Casacare.org

Supervised by: Ricardo Gomez
Sponsor: Casa Latina
Team Member: Yaxing Yao, Han Zhang

Introduction

Casa Latina is a Seattle-based nonprofit service agency serving the Hispanic community. It offers day laborers a safe place to get together and support each other. Casa Latina has started a program to train immigrant day laborers as home care providers. Home Care Services include cooking, bathing, feeding, and keeping company for the loved ones of the clients, like elderly people living alone or people recovering from surgery. Even after finishing the course, Casa Latina trainees are currently experiencing difficulties in seeking and maintaining home care jobs.

Objectives

We began by understanding the information needs of home care trainees in their job search. Our goal is to build a website (www.casacare.org) which can host profile pages for trainees for employers to connect with them directly, allow staff to edit these pages for long term maintenance, and provide information to employers about the training program. The website will also provide resources for trainees on further local training (e.g. in libraries on computer and English skills). It will be connected to the Casa Latina website.

Success Factor

1. Respond to needs and expectations of our target audience—care giver trainees and potential clients
2. Casa Latina staff are empowered to add and change profile information for trainees
3. The website design is user-friendly for our target users-care givers, employers and Casa Latina Staff

Information School
UNIVERSITY of WASHINGTON

Web Design

Interview

"..so one of our main need of the caregiving program is a way to meet with potential employers, and also the database. Creating something for the graduates of the program to get their information out of. "

The interviews help us to understand the needs of our sponsor, thus help us to determine the functional and non-functional requirement of our website.

Competitive Analysis

We established a rating system that can help us to understand the strengths and weaknesses of existing websites that serve the similar goal as we do.
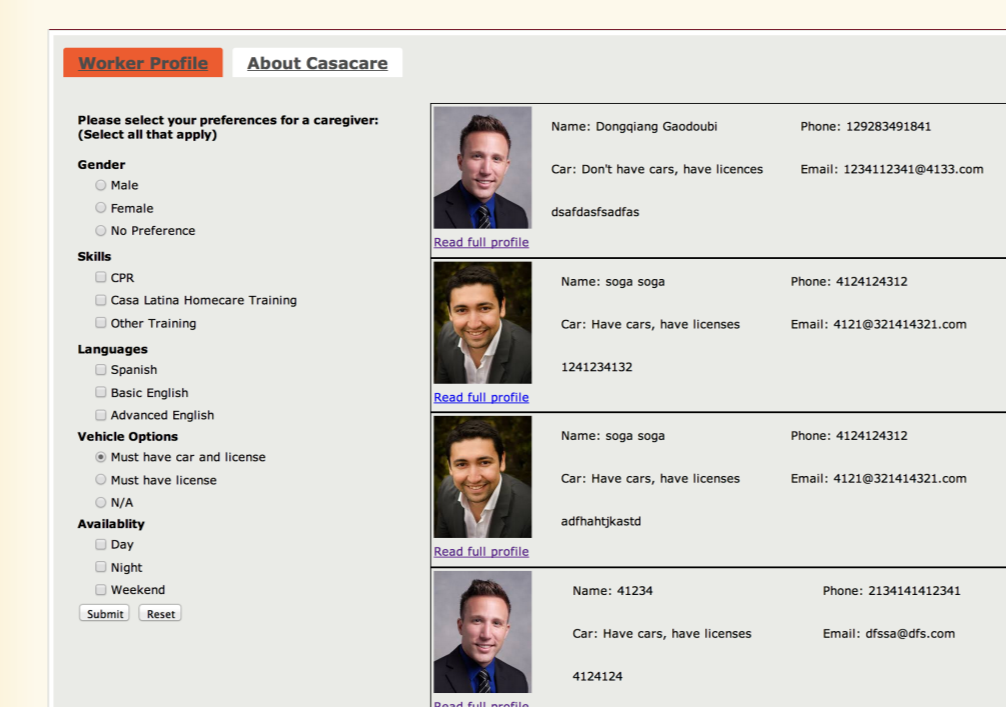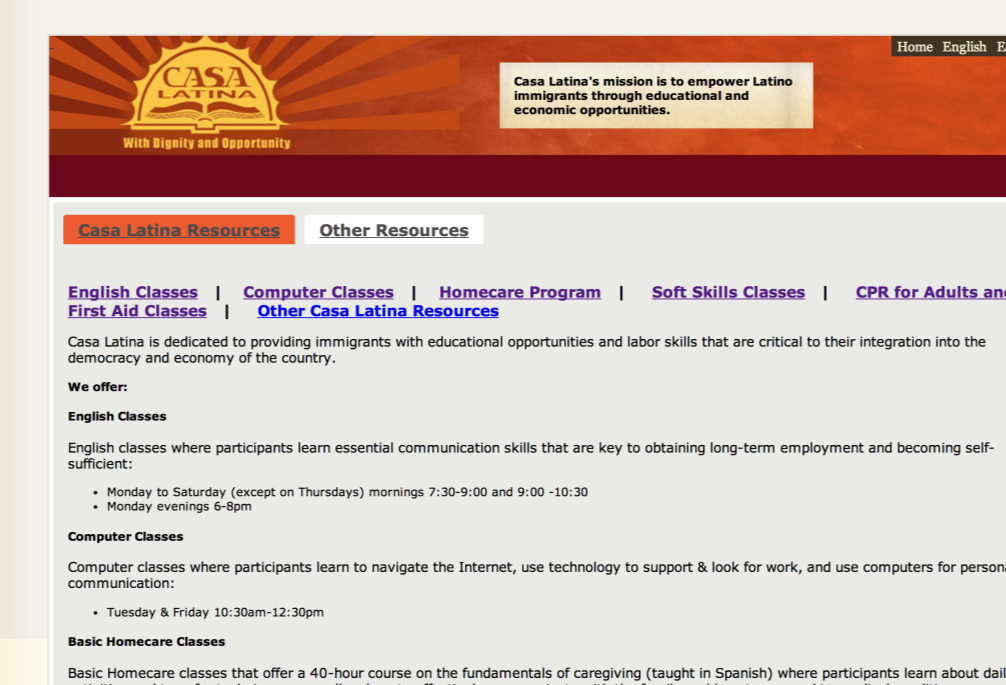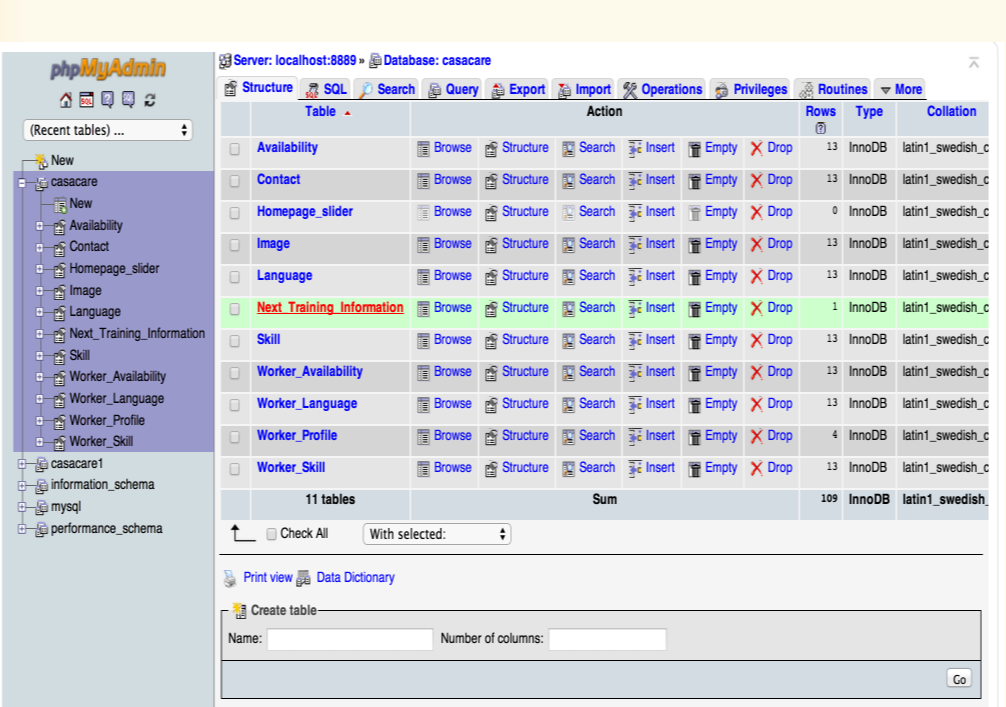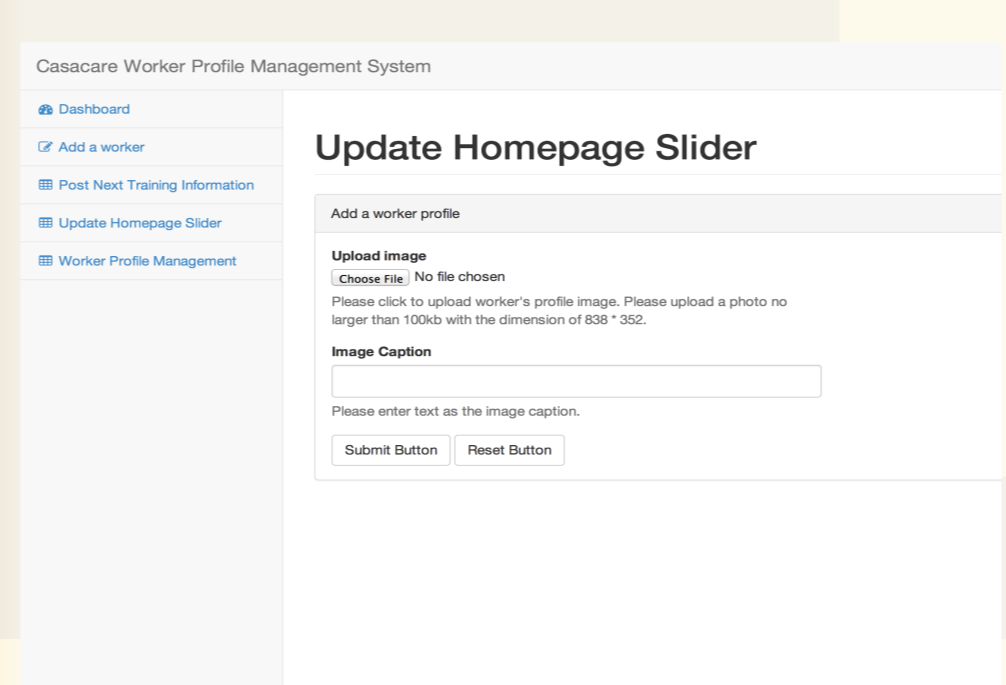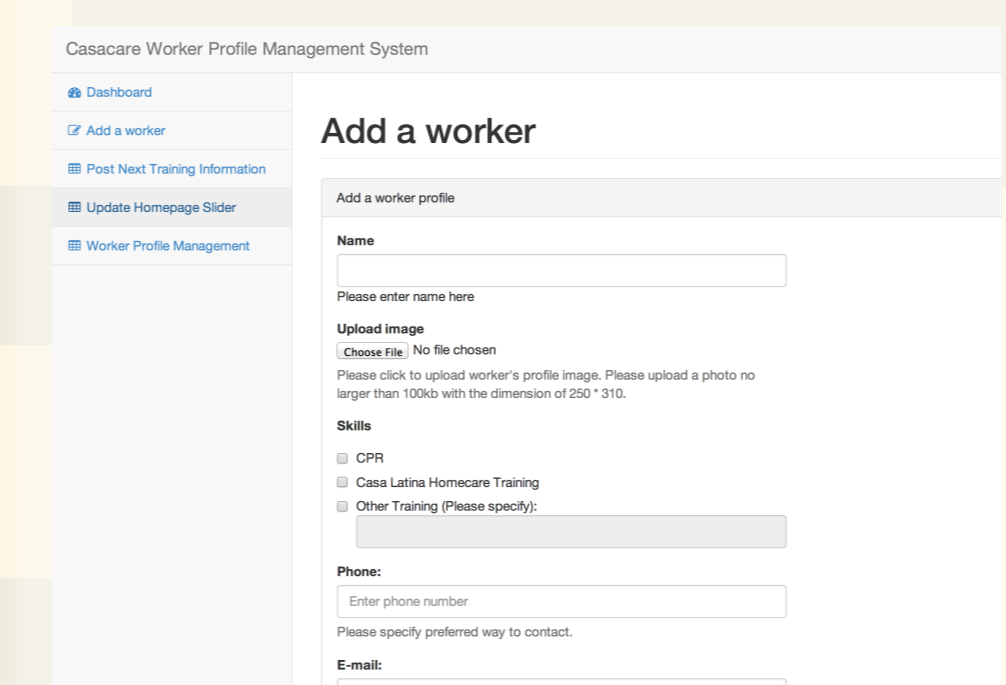
Prototype
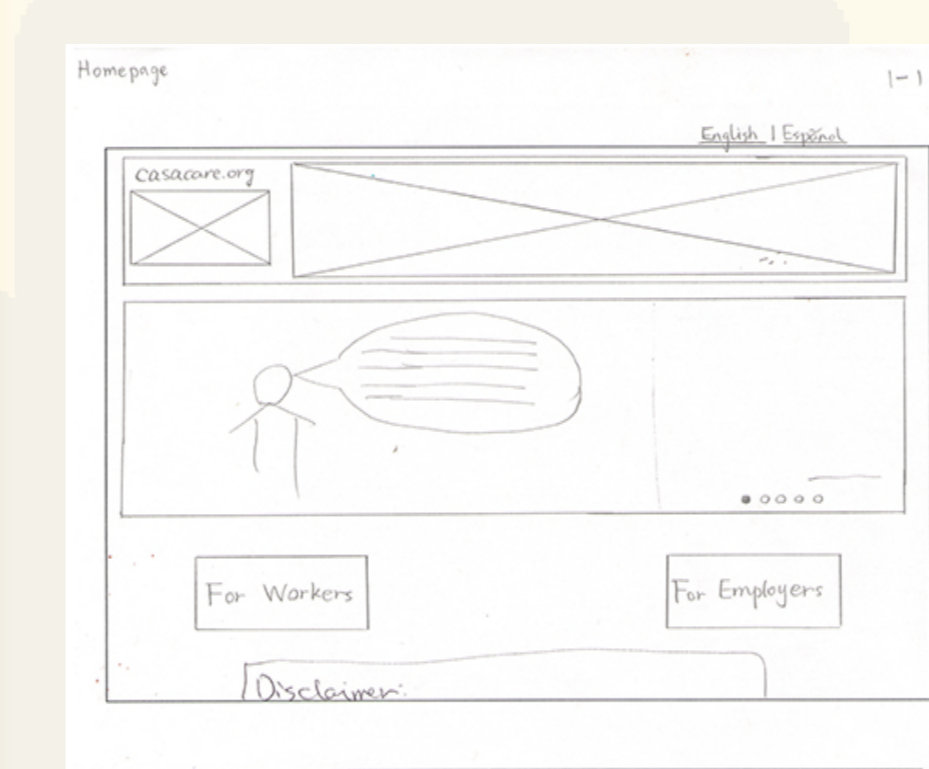
Through the paper prototype, we got a sense of what the website will finally look like, and changes can be easily made based on the sponsor's feedbacks.

Web Development

Website


CMS

Techniques

HTML
HTML5
CSS
JavaScript
jQuery
PHP
MySQL

Tools

PhpMyAdmin
Bootstrap
Adobe Illustrator
Adobe Photoshop

Expectation

We hope that in the future, Casacare.org can serve as a platform that can connect potential employers, caregivers as well as available resources. We expect that this website can not only provide the caregivers with more resources that they can use to improve their skills, but also connect them directly with potential employers in order to improve the employment rate. Besides, we are hoping to empower Casa Latina with a easy, user-friendly worker profile management system which will save their time and energy in the long run.
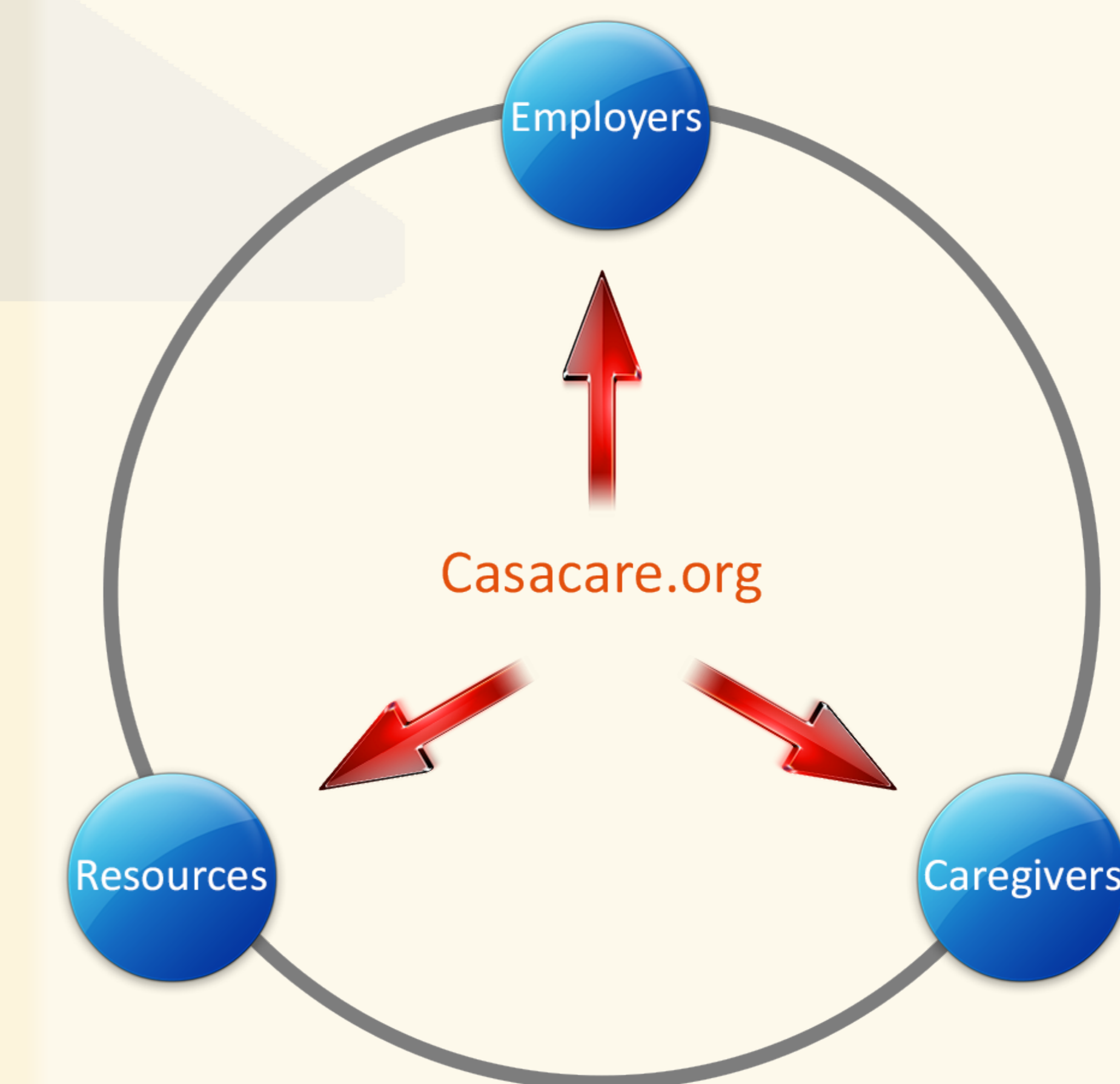
"It's been a very interesting process, which gathered around the same table Latina home-care workers, graduates of our program, and UW students to build a site that will connect these workers with potential employers. Thank you Yaxing and Han for listening to us, for making the concept of technology easy and even for letting us know from time to time that our demands were not realistic! We really appreciate your patience, dedication and the new future you created for our graduates!"
----Veronique Facchinelli
Casa Latina Workforce Dev. Manager