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Pike Place Market Foundation: Web Redesign Project

Industry Sponsor: Lauren Wolbaum

Faculty Advisor: Dr. Jim West

TINFO 497 A: Internship in Information Technology & Systems (Dr. Jim West)

The University of Washington, Tacoma

During the duration of this Spring Quarter, I have served as a Web and Digital Intern with the Pike Place Market Foundation, in which is a non-profit organization that provides housing, healthcare, healthy food, childcare and a community of support to the community of Seattle. The Pike Place Market Foundation also aids in providing funds for market community of small local businesses in the Pike Place Market. This internship has given me the opportunity to help optimize the Market's website, implement social media strategies, as well as contribute to our overall digital communications strategy. This will extend both to the Market Foundation and The Market Commons' website and digital platforms. As an intern, I have worked to target usability issues and implement intuitive site navigation by eliminating misleading webpages and content through utilizing Search Engine Optimization (SEO) and Google Analytics to iterate an overall improved web experience. Throughout the internship, I have also had the opportunity to provide design recommendations, as I collaborated with designers and other usability team members to improve accessibility, usability, and user experience through utilizing UX design principles to debrief such design issues.

Upon the time of serving as a Web and Digital Intern with the Pike Place Market Foundation, I have learned a series of new concepts while completing such assignments and tasks for the Web Redesign Project. I worked alongside designers and other usability team members to provide my contribution and efforts to the redesign of the Pike Place Market Foundation's homepage; utilizing a User-Centered Design Process (UCD) to optimize the overall user experience of the website managed through WordPress. I also worked to identify ways to gain competitive advantage to generate Search Engine Optimization (SEO). While utilizing such cohesive tools and strategies, like Google Analytics, Yoast SEO, and WordPress, I have targeted some of the issues related to Search Engine Optimization that the Pike Place Market Foundation has been facing. Doing so, I focused on utilizing a holistic approach to improve the optimization of the website overall; consolidating specific keyword research tailored to our business needs, and our business mission statement and objective. Understanding how to create an SEO strategy, and focusing on the main areas, I have been able to drive new results that are applicable to the changes being made within the parent and sub-parent pages of the website created within WordPress, where the organization's website is being managed.

Subsequent to the relevant focus on developing a vital user experience criteria set out by search engines, I have utilized on-page factors to initialize how the organizations' website will be listed in the results of the search engine. As the focus was to redesign the optimization and user experience of the website, I ensured to regularly update web content on such pages that are critically being focused on within the business. I also made certain to use other on-page factors such as using appropriate keywords in the content to increase web traffic, redesigning the orientation and look of such webpages, and making sure that the website displays quickly and effectively for both mobile and desktop devices by mitigating such technical issues.

During this internship, I have learned the specialization of Search Engine Optimization Positioning (SEO), Data Analytics, user experience design and writing, and website navigation structure. Moreover, I have improved my critical thinking skills by completing tasks that require deep analysis, as well as my professional speaking skills when engaging in weekly meetings with

my team. However, I am pleased to have applied my technical skills and adequate knowledge in such courses from the Information Technology Program at the University of Washington.