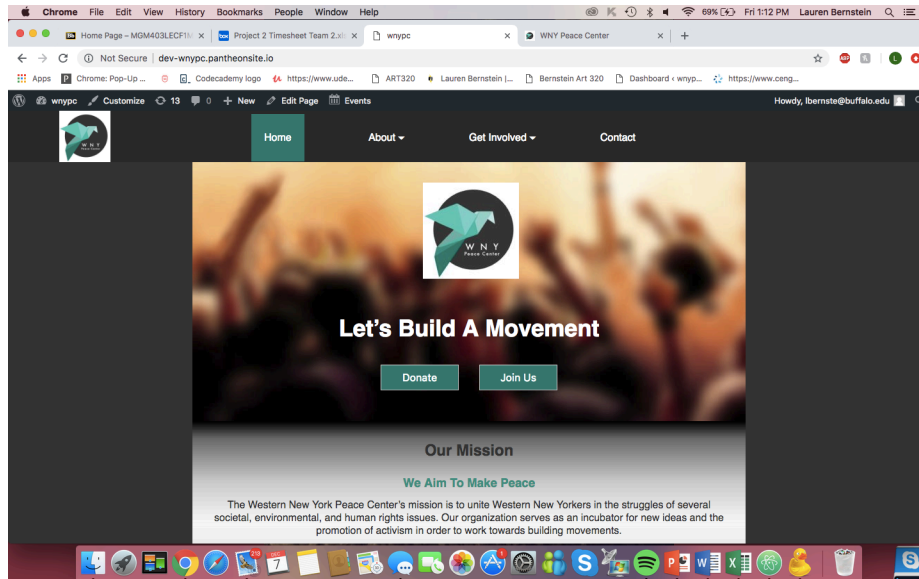
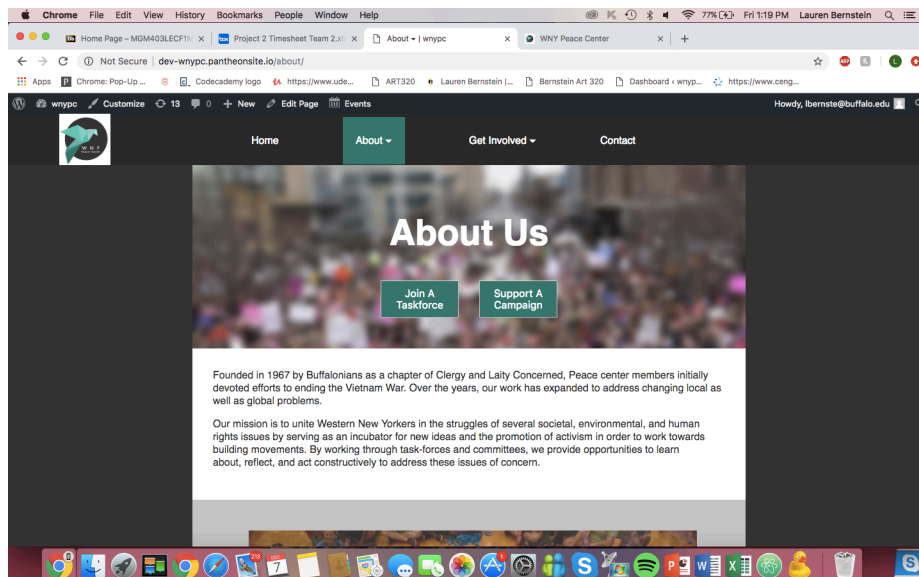

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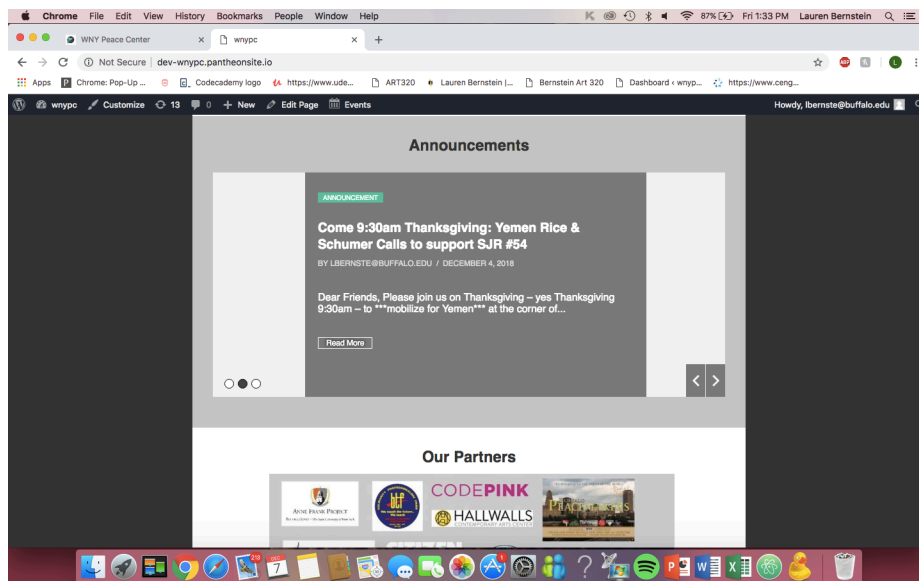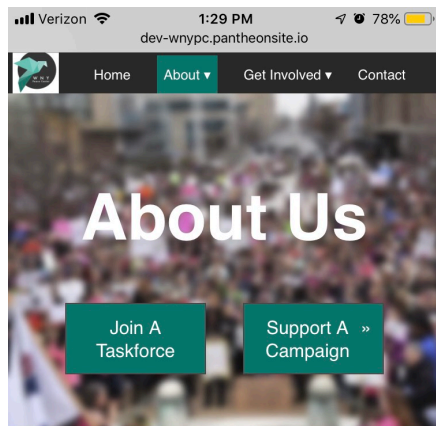
Mobile Responsiveness

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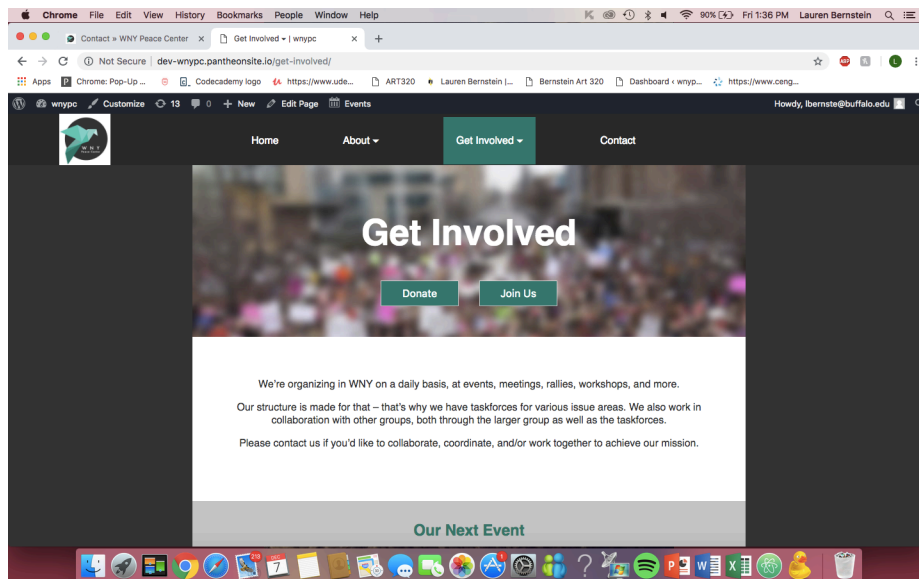
Mobile Responsiveness

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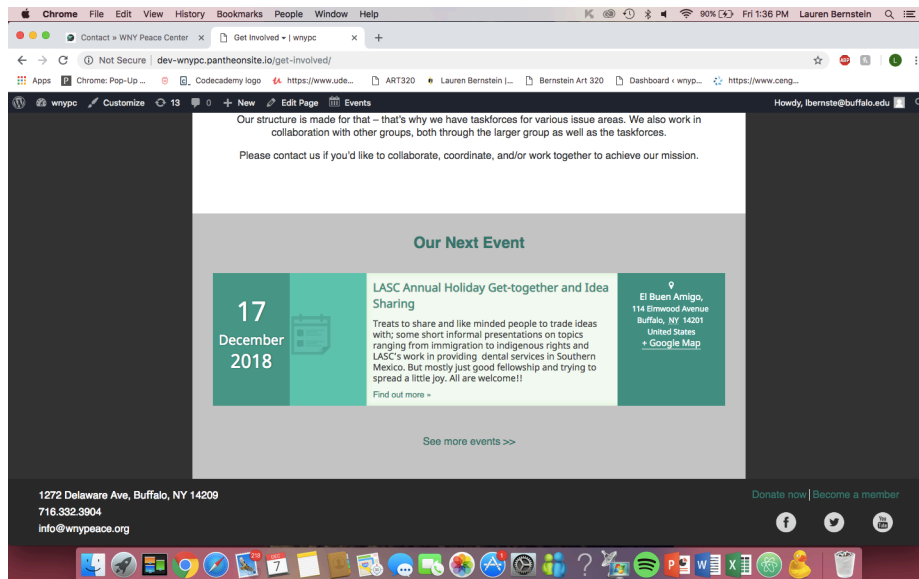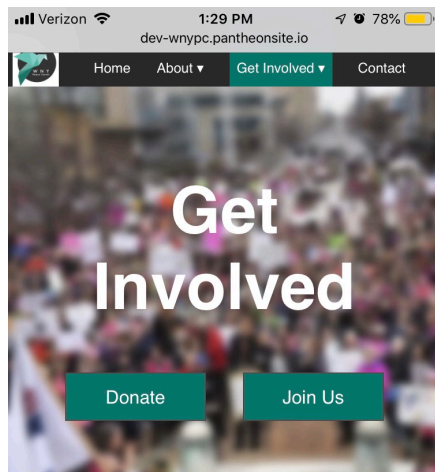
GET INVOLVED PAGE
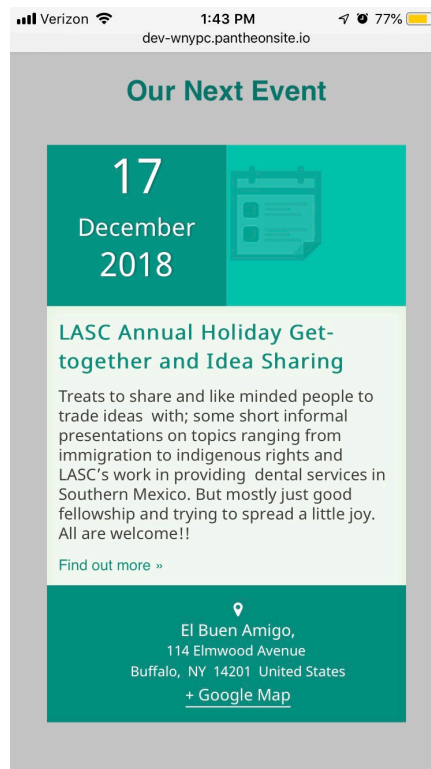
Top of page on browser

Bottom of page on browser

Mobile Responsiveness

TRAINING

Users can: edit page content (titles, text, media) and post announcements

Users can't: edit code or theme

LOGIN

Go to http://dev-wnypc.pantheonsite.io/wp-admin/ and enter the correct username and password.

CREATE & EDIT PAGES

1. Select "Pages" from the dashboard menu on the left hand side
2. To create a new page select "Add New"
   (if editing existing page select desired page title)
3. Add title and other content
4. If creating a submenu page, go to "Page Attributes" on the right hand side and select the page's parent menu from the dropdown list; otherwise, leave this blank (no parent)
5. When complete, click the blue "Publish" button on the right hand side

CREATE & EDIT POSTS

1. Select "Posts" from the dashboard menu on the left hand side
2. To create a new announcement, select "Add New"
   (if editing existing post select desired announcement title)
3. Add title and other content
4. Go to "Categories" on the right hand side and select the checkbox "Announcement"
5. When complete, click the blue "Publish" button on the right hand side

ADD MEDIA

1. When in edit mode of a page or post, select "Add Media" above the content box
2. Select "Upload Files"
3. Click "Insert into page/post" on the bottom right of the Add Media box
4. When complete, click the blue "Publish" button on the right hand side

TIME LOG

Task	Non-Profit Website Makeover (Add names, expand as needed)			
	Lauren	Zishan	Ruben	Jim
Phase 1: Discovery				
Content Analysis	30 minutes			
Proposed Site Map	20 minutes			
Strategy Guide	40 minutes			
Phase 2: Design				
Wireframes	2.5 hours	3 hours	3 hours	4 hours
Page Tables	6 hours			
Visual Design	1 hour	8 hours	9 hours	8 hours
Style Guide	1 hour	1 hour	1 hour	1 hour
Interaction Design	45 minutes	45 minutes		45 minutes
Phase 3: Develop				
HTML and CSS	15 hours			
WP Theme	2 hours	2 hours	2 hours	2 hours
Project Documentation	1 hour			