Building PowerTribe Community- A Software Development Case Study

PowerTribe was founded as a mentorship program for women of color in the corporate world to address the issue of the lack of black female representation in senior leadership positions within corporate America. The founder approached us to create a web-based platform that would provide a supportive community for black women seeking to grow and advance professionally while fostering personal growth and financial stability.

The client's objective was to establish a digital platform that would facilitate connections between women of color across the United States and offer various membership options, including different levels of access and an events calendar page. Additionally, the client sought to create a space where women and mentors could connect and interact.

Product Description

The Power Tribe website is a membership-based platform with two tiers. Members can register as mentors or mentees with varying benefits and patent structures. The registration format allows the site to collect relevant information on its members, which is then stored securely. Members can create accounts where they will get notifications about upcoming events planned by Power Tribe. The site also serves as a platform for women of color in corporate America to share their experiences through the blog.

Technologies Used

WordPress site

The website is fully developed on WordPress CMS with responsive layouts, so it looks great on all devices. Additionally, we integrated WooCommerce plugins to set up the membership functionality.

How we built the Power Tribe Website

The first stage in creating the website was creating a brand for Power Tribe. We held several meetings with our clients to understand their inspiration behind creating this community. Our design team came up with several brand colors and a logo, with the client approving one.

The next step was developing the website. We used WordPress to build the site, which allowed us to create a custom theme for our client's needs. The software also allowed us to seamlessly integrate many different parts of the site to create a robust platform that could handle all of these features in an easy-to-use way. It is also simple enough for users with zero tech skills to manage.

The client wanted to create a tiered membership system with different price points and access levels that would allow their users to sign up as community members or advisors. To make this possible, we needed to develop an intuitive way for users to manage their subscriptions. We set up this functionality with WooCommerce, which allowed us to create membership levels and access rules.

Using an event calendar page would be a great way to manage memberships. It also provided an opportunity for users who were yet to be members but were interested in becoming one later on down the line to see what was coming up without signing up or paying any upfront. This would help boost community numbers.

We designed the event calendar page to make it easy for members and non-members alike to find out what events are happening on any given day. The design is clean and minimalist and is a straightforward functionality for members to plan their involvement in community events. Only users with admin access can alter this page.
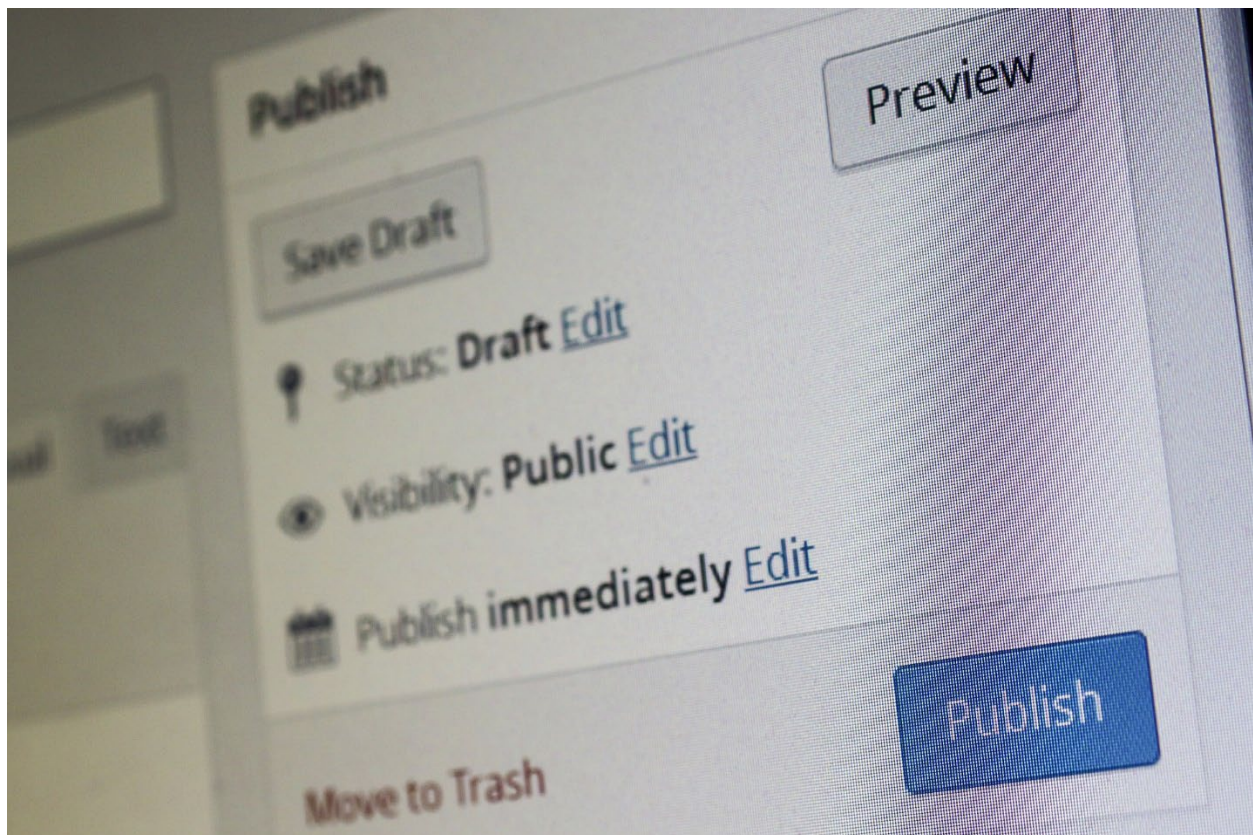
Publishing a blog on a WordPress site

Next up was the 'Who We Are' page. Finally, we created a page that captures the essence of what the Power Tribe Community is all about. We knew that this part of the website would be a central component for our customers, so we took extra care to ensure everything was right. We started with research on similar websites and noted what made them so appealing. We then used this information as inspiration while creating a unique 'About' page.

Finally, our dev team developed the Power Tribe blog page. This was the cornerstone of the entire project, as our clients wanted to share their experiences and those of other women of color.

Using an API, our tech team integrated the site with stripe, simplifying the membership payment process. The client can now receive funds automatically via credit cards and other digital formats while focusing on unleashing the potential of women of color.

Results

Our client has gone on to register dozens of members from the website. Since 2020, they have also organized several meetups across the states. In addition, the site has enabled them to have an online presence and made inroads on social media using the site-social media linkage.