

Site plan for: breakthroughkarate.org

General focus and mission of site:

Breakthrough Karate is a program developed by a group of Karate instructors and medical professionals geared for individuals who have Parkinson's disease – a progressive disorder that affects the nervous system and the parts of the body controlled by nerves. It has been proven that a regular practice of physical exercise can both help to slow the progression of diseases like Parkinson's and that the mastering of movement and body control can greatly improve the quality of life for all despite where they may be on the continuum of symptoms.

There is a similar program that uses boxing rather than karate as the exercise form which already has a website that may be useful as a guide in this project:

<https://www.rocksteadyboxing.org/>

Potential site audiences: it is important to anticipate the type and motivation of the visitors to a website, for this site we anticipate the following audiences:

Program participants:

People who have Parkinson's who are interested in participating in the program. These people will benefit from access to the following types of information:

- Overview of the program, and testimonials from current participants.
- Class schedules (both in-person & virtual).
- Resources for continuing their karate practice outside of the classroom environment.
- Modifications and accommodations that can be made to exercise "forms" for varying degrees of mobility.

Karate instructors:

Qualified instructors who are interested in learning how to teach this tailored form of karate. These people will benefit from the following types of information:

- Explanation of how the program differs from more "standard" karate instruction.
- Information and policies on how potential instructors can see these classes firsthand.
- Description of the process by which potential instructors can become certified instructors of this practice themselves.

Karate Dojos:

This program is currently active in a single Dojo in the Chicago area, however it is anticipated and encouraged for other karate dojos in other regions to adopt this program for people with Parkinson's in their area. These organizations will benefit from the following types of information:

- How to modify their existing karate instruction to accommodate people who are on the Parkinson's continuum of symptoms.

- How to either give access to the existing Breakthrough Karate virtual classes or how to set up similar programs themselves.
- Advice and instruction on how to train and certify their own instructors in Breakthrough Karate.
- Ongoing updates on developing techniques and related innovations.

Recommended content that would be relevant to all audiences:

- **History of program:**
A brief discussion of the inspiration of the project, how the program was developed and descriptions of the program from the participant's point of view.
- **Personnel & Instructors:**
Brief bios of the people who make the program work and their inspiration to get involved.
- **Program Calendar:**
Information on when the classes meet and/or how to sign up to participate.
- **Get involved:**
Information on how to help the program – as a volunteer – as a donor – to spread the word.
- **Contact:**
How to contact | location of classes | join a mailing list

Recommended assets for project:

- **Logo** – descriptive graphic to be used throughout site as well as print items such as T-Shirts and other “merch” that could be sold via the website (there are many print on demand vendors we can explore)
- **Photos** – classes in action, bio pictures of instructors, pictures of the facility, pictures of participants wearing “merch” items.
- **Video** – from in-person classes – from virtual classes – from testimonials
- **Sections of text** – general description of program – audience specific content (see above) – call to action for support – participant and instructor testimonials – bio information for personnel & instructors.

Other project notes:

- **Content access** – it is assumed that in the initial stages of this site that all content will be openly accessible and will not require validation (login) to access – it is anticipated that some future content specific to the instructor and dojo audiences will need to require validation.
- **Content expansion & elasticity** – while it is recommended that each audience for this site be addressed the initial content for these sections can be general overview statements which can be expanded at a later date – similarly sections featuring “merch”, soliciting volunteers and donation can be added at any time after site launch – site launch can be made after site completion by placing the site being an “under construction” page.
- **Media inclusion** – images, video and bios all can be added at any time after launch.
- **On-going site management** – this site will be built on WordPress which is both open source and the web’s most popular publishing platform (42.7% of all published websites) – this site will be built using “full site editing” methodologies which will make most aspects of the site editable via the WordPress back end – a full and comprehensive manual will provide for your chosen site editor, and you will also have on-going support on an as-needed basis.
- **Site Domain** – it is assumed (and required) that the domain “breakthroughkarate.org” has been registered by your organization.
- **Potential do_action Program “fringe” benefits** – because this project is under the auspices of the WordPress foundation we will be allowed to approach their list of in-kind donors which will include subscription plugins, webhosts, print resources, etc. – while these in-kind donations are not guaranteed we have been led to believe by the foundation that they are very likely.

Timeline of project:

Prior to the initial meetings we will approach the list of WordPress in-kind donors to see what donations we may be able to secure – additionally we will re-approach the two venues who have pledged to make their spaces available.

We anticipate this project will require several distinct events that will be held under the auspices of the Evanston WebPros Meetup group:

- **Introduction of concept and recruitment of do_action volunteers** – this will be an open meeting to all interested parties where the basic do_action concept will be described along with our long-term plan to do multiple projects of this sort. We will go into detail on this specific project and define that various roles that need to be filled. We believe that we have a local bar/restaurant who will provide us with a private room for this purpose.
** we will want to have a representative from Breakthrough Karate at this event
- **Working meetings among project volunteers** – these will be semi-closed meetings of volunteers and interested parties to work on the actual project. We believe that we will have the use of a local co-working space for these meetings.
- **Recap of project / Project launch** – this will be an open meeting where the project experience will be revealed and ideally the website will be launched – we will also announce the process for selecting a new do_action project.

Do_action participant roles:

The WordPress foundation has offered some guidance on what types of roles/tasks to define for these types of projects:

- Project Management
- Site Design
- Theme Development
- Social Networking & Marketing
- SEO Optimization
- Testing & Quality Assurance
- Event Sponsorship
- Editor training

We will be using this a guideline; however, this project can proceed and succeed without having each of these roles filled by distinct individuals.