ACTION AGAINST HUNGER

ABSTRACT
This project involved
designing and managing a website
using WordPress as part of an
Information
Content Management
Systems module. The focus was
on content structure,navigation
design, and user accessibility.

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Project Overview

This project involved the structured development and content management of a WordPress-based website designed for a humanitarian organisation, Action Against Hunger. The objective was to design and implement a functional, user-friendly website that supports donations, stakeholder engagement, and information accessibility.

The project focused on applying content management system (CMS) principles to create a clear information hierarchy, intuitive navigation structure, and accessible user interface. Emphasis was placed on usability, data validation, system functionality, and alignment with the operational needs of a humanitarian organisation.

The website was developed using WordPress, leveraging plugins to implement key functionalities including donation processing, newsletter subscriptions, contact management, user authentication, geographic location mapping, and FAQ interaction. Each feature was tested using structured validation methods to ensure reliability and performance.

Background

Action Against Hunger is a global humanitarian organization which takes decisive action against the causes and effects of hunger. This organization was formed in 1979 and its main sole purpose is to end child malnutrition at the same time as providing communities with access to safe water and sustainable solutions to hunger. This organization has served more than 500 countries around the globe and consists of headquarters in USA, France, India, United Kingdom and Canada (Action Against Hunger, 2021).

PRODUCT EVALUATION AND PROCESSES

At this phase I will entail how the product came about and the processes which took place during the creation of the product. The product which happens to be the website was developed using WordPress, which is the most eminent free and an open-source CMS intended for the assignment. The website was developed to expedite the processes of the chosen organization. During the process of creation some functionalities have been well executed and some did not. Below are the screenshots of the developed website.
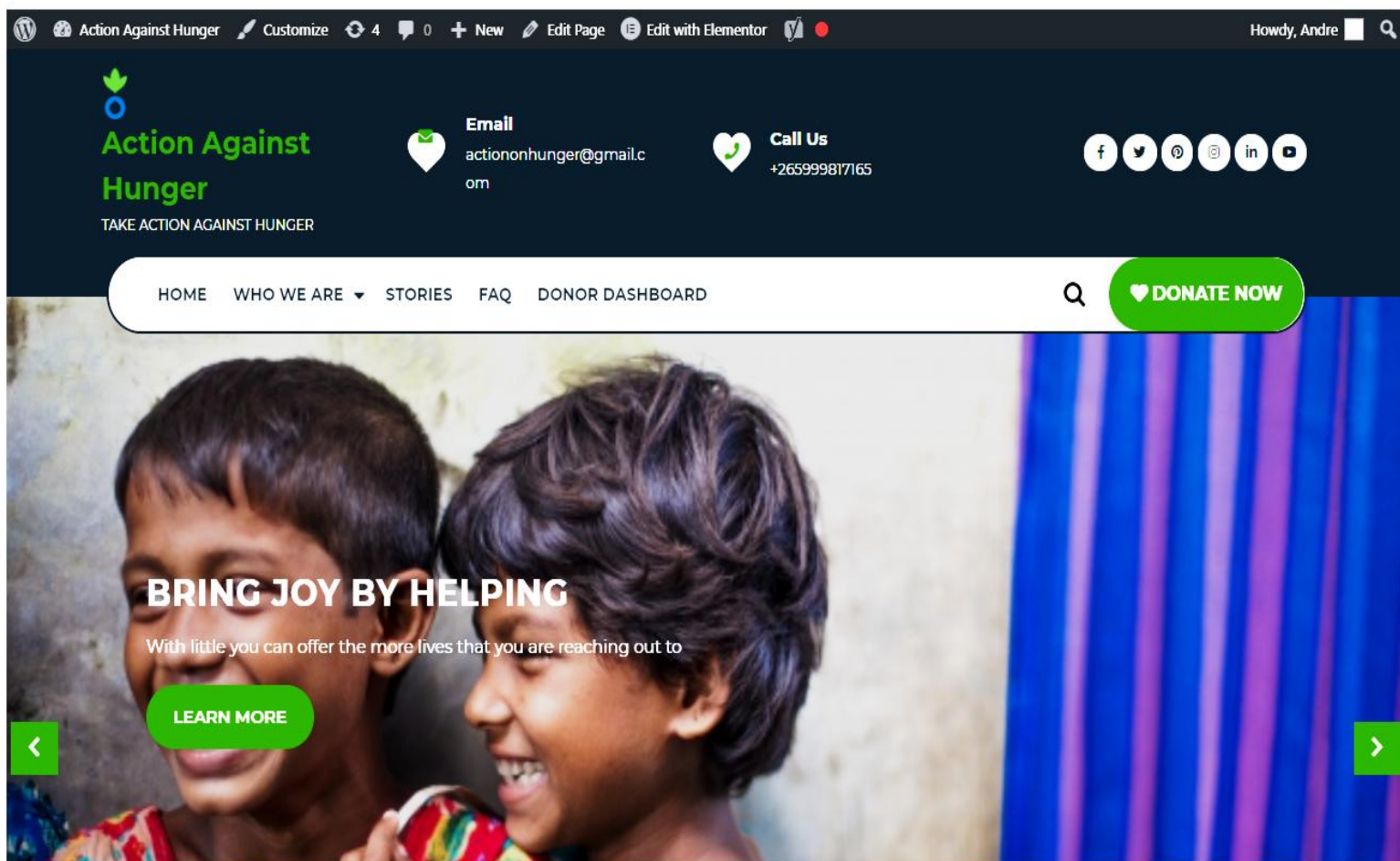
Home Page

Figure 1.1 showing the first subdivision the home page

HELP FOR CAUSE

We are always grateful for your help

GIVE

With the little you have you can make

SPREAD LOVE

Help Spread love for being part of the

DONATE

Be part of the fight it starts with

SHOW LOVE AROUND THE GLOBE

Be Part of the change

Figure 1.2 showing the second subdivision of the home page

BECOME A FUNDRAISER

Every month, help us save lives, respond to emergencies, and create healthier communities. Join us today and make a difference!.

GIVE MONTHLY

Donate your birthday, host an event or do something crazy! Your friends and family will gather together to help you save young lives.

Figure 1.3 showing the third subdivision of the homepage

Navigation Menu

Search

Search ...

Home

Who We Are

Contact

Stories

FAQ

Donor Dashboard

Gallery

Figure 1.4 showing the footer section of the homepage

Product Processes &Functionalities

The developed website consists of a number of functionalities that constitutes to the sole purpose of the chosen organisation. The functionalities developed for the website include:

- Donation
- Newsletter subscription
- Contact Information
- Google maps (For Geographic information)
- FAQ page

1.1 Newsletter Subscription

Users can subscribe using this functionality in order to get news and updates from the organization.

If users would like to subscribe they click on the **WHO WE ARE** page
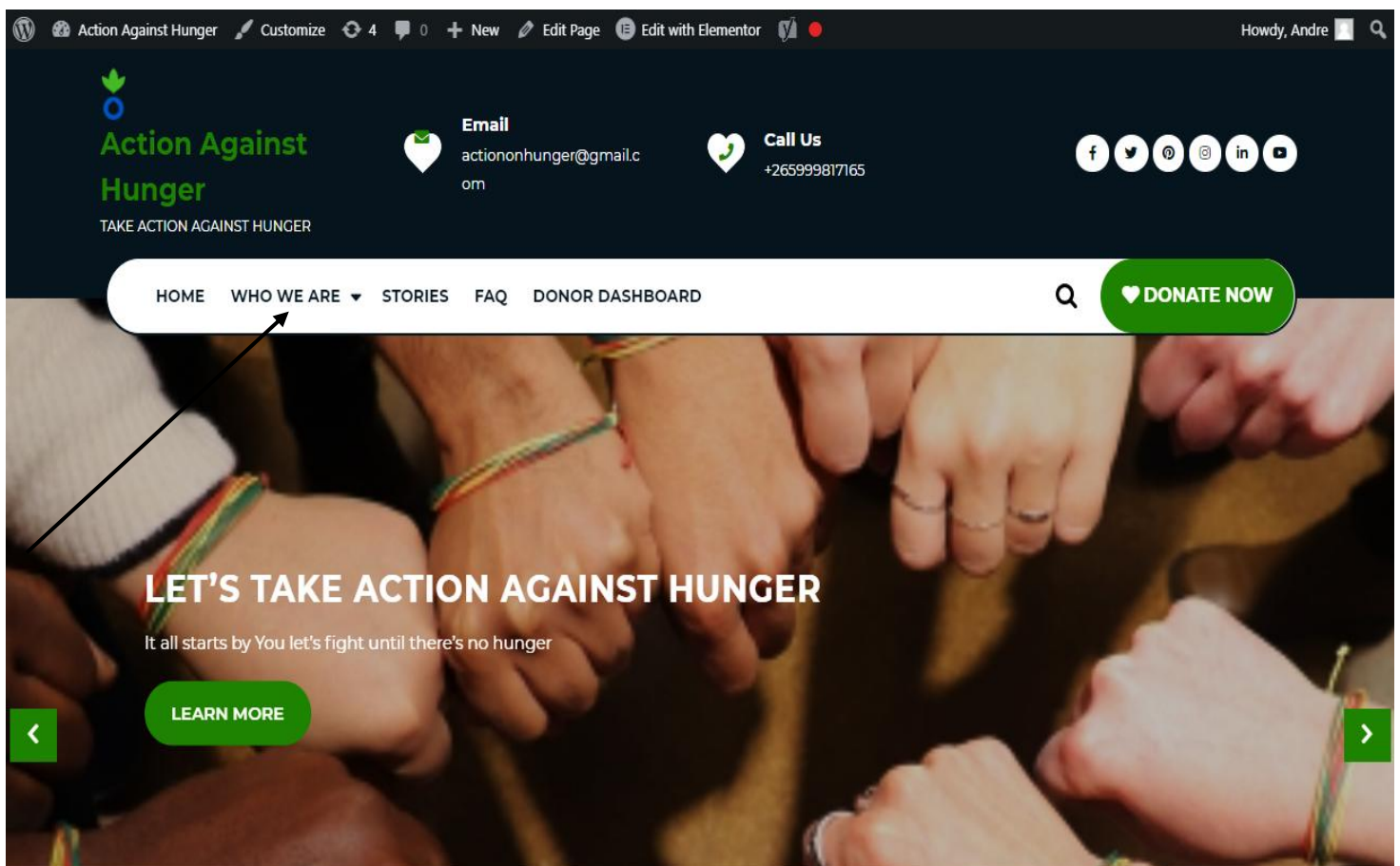
Figure 2.1 showing where to click for subscription

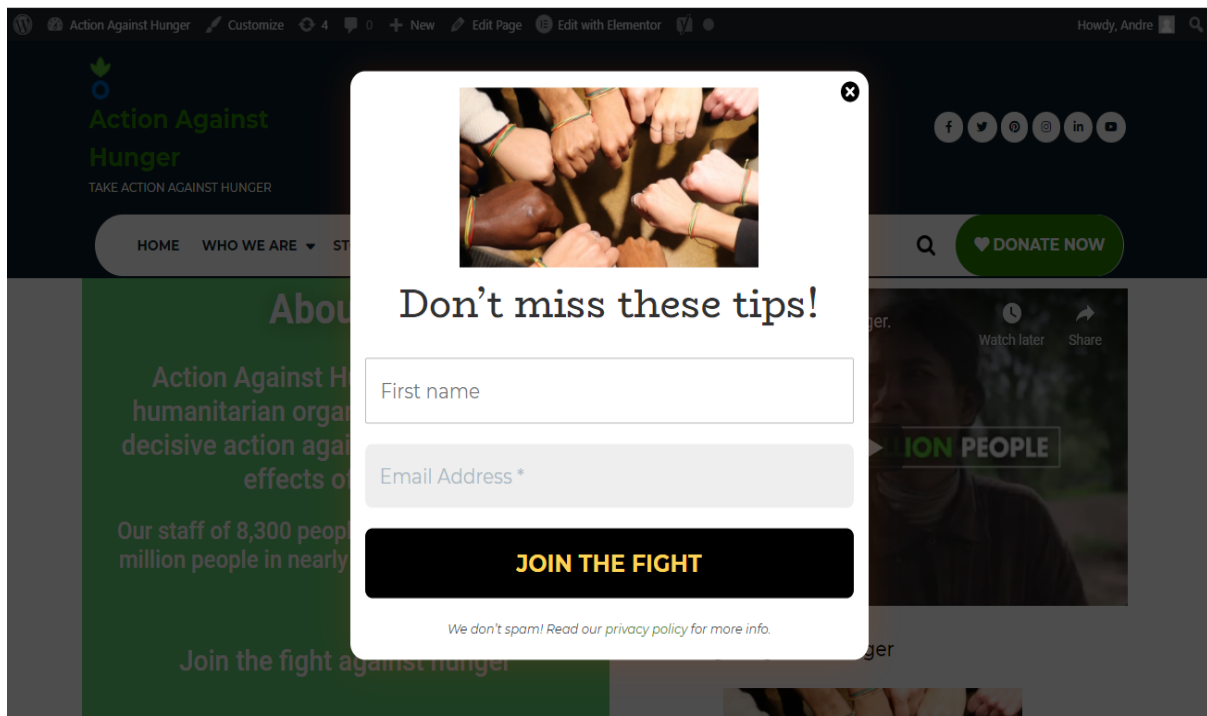After clicking, a pop up form will appear as a way for a user to subscribe to the organization's newsletters

Figure 2.2 showing subscription form

As an example a user fills in information from the form and clicks the ***JOIN THE FIGHT*** *submission button*
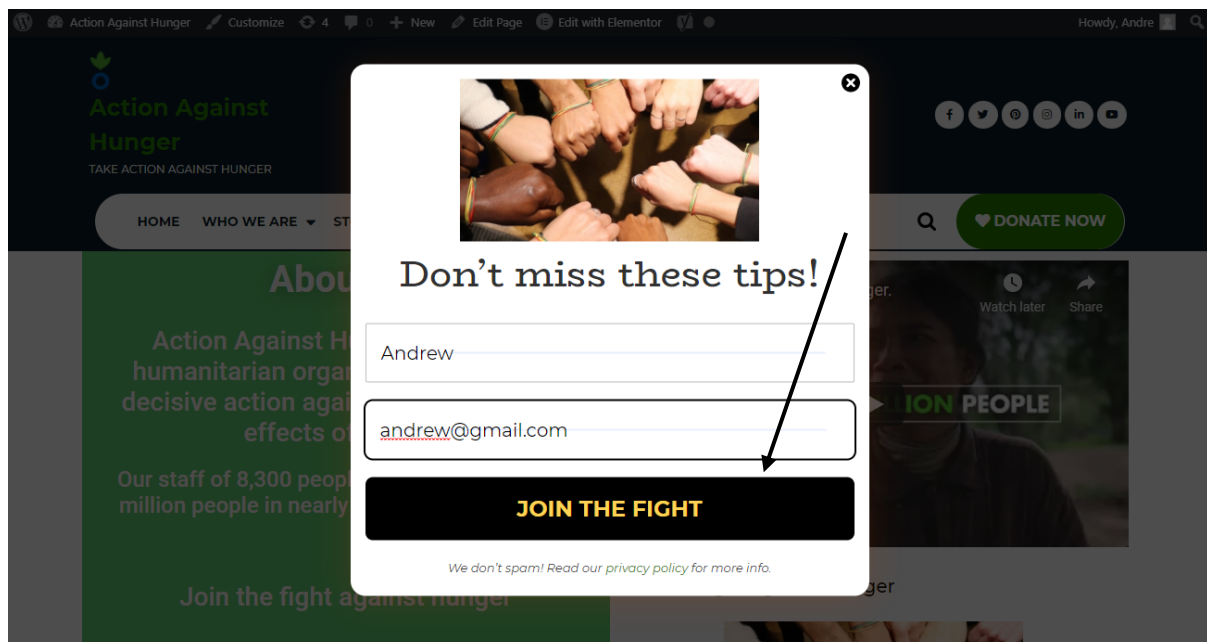

Figure 2.3 showing clicking on the submission button

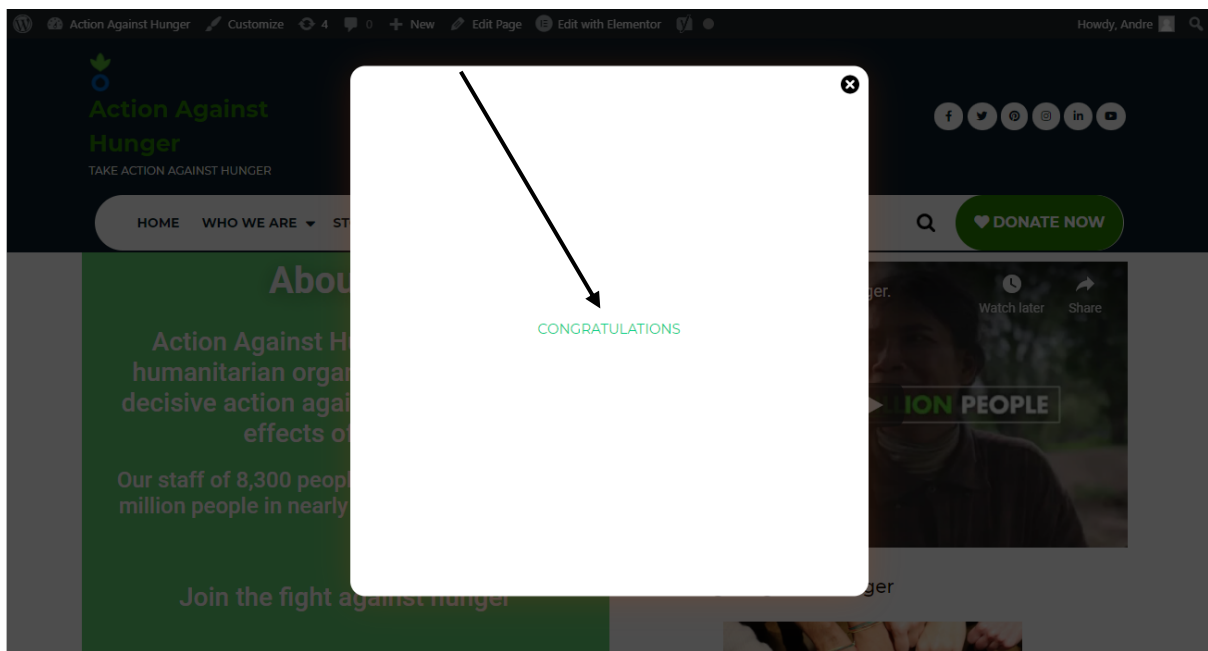Then it will show a message that the subscription was successful

Figure 2.4 showing congratulations to the user

The Admin can now view the subscriber to the dashboard indicating that his credentials are in the database.

Figure 2.5

2.1 Contact Information

This page entails how users can contact the organization and send inquiries by filling the contact form. In this case a user will click the **contact** page from the dropdown menu for **who we are** page.
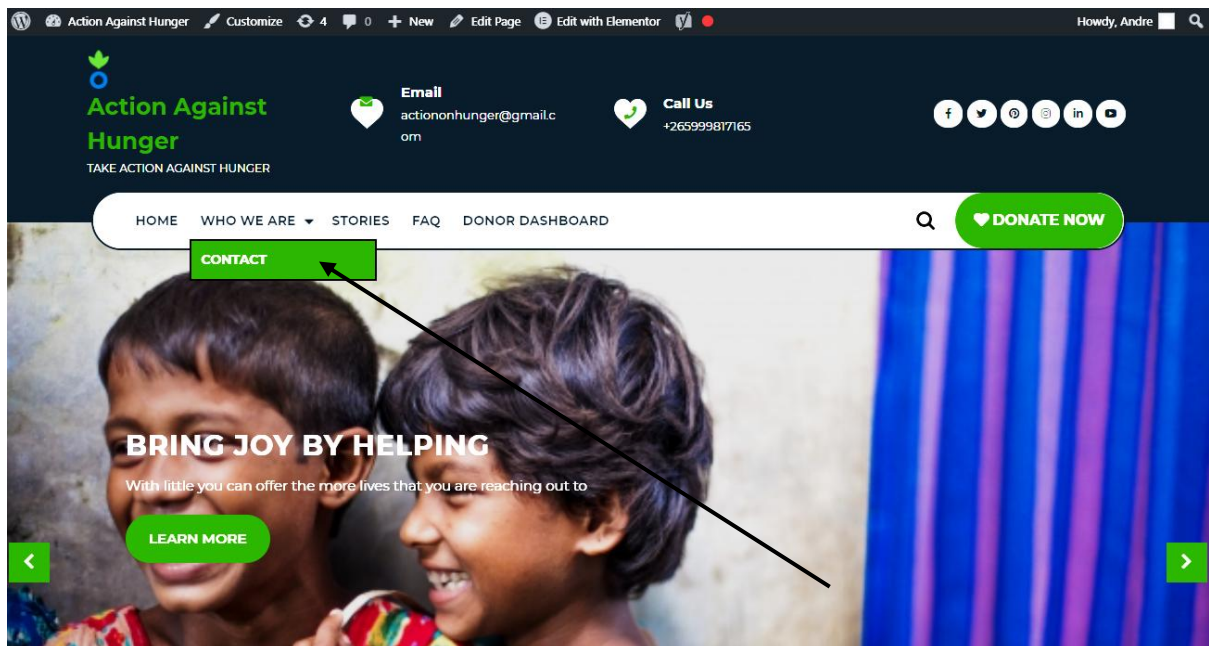

Figure 3.1 showing contact page being clicked

A user will then be prompted to a contact form and the user has filled the information from and has pressed the submit button.

Figure 3.2 showing filled data and clicking submission button.

And the user will be prompted to the success page that the inquiry has been sent

Action Against Hunger

One Whitehall Street

2nd Floor

New York, NY 10004

USA

Phone: +1 (212) 967-7800

Email: info@actionagainsthunger.org

Toll free: +1 (877) 777-1420

Your responses were successfully submitted. Thank you!

Figure 3.3 showing submitted results

The Admin can now view the user to the dashboard indicating that his inquiry is in the database.

Returned entries 1 to 2 of 2 entries in the database

Show All ∨ entries   Search:

Delete	Submitted	Name	Last	Email	Subject	Message	Submitted Login	Submitted From
☐	2021-11-16 15:50:15 +00:00	Andrew	M'bwana	andrew@gmail.com	Donate	How can I Make a Donation?	Andre	::1

Figure 3.4 showing database entry of inquiry

3.1 Donation

AAH as a charity organization relies on people's donations in order to support or contribute towards a cause for the benefit of the need. The website was developed to allow users to make donations in facilitate core purpose of the organization.

A user must now click the **DONATE NOW** page from the navigation bar.
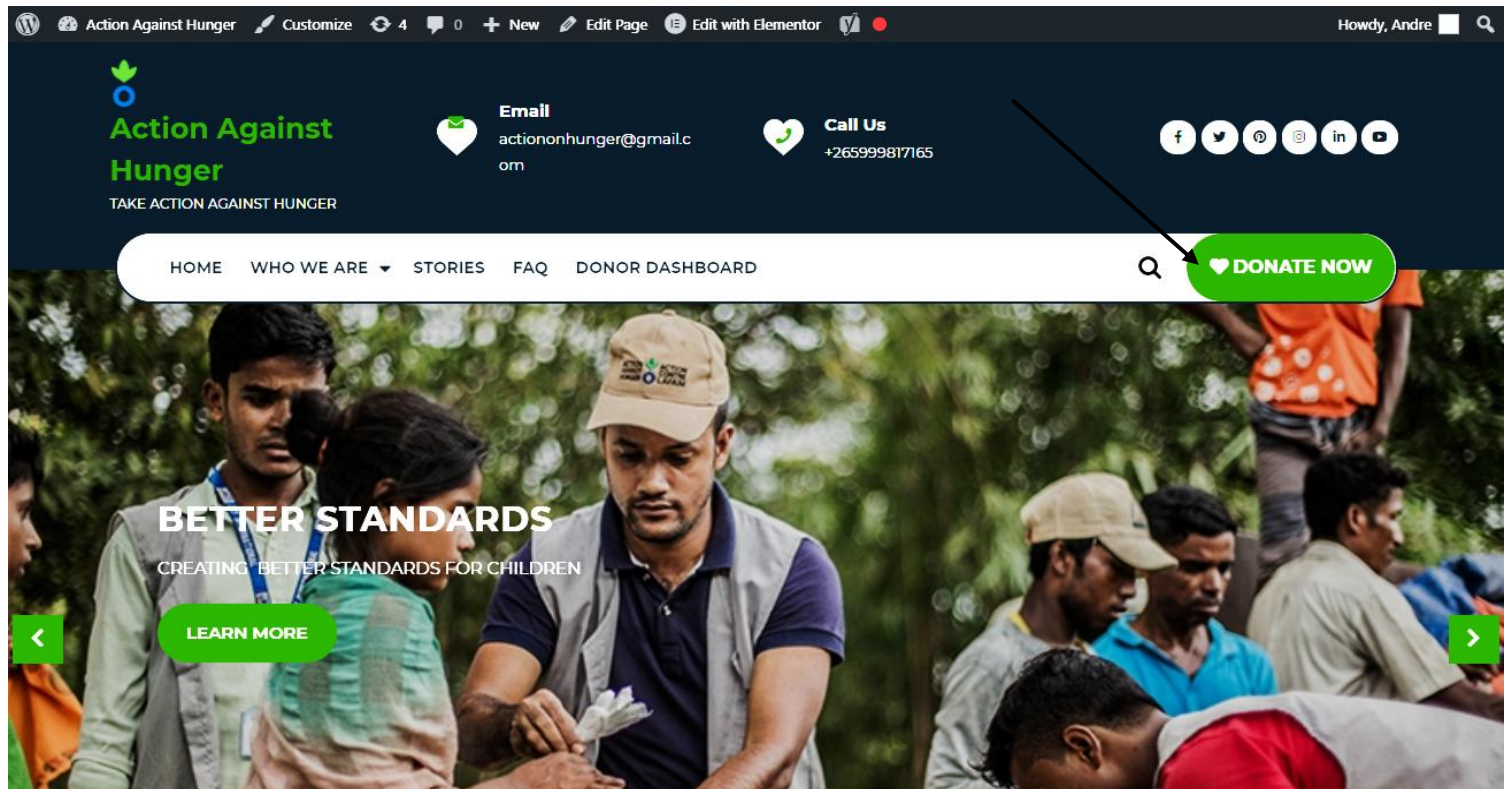

Figure 4.1 showing user clicking the donate now page

The user will be prompted to a form showing a simple description of the cause and the goal set the donations. The user will then click the **donation now** button.
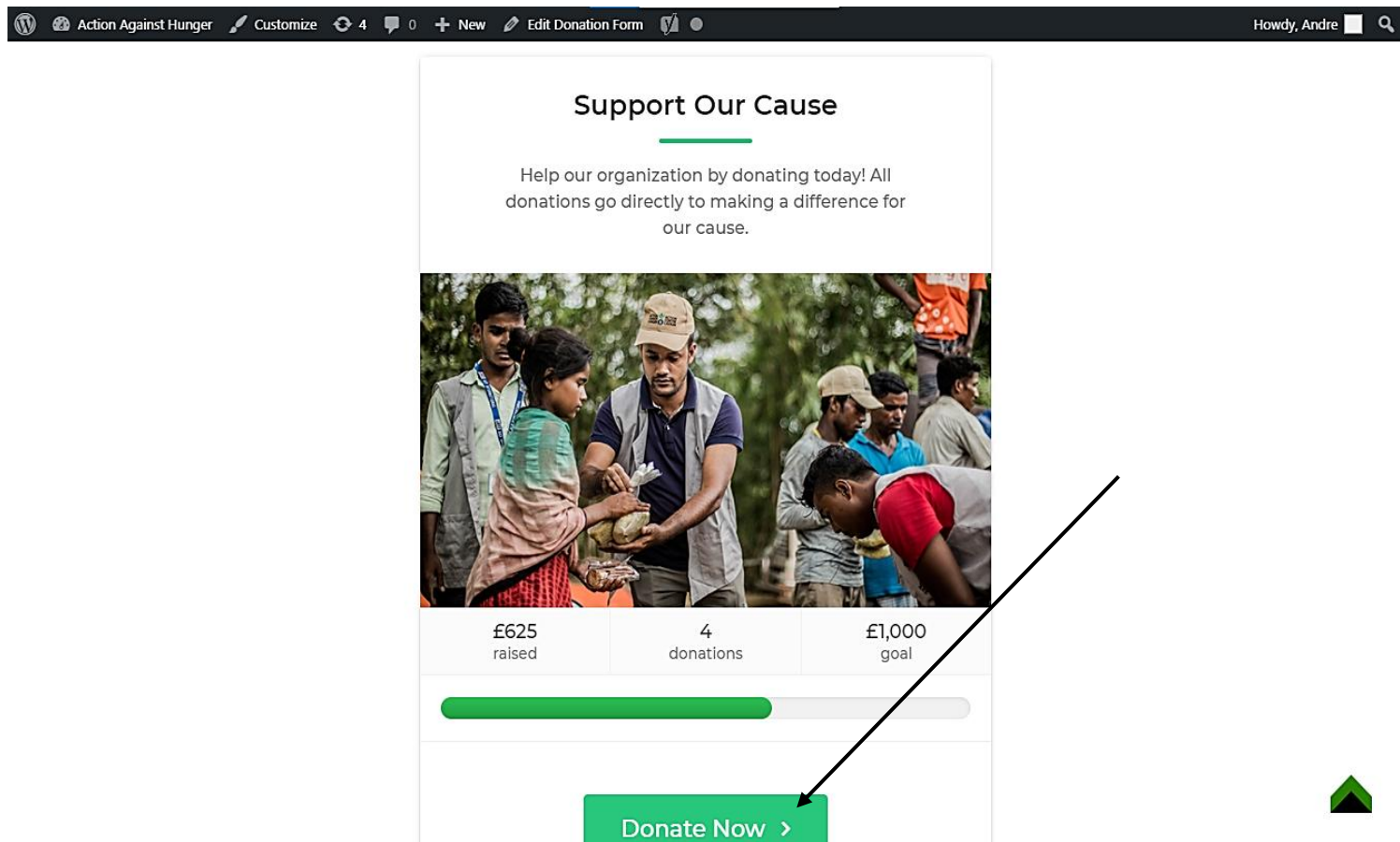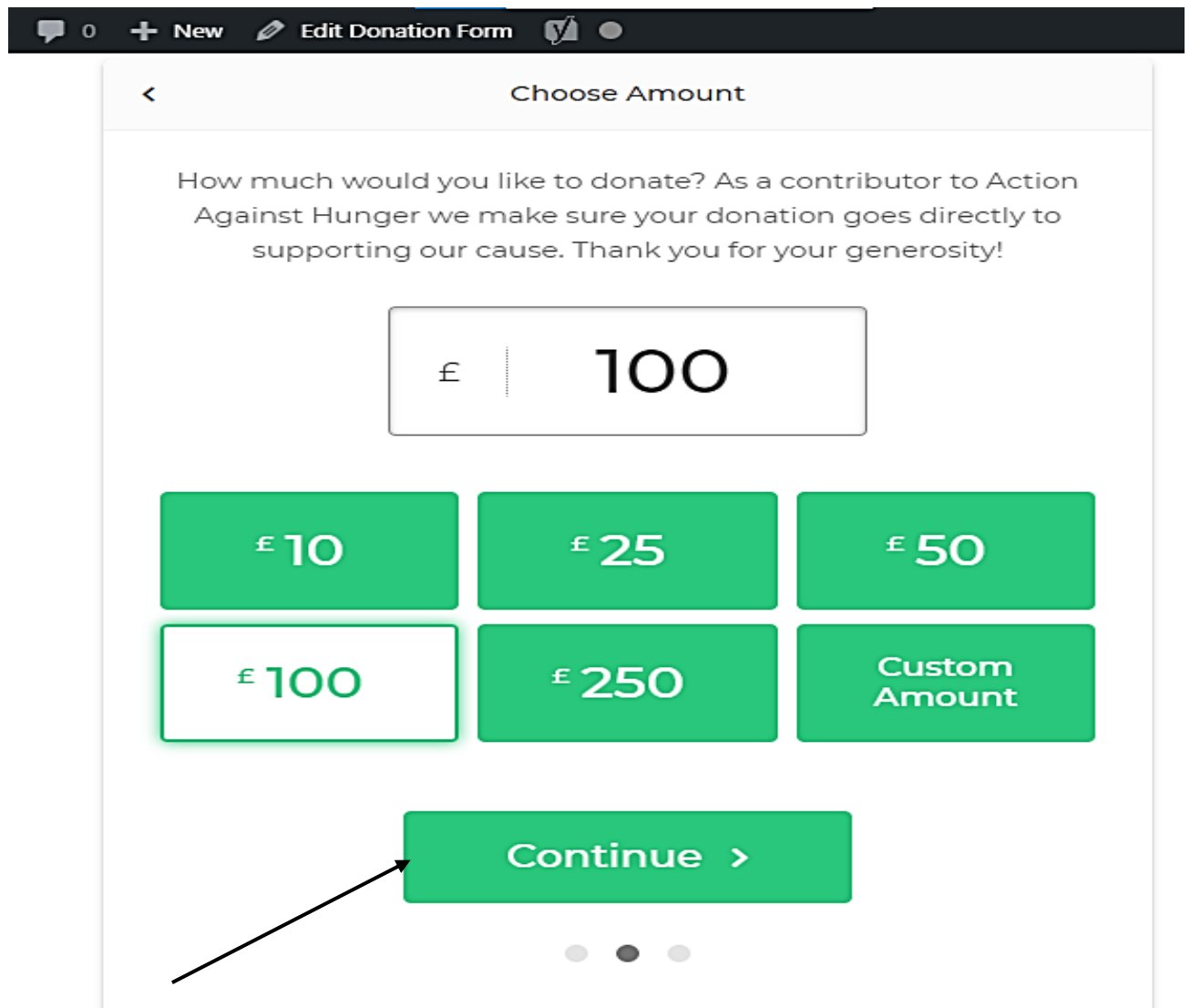

Figure 4.2 showing user clicking donate now button

The user will be prompted to a form showing the amount of money the individual can donate and the user can also opt for a custom amount of their choice. After that is done the user click the continue button.

Figure 4.3 showing user clicking the continue

The user will be prompted to a form that consist of the user details and the company they would like to make a donation to (in this case AAH). It also shows the number of choices for the type of donation they would like to make.

Then the user fills the details and chooses the type of donation they want in the radio buttons.

Figure 4.4 showing the donate now button being clicked.

Finally, the user has completed the donation process as they will be prompted to a thank you page with their details enlisted.

Figure 4.5 showing user completing the donation process

4.1 Donor Details

A user can view their details by going through their profile where they can update their credentials if need be and also see the history of their donation. For this to happen the user will click the **donor dashboard** page on the navigation bar.
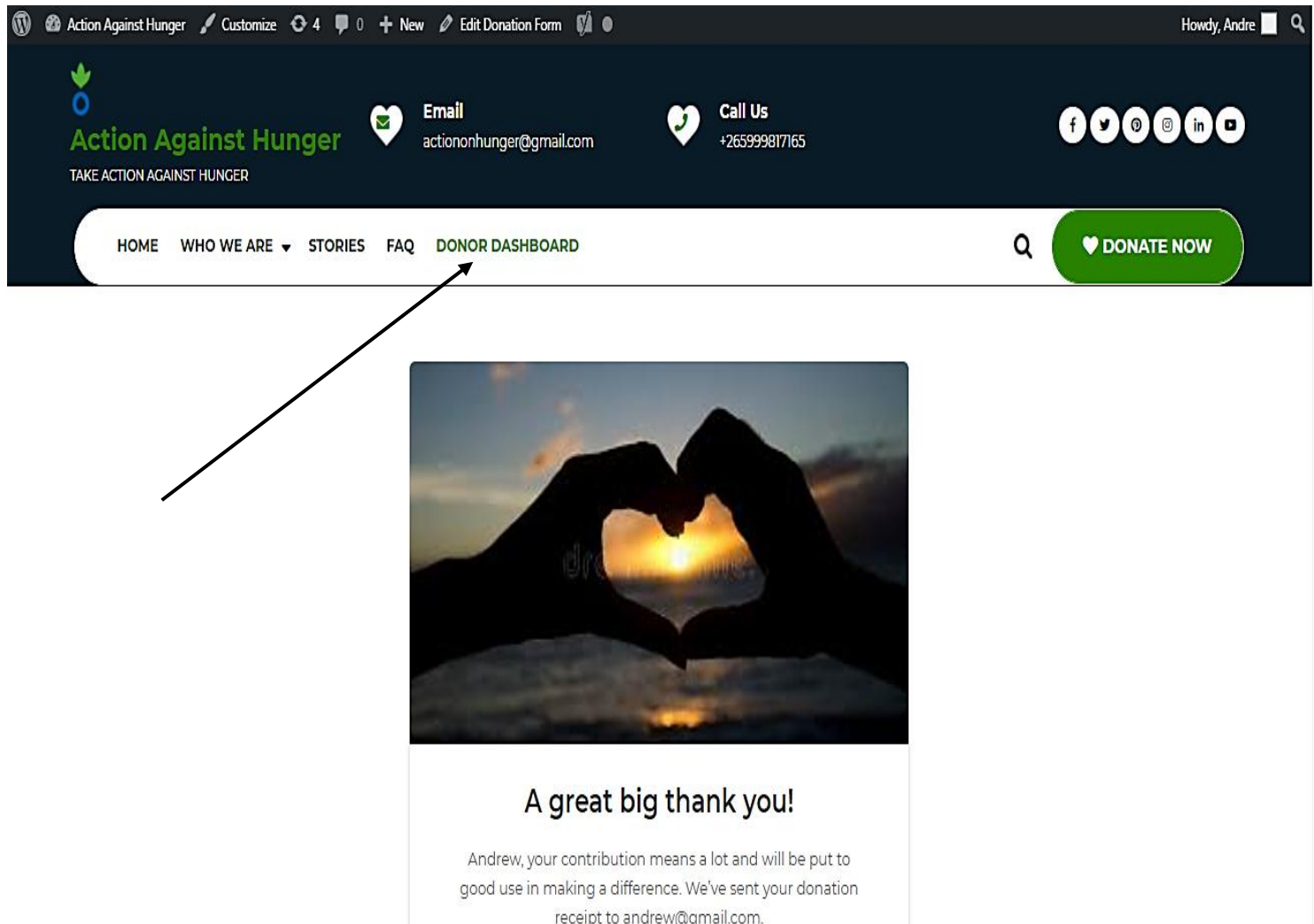
Figure 5.1 showing user going to the donor dashboard

The user will be prompted to the dashboard having their credentials, the history of donations made and an edit profile section if they wish to update their details.

Figure 5.2 showing the donor dashboard

5.1 Google map

The website is comprised of google maps in two pages and this was done to assist users to become familiar with the locations of the sub branches of the organization and know what they are all about.
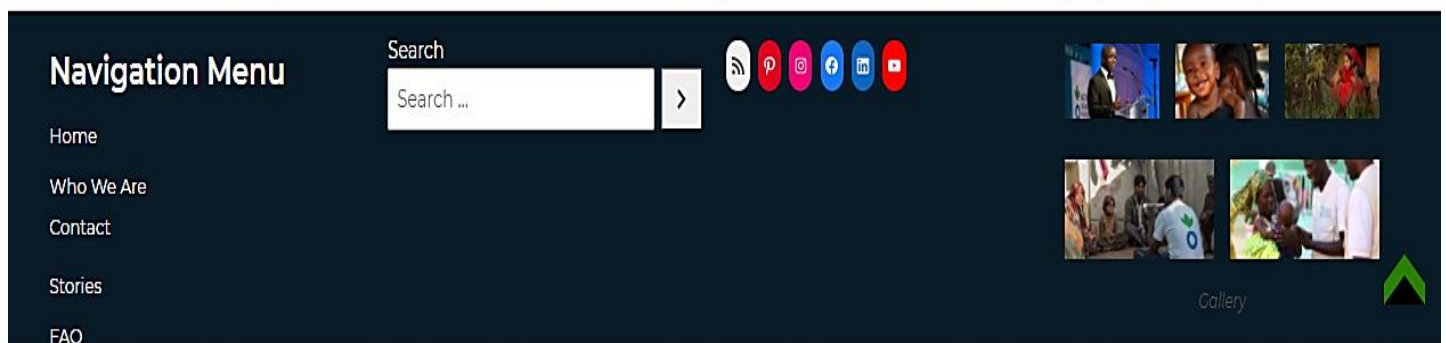
Figure 6.1 showing location at one of the branches for AAH

6.1 FAQ page

This page consists of Frequent Asked Questions by web users which is a lot helpful as it progresses user experience, navigation and saves money on customer services (Anik, 2021).

The user will click the FAQ page on the navigation bar.
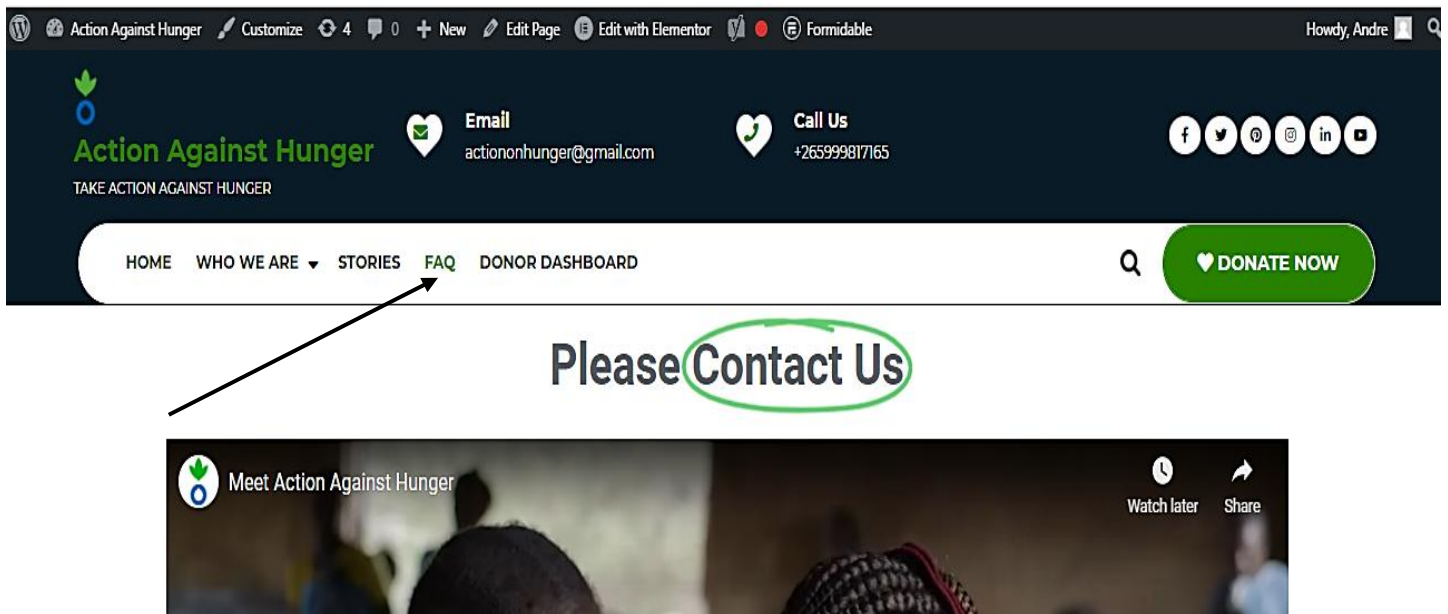
Figure 7.1 showing user clicking the FAQ page

Then the user can click the toggles to view the answers to the questions most users ask.
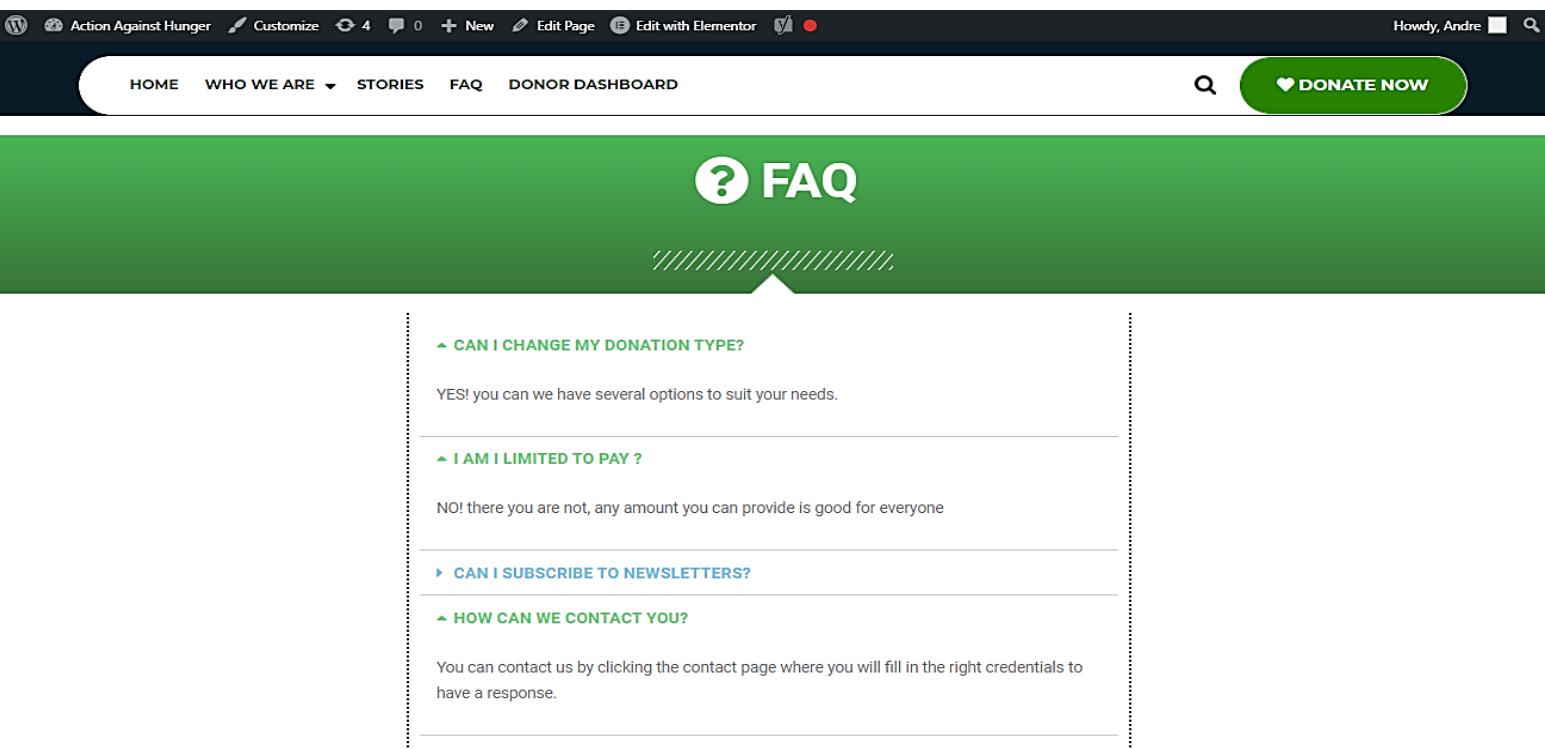
Figure 7.2 showing the FAQ and the answers

TEST PLAN

A test plan was conducted with the purpose of examining the performance of each functionality listed above to check if the intended task was working correctly and completely. A test plan entails how each task is pertinent to the goals of the system whether the performance of each task is either accurate or inaccurate.

A description of tests that were carried out for the website will be shown in the table below.

Table 2 showing the test plan

Test Case ID	Description	Correct Data	Incorrect Data	Result for Correct data	Result for Incorrect data	Action Taken
1	Newsletter (Validation of data input)	Name: Andrew Email: andrew@gmail.com (no spacing)	Name: Andrew Email: and_rew@gmail.com (with invalid character and leading space)	Data was accepted with successful report .	Entry of data was denied.	Removed leading space and an invalid character.
2	Contact Information	Filled out all starred fields on form.	Left some fields unfilled.	Data was submitted	Data could not be submitted	Filled all starred fields on form
3	Donation	Filled name of user: Andrew Ticked radio button	Did not fill name Did not tick radio button	Data was submitted and was prompted to new page	Proceed Restricted	Ticked the radio button of choice. Filled name in the field.
4	Donor Details	Edited user profile John to Andrew	Edited user profile John to John	Profile Updated	Profile failed to update	Removed repetition And provided unique information
5	Authentication (Access Control)	Username: Andre Password : Andy@2021!!()	Username: Andre Password: Jon@2021!!()	Access Granted.	Access Denied.	Inserted the correct credentials for the Admin.
6	Mobile Responsiveness	iPhone X dimension 375 x 817		Responsive		

7	Font size and type	Font size :12-24 Font type: Arial and Roboto	Font size :4-10 Font type: Chiller and Dubai	Readable	Barely readable	Made it readable and ease to see.
8	Web Browser Compatibility	Chrome and Microsoft Edge	Internet explorer (outdated version)	Full content display	Missing content	Updated and utilised newer versions of web Browsers.

DESIGN CHOICES

A design is not something that only deals with aesthetics but also deals how a product operates during interaction with a user. The design choices that were taken into consideration were meant to create the best user experience and provide ease accessibility. These include

a) Recognition over recall

This design choice aimed at portraying things that users can recognize other than recalling because this improves usability hence easy retrieval of information from memory. This design choice made the information and interface functions easily accessible and visible for users (Budiu, 2014).

b) User needs as guidance to design

This design choice aimed at consulting users in order to know their needs and define the right design pattern for their organization, and this is quite simple as every design decision will be in direct response to listed requirements (Hansen, 2020).

CHALLENGES

Some hindrances occurred during the development of the website which posed as limiting factors to some functionalities of the system. These include;

a) Plugin Compatibility Issues

The plugins assisted with the functionality of the website but not all plugins could be installed and this was due the PHP version of the server (XAMPP) used because it was outdated hence making it more difficult to integrate other them with other functionalities.

b) Newsletter unable to pop up sometimes

This was due to some settings in the dashboard that did not correspond with other plugins settings so there was a need to reset the settings to default and start from scratch by applying custom settings to allow the pop up to take place.

c) Unreadable content

Some content could not be read because they were incomplete from the front end and this was fixed by changing some parts of the theme to make it readable for the user.

d) Capturing of data

Data capturing was a slouch when it came to the donation form and this happened due to the lack of a supporting add-on which made other types of donation like PayPal not to work.

STRENGTHS OF THE SYSTEM

Apart from the challenges the system its proved to be potentially competent to users in the following ways.

- It is user friendly, does not possess heavy colors and its easy on the eyes.
- Right information matches with the scope of the pages.
- Emphasizes on recognition than recall to provide best usability for users.
- Easy to use navigation to guide users on the page of interest.
- Input of google maps to easily access the location of the organization.
- Easy form filling.
- Secure authentication access.
- Responsive to mobile devices.
- Update profile functions working efficiently for Admin and users.
- Captivating content for instance words and images.

Staff guidelines regarding legal, social, and professional issues and maintenance recommendations.

This is in regards to the general good of the society or public for the purpose of making conditions favorable to almost everyone pertaining to the laws of the system.

1.1 Legal issues

These are issues regarding the laws that have been established as guidelines or principles that holds balance between what is right and wrong.

Data Protection Act

On legal grounds this act controls how user's personal information will be used by businesses organizations or the administration (GOV.UK, 2018).

Staff guidelines

- Fair use information lawfully and transparently.
- information must be kept updated where necessary and as well accurate.
- Veneration of all data, documents and information received during the course of staff work must remain confidential and must not be shared with a third party without the written consent of the manager.
- Propagation of any information related to Action Against Hunger is stringently prohibited without the organization's consent expression.
- It is prohibited to use the AAH's name and resources for personal gain and secluded purposes.

2.1 Social issues

These are issues concerning the principles of what is right and wrong behaviour in an organization. As a society-based issue this is also a sensitive area in a way that every community has different principles to what might be wrong to the other might be right to another.

Staff guidelines

- Evade conflict of interest by engaging in activities or decisions where financial, familial, or personal interests are on the line for they can compromise the ability to make unbiased decisions pertaining to proposed transactions, contract or any type of arrangements (ACTION AGAINST HUNGER, 2018).
- A need to respect the cultural and legal context of AAH's host country in order to avert chaos among other AAH's workers or stakeholders.

3.1 Professional issues

These are issues regarding the expertise of work whereas the professionals provide many services in the humanitarian organization to achieve optimal standards.

Staff guidelines

- Respecting and valuing alternative view points by seeking and accepting honest criticisms of work.
- Bribery is not condoned and any type of unprincipled inducement.

- Resources must be carefully and accurately managed.
- Encourage and support fellow colleagues in their professional development.
- Seek to improve professional standards via association in organization's development, use and enforcement.

CONCLUSION & RECOMMENDATION

WordPress, which is the most eminent free and an open-source CMS system and reigns 32% of websites on the internet. WordPress is very flexible and easy to learn from beginners to developers hence making it suitable for all groups.

The following are the merits of using WordPress as a content management system.

a) It is user friendly

To beginners this is a very easy platform to become more familiar with because a WordPress website is easy to manage, so much so that coding or programming skills are not compulsory for one to know in order to operate the content management system. This becomes very easy as an administrator to edit, navigate and update the content for the website.

b) availability of plugins

One of the major advantages of WordPress is the abundance of of plugins which makes it easier to develop functionalities suitable for the website being created and the content being managed. Another interesting factor is that most plugins are actually free.

c) Open-source community

WordPress developers are inclined to use, change and study the code without starting from scratch. Being an open-source content management system developer can share any type of source online with other programmers too hence saving time and cost.

STEPS FOR FUTURE WORK

The website could greatly use some improvements in some areas like:

- Providing feedback to clients once they have sent their inquiries in the contact page.
- Integration of some type donations platforms like PayPal to allow users donate with which ever method they feel comfortable with.
- Sending newsletters to the subscribers of the system.
- Adding more content in pages to easily gain more users to the system
- SEO integration.

RECOMMENDATION

I would still recommend WordPress to be used because it still remains on top of other CMSs because of its User-friendly features, cost conscience and resourcefulness. However, my second pick would be Joomla if one might need to change the CMS because it is as close to WordPress with just minor differences like level of complexity.

SELF REFLECTION

In the course of developing the website to its best level of capacity some skills were utilized to come up with this. These include

- Database skills and these were a necessary to be created at first hand before installing WordPress in order to keep the data and manage the content of the CMS.
- WordPress skills as the development of the website entirely needed WordPress and the right plugins to use to enable accurate functionalities.
- Project Management skills as a project manager, in some areas I had devised critical thinking and problem solving and as well as technical

TEAM ROLES

Every aspect of the website had been developed based on the expertise of the team each having a skillset favoring the development section of their proficiency.

Below is a table showing the roles and responsibilities of the team.

Table 3 showing team roles and responsibilities

ROLE	RESPONSIBILITY
Project Manager	Controlled the entire project.
Tester	Conducts tests on system verification and mitigates errors.
User Experience Designer	Made sure that users have best experience by analyzing user behavior.
User Interface Designer	Design a user interface based on client needs.
Web Developer	Create and maintain websites.

Content Management Systems

A CMS is an application that supports a user to craft and manage a website through a friendly interface without the struggle of applying effort in coding, thus allowing a user to concentrate much on content creation on the website being designed. (Themeisel, 2021).

1.1 Importance of content management systems

Content Management Systems are there to bring ease in the digital realm by providing real time solutions to business requirements and they enable effectiveness and efficiency in business processes of different organizations. Highlight the importance of having a content management system include;

a) Ease of use

This is the primary prominence for choosing the right content management system suitable for one's needs. A CMS makes it easy for non-technical users to create or modify content without the need to code, this is so due to the fact that all the necessary codes are controlled by the A content management system. A content management system has sufficient functionalities to support a user's needs (Kambala, 2019).

b) Responsive design

It helps create responsive websites which are very essential for mobile use, as statics show that half of the internet traffic comes from mobile devices nowadays. CMSs ensures that a website should have web pages that render properly transversely in different types of devices (Kambala, 2019).

c) Security

CMSs provide security features which help in data protection. This allows users to freely use the website developed by the content management platform without the fear of being hacked because with the right plugins that support the part of security. These plugins provide sophisticated security mechanism which helps to secure user data and protects them from being hacked (Lara, 2018).

d) Growth of Business

In any successful business, as it grows, so does the website as well and this makes it easier for user to expand their services, knowledge, access points and databases using a CMS (Saunders, 2017).

There are quite a number of CMSs and just to name a few examples, there is;

- WordPress
- Joomla
- Drupal
- Wix
- Ghost
- Squarespace
- Magento

Advantages and Disadvantages of Three Potential Content Management Systems

Amongst the examples of CMS mentioned, three will be explained in order to grasp and appreciate what these three are capable of doing and which one is best suited for this assignment based on the needs of the chosen organization. The chosen content management system to be elucidated include;

- Ghost
- Joomla
- Drupal

Ghost

Ghost is one of the examples of a free and open source CMS that allows you to write and publish articles. As blogging platform, it allows users to create beautiful blogs and it was designed to provide power, flexibility and performance (Jamstack, 2021).

Advantages of Ghost

The following are the merits of using Ghost as a CMS.

a) It is reader friendly and has minimalist design

As the next generation platform for bloggers, Ghost has a minimalist design which enables a reader to directly focus on the content created.

b) Free email marketing

Ghost provides the opportunity to its users of free email marketing services where as other companies charge such a service in more expensive amounts of money irrespective email subscribers.

c) Source of income through getting paid by readers

Ghost creates an opportunity for a user to make their blog as medium for charging money from their readers. Users create their own paywall with zero cost and no technical background.

Disadvantages of Ghost

The following are the demerits of using Ghost as a CMS

- Limited to themes.
- Hosting is not for free.
- Requires little understanding of coding.
- Must have the understanding the basics of blogging.

Joomla

Comparable to WordPress, Joomla is an open-source CMS that is utilized for developing and managing websites. Joomla is also a good fit for making websites which need comprehensive content management like complex social networks and educational institutions. Joomla is a developer friendly content management system with a user friendly interface.

Advantages of Joomla

The following are the merits of using Joomla as a content management system.

a) Minimal knowledge in coding is required

Joomla does not require advanced skillset in coding and programming languages in this web development platform. Remarkably Joomla as a content management system is easy to use due the fact most of its paid and free templates have a graphical user interface which has the capability of allowing users to alternate the layout, font and colors without editing a line of code. Joomla consists of an override system that allows modification of templates making it easier for customization and beneficial for creating blogs or online publishing websites (Ivankov, 2018).

b) Top Notch Search Engine Optimization

Search Engine Optimization (SEO) refers to the process of enhancing the quality and quantity of a website's traffic from search engines like Google, MSN, Bing DuckDuckGo and many others. Joomla consist of inbuilt search engine optimization tools that include metadata creation and modification, monitoring and keyboard planning. These tools generally support sitemap generations, robot exclusions, menu creation and SEO-friendly URLs (Ivankov, 2018).

c) Function-Oriented Categorization of Extensions

Joomla categorizes its plugins, module, language, libraries and packages based on functionality. Each category essentially signifies a dedicated function hence this mitigates bloating compatibility issues and slowness that would typically affect the development of a website.

Disadvantages of Joomla

The following are the demerits of using Joomla as a content management system.

a) High degree in complexity

Joomla compared to WordPress is of more complex in nature in terms of the interface and the functions of Joomla it is more complicated and even other content management system. Due to this complexity, the user experience is not as forthright as possible because it necessitates knowledge on overall web development as the CMS was built to make complex and interactive websites.

b) Issues in Browsing and Selecting Extensions

Joomla gives a hard time when it comes to choosing the right extensions due to the fact that Joomla's library of extensions lacks intricacy. The fact that Joomla has a fewer number of plugins and themes compared to WordPress, it becomes hard to choose according to the preference of the user. In this case web developers tend to create their own extensions for a specific case scenario (Ivankov, 2018).

c) Concerns About Security and Vulnerability Risks

For the fact that Joomla utilizes extensions it is more susceptible to malware disguised as legitimate extension for the CMS. Though updates and measures are placed to keep Joomla websites secure, there is the inescapability of users failing to observe security and risk management measures thoroughly.

Drupal

Drupal is free and an open source system and its quite different from other CMSs because it requires the most technical severs. Drupal has an advanced administration panel which controls the presentation of content as well as user and permission management, although one must have their own hosting for this to work. Drupal is more likely to skipped by beginners due to the technical involvement rather than web developers. All in all, Drupal consists of ready-made solutions for different market sections like e-commerce and tourism (Themeisel, 2021).

Advantages of Drupal

The following are the merits of using Joomla as a CMS.

a) High speed

From the above description of Drupal, it was mentioned that it is fast loading this is due to the built-in caching has the best speed.

b) Plenty of room for creativity.

Drupal Web developers have the ability to create resources, disregarding the differences between the complex and original designs.

c) Security

Drupal unlike other content management systems has an increased level of protection that cannot easily be breached.

d) Rich set of modules

Due to the open source code, Drupal's capability enhances and extends its functionality by adding additional modules.

Disadvantages of Drupal

The following are the demerits of using Drupal as a CMS.

a) High system requirements

From the above description of Drupal, it was mentioned that hosting is required to operate this CMS which results in expensive hosting fee due the system processes that can be carried out by a user.

b) Lack of high quality designs

In free access mode there are fewer high quality designs which makes the users engage in self development designs for their web projects and this results in shortage of quality topics for the site design (Drudesk, 2015).

c) Complex interface

Drupal had an advanced interface design which makes difficult to master professional construction systems due to its complex interface making it hard for a beginner to become very profound as the interface is not intuitive.

d) Difficulty in installation of updates and modules

Drupal is quite different from other content management systems as the installation updates and additional modules are made through File Transfer Protocol (FTP).

Selection Criteria

At this stage a success criterion will be developed in order to compare and choose the content management system. In order to choose the CMS an assessment will be carried and from this it's where the selection process will be made. The CMSs will be assessed by the level of;

➢ User friendliness, this is judging by the user interface and experience.
➢ Complexity; this is in terms of coding requirement does it involve a lot of coding or not
➢ Resources; this is in terms of the availability of plugins or extensions, themes and the like. This is so because a CMS must have all the necessary tools to come up with the right website and manage the right content.
➢ Security; this is in terms of how secure the CMS can withhold any sort of breach

Each of the assessed factors will have key indicator which will show how each factor has been ranked and will choose the one that has been ranked as number 1

- **Key for user friendliness**
  1=Excellent User-friendliness
  2=Good User-friendliness
  3=Average User-friendliness

- **Key for Level of Complexity**
  1=Less complexity
  2=Average complexity
  3=High Complexity

- **Key for Resources**
  1=Excellent
  2=Good
  3=Average

- **Key for Security**
  1= Excellent
  2=Good
  3=Average

Table 1 shows how the solutions complement each criterion.

CMS	user friendliness	Resources	Level of Complexity	Security	Total	Ranking
DRUPAL	3	3	3	1	10	3rd
JOOMLA	2	1	2	2	7	1st
GHOST	2	3	1	2	8	2nd

In this case Joomla has proven to be the best potential CMS due to its user friendliness, resources and less complexity in nature from the table which a best fit for all groups of individuals whether a beginner or a web developer hence providing a great user experience and interface for these groups and organization's productivity in creating complex content.

CONCLUSION

The project has reviewed the merits and demerits of potential CMSs with a selection criterion of choice which led to the development of the web-based system for Action Against Hunger. The system was then evaluated by its processes and design which was followed with a test plan. A description of on legal and professional issues was explained with the guidelines that the staff members would follow, last but not least the assignment has provided the right recommendation of a CMS to be utilized and finally reflection of skills by one self in coming up with the final product and how the team contributed to the final product.