



Client Case Study

DNASaves.org | Jayann Sepich

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Case Study: DNASaves.org

- DNASaves.org was a seven month project rebuilding an information site from custom PHP to Wordpress with the purpose that the site would be easily and entirely managed by the organization's founder.
- Every portion of the site was built to be controlled through visual editors or an easy to use interface, requiring no coding.
- The site, including maps, forms and tabbed content, are all fully responsive.
- Development was completed within a two month period at under sixty hours.
- Ongoing minimal monthly retainer for managing updates and enhancements.

www.dnasaves.org

The screenshot shows the homepage of DNASaves.org. At the top left is the logo "dnasaves" with a tagline "Committed to educating policy makers and the public about the value of forensic DNA". A navigation menu includes "About Us", "US DNA Laws", "Stories", "Successes", "Take Action", "Videos", "Resources", "DNA Database 101", "Global", and "Donate". The main content area features a large photo of a young woman, Katie Sepich, with a caption "Dedicated to the memory of Katie Sepich". To the right of the photo is a paragraph of text about forensic DNA and a "Learn More" button. Below this are two smaller images: a map of the United States and a globe, each with a "Learn More" button. At the bottom, there is a section titled "DNA Databases:" with a list of goals: "Solve Crimes – Save Lives – Exonerate the Innocent – Save Money – Reduce Bias – Prevent Future Crimes" and another "Learn More" button. The footer contains the same list of goals and the year "2016 DNA Saves".

Visually editable pages with multiple or single columns and content areas

The image displays the WPBakery Page Builder interface for a website page titled "dna saves". The interface is divided into three main sections: a sidebar on the left, a main content area in the center, and a publish panel on the right.

Sidebar: Contains a "Custom" menu and several "Empty Space" blocks with different heights (62px, 30px, 242px, 368px, 60px). It also includes a "Single Image" block (Image: 210) with a caption "Dedicated to the memory of Katie Sepich".

Main Content Area: Features a paragraph of text: "Forensic DNA has become the most important criminal justice tool of 21st century. But maximizing the potential of this incredible science requires attention and support from public policy makers. Through the use of offender DNA databases, we have the ability to not only identify suspects in unsolved crimes, but also to correct injustices where citizens have been wrongly accused. To accomplish these goals, policies must be established to provide for the creation and expansion of offender DNA databases." Below the text is a "Learn More" button. The content is organized into two columns, each with a "Single Image" block (Image: 91 and Image: 175) and a "Learn More" button. A footer section contains another "Single Image" block (Image: 184).

Publish Panel: Shows the page status as "Published", visibility as "Public", and the publication date as "Feb 4, 2016 @ 22:40". It includes options to "Purge from cache", "Move to Trash", and "Update".

Final Page View: The right side of the image shows the rendered page. It features a dark blue header with the "dna saves" logo and a navigation menu. The main content area displays the text and images from the sidebar and main content area, including a large portrait of a woman and a map of the United States. The page is visually appealing and easy to edit.

Visually create and quickly deploy your forms

Visual Form Builder [Add New](#)

There is an update available for: [Redux Framework](#).
[Begin updating plugin](#) | [Dismiss this notice](#)

Form Items ▲

Click to Add a Field

Standard

Fieldset	Section
Text	Textarea
<input checked="" type="checkbox"/> Checkbox	<input type="radio"/> Radio
Select	Address
Date	Email
URL	Currency
Number	Time
Phone	HTML
File Upload	Instructions

Display Forms ▲

Add forms to your Posts or Pages by locating the Add Form button in the area above your post/page editor.

You may also manually insert the shortcode into a post/page.

Shortcode
[vfb id='2']

Form Name:

Settings Duplicate Delete Save

Fieldset FIELDSET ▼

Name * TEXT ▼

Relation to Victim * TEXT ▼

Phone * PHONE ▼

Email * EMAIL ▼

First Name TEXT ▼

Last Name TEXT ▼

City TEXT ▼

State TEXT ▼

Enter the story of the victim you wish to add TEXTAREA ▼

Image FILE UPLOAD ▼

Home / [Add a Story](#)

Add a Story

If you or a loved one were victimized by a crime involving DNA evidence, you are invited to submit your story to this website.

You will be contacted for further details and written release before any information is included on the website.

Fieldset

Name *

Relation to Victim *

Phone *

Email *

First Name

Last Name

City

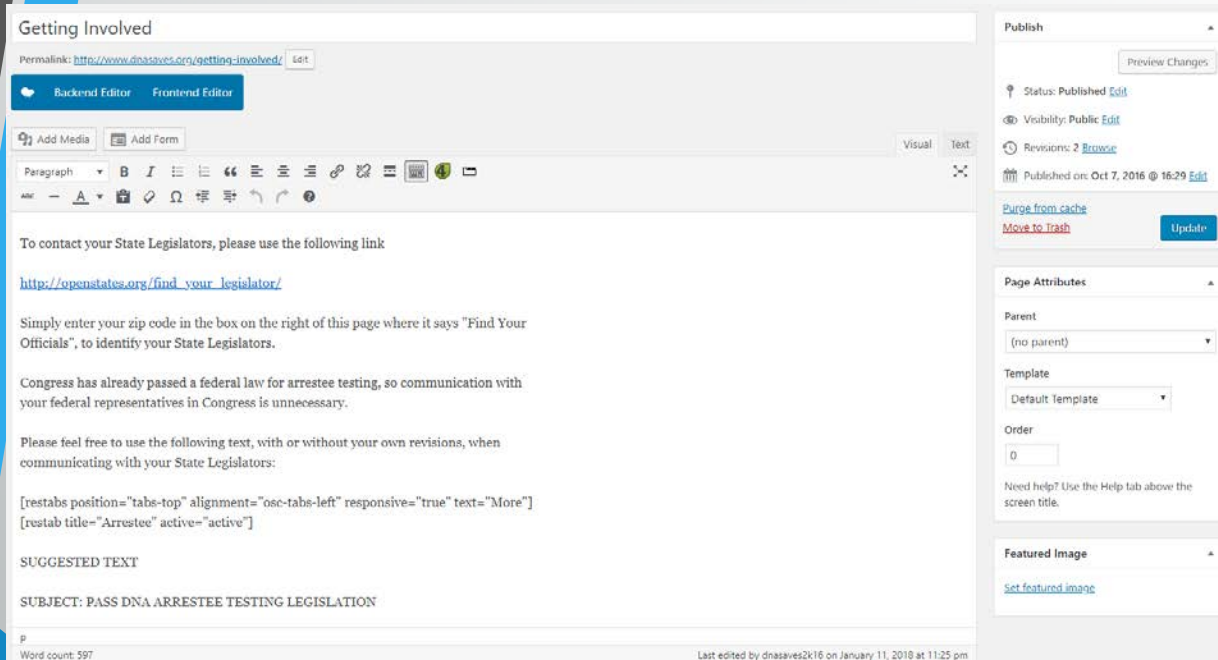
State

Allow for complex editing of maps within a WYSIWYG environment

The screenshot shows the WordPress dashboard with the 'USA Map Settings' plugin active. The left sidebar contains various menu items, with 'USA Map Settings' highlighted. The main content area shows the 'Map Preview' section for the 'Arrestee DNA Laws' map. It includes a 'Select a map:' dropdown menu, a 'Maps list' button, and tabs for 'General settings', 'Detailed settings', 'Groups settings', 'Points settings', and 'Preview'. A shortcode '[usahtml5map id="0"]' is displayed for installation. The map preview shows a map of the United States with states colored in shades of blue and teal, and a legend on the right side.

The screenshot shows a website with a dark blue header containing navigation links: 'About Us', 'US DNA Laws', 'Stories', 'Successes', 'Take Action', 'Videos', 'Resources', 'DNA Database 101', 'Global', and 'Donate'. The main content area features a breadcrumb trail 'Home / Take DNA from Felony Arrestees' and a title 'Take DNA from Felony Arrestees'. Below the title is a map of the United States with states colored in shades of blue and teal, and a legend on the right side.

Easily manage content tabs with shortcode directly from the WP editor



The screenshot shows the WordPress editor interface for a page titled "Getting Involved". The main content area contains the following text and code:

To contact your State Legislators, please use the following link
http://openstates.org/find_your_legislator/

Simply enter your zip code in the box on the right of this page where it says "Find Your Officials", to identify your State Legislators.

Congress has already passed a federal law for arrestee testing, so communication with your federal representatives in Congress is unnecessary.

Please feel free to use the following text, with or without your own revisions, when communicating with your State Legislators:

```
[restabs position="tabs-top" alignment="osc-tabs-left" responsive="true" text="More"]  
[restab title="Arrestee" active="active"]
```

SUGGESTED TEXT

SUBJECT: PASS DNA ARRESTEE TESTING LEGISLATION

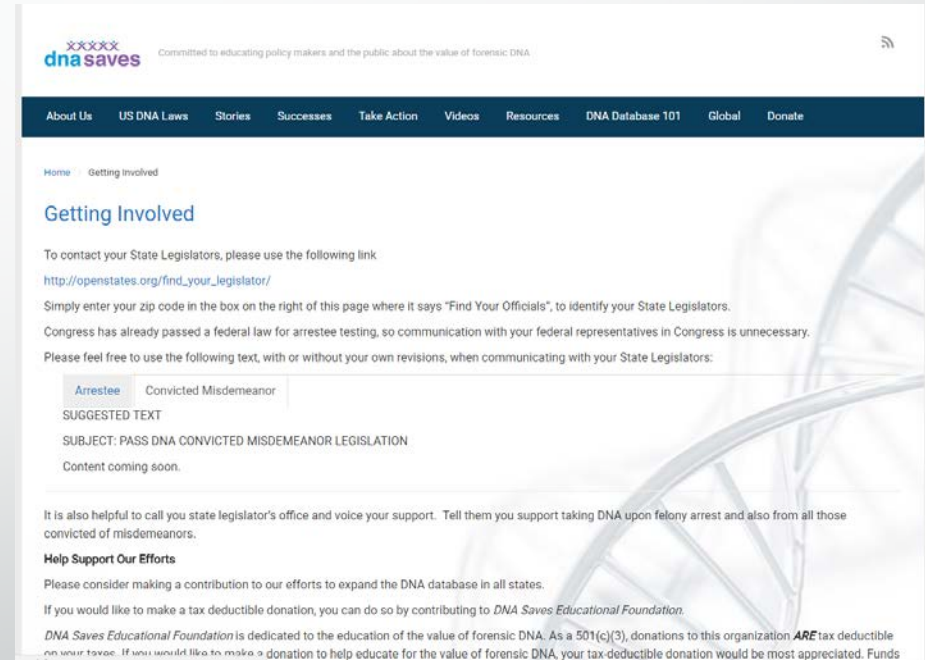
Word count: 597

Page Attributes sidebar:

- Parent: (no parent)
- Template: Default Template
- Order: 0
- Featured Image: [Set featured image](#)

Post status sidebar:

- Status: Published
- Visibility: Public
- Revisions: 2
- Published on: Oct 7, 2016 @ 16:29
- Buttons: Purge from cache, Move to Trash, Update



The screenshot shows the live website for "dna saves". The page title is "Getting Involved". The content is displayed with the tabbed interface:

To contact your State Legislators, please use the following link
http://openstates.org/find_your_legislator/

Simply enter your zip code in the box on the right of this page where it says "Find Your Officials", to identify your State Legislators.

Congress has already passed a federal law for arrestee testing, so communication with your federal representatives in Congress is unnecessary.

Please feel free to use the following text, with or without your own revisions, when communicating with your State Legislators:

Arrestee | Convicted Misdemeanor

SUGGESTED TEXT

SUBJECT: PASS DNA CONVICTED MISDEMEANOR LEGISLATION

Content coming soon.

It is also helpful to call you state legislator's office and voice your support. Tell them you support taking DNA upon felony arrest and also from all those convicted of misdemeanors.

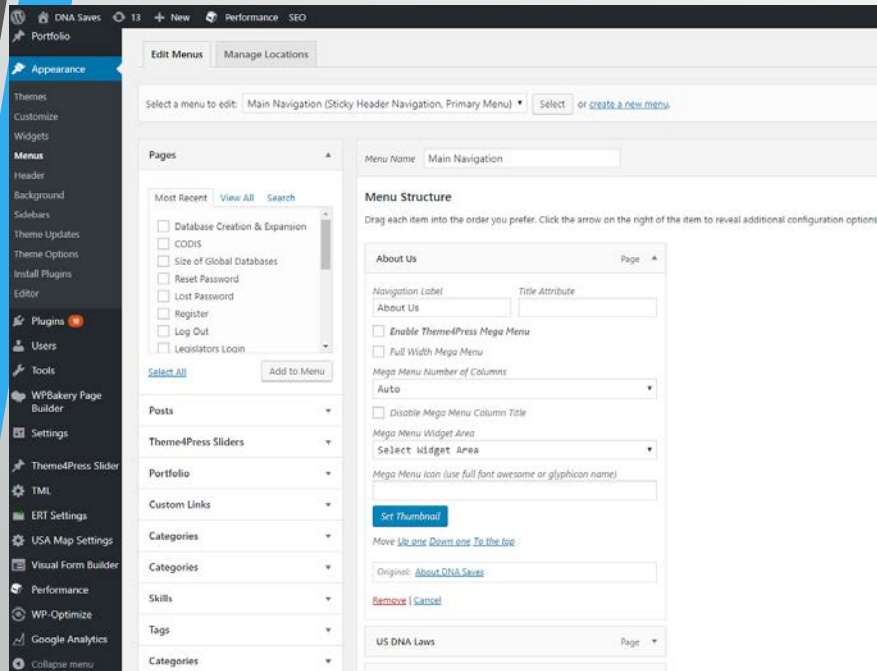
Help Support Our Efforts

Please consider making a contribution to our efforts to expand the DNA database in all states.

If you would like to make a tax deductible donation, you can do so by contributing to *DNA Saves Educational Foundation*.

DNA Saves Educational Foundation is dedicated to the education of the value of forensic DNA. As a 501(c)(3), donations to this organization **ARE** tax deductible on your taxes. If you would like to make a donation to help educate for the value of forensic DNA, your tax-deductible donation would be most appreciated. Funds

Edit and assign location of menus in simple UI



Menus [Manage with Live Preview](#)

There is an update available for: [Redux Framework](#).

[Begin updating plugin](#) | [Dismiss this notice](#)

[Edit Menu](#) [Manage Locations](#)

Your theme supports 3 menus. Select which menu appears in each location.

Theme Location	Assigned Menu
Sticky Header Navigation	Main Navigation Edit Use new menu
Primary Menu	Main Navigation Edit Use new menu
Top Menu	— Select a Menu — Use new menu

[Save Changes](#)

Themes for designing your site's look and feel, not coding

The screenshot shows the WordPress theme customizer interface. On the left is a sidebar menu with options like Pages, Portfolio, Appearance, Themes, Customize, Widgets, Menus, Header, Background, Sidebars, Theme Updates, Theme Options, Install Plugins, Editor, Plugins, Users, Tools, WPBakery Page Builder, Settings, ThemePress Slider, TML, ERT Settings, USA Map Settings, Visual Form Builder, Performance, WP-Optimize, and Google Analytics. The main area is titled 'HEADER STYLING' and includes settings for 'Header Image Background Responsiveness Style' (set to 'Cover'), 'Background Repeat' (set to 'no-repeat'), 'Background Position' (set to 'center top'), and 'Header color' (with a 'Select Color' button and a 'Transparent' checkbox). Below this is the 'FOOTER STYLING' section, which includes a 'Footer Image' upload area (currently showing 'No media selected'), 'Footer Image Background Responsiveness Style' (set to 'Cover'), 'Background Repeat' (set to 'no-repeat'), and 'Background Position' (set to 'center top'). At the bottom right of the main area are buttons for 'SAVE CHANGES', 'RESET SECTION', and 'RESET ALL'.

The screenshot shows the WordPress theme customizer interface for font settings. It features two sections: 'Post title font' and 'Content font'. Each section includes a description, a 'Font Family' dropdown menu (set to 'Roboto'), a 'Font Weight & Style' dropdown menu (set to 'Regular 400'), a 'Font Subsets' dropdown menu (set to 'Subsets'), and a 'Font Size' input field (set to '28 px' for post titles and '16 px' for content). Below the font settings are 'Font Color' buttons with 'Select Color' text. At the bottom left of the main area are social media icons for home, document, plus, and Facebook. At the bottom right are buttons for 'SAVE CHANGES', 'RESET SECTION', and 'RESET ALL'.



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