

PROJECT PROPOSAL

IT-116: SYSTEM ANALYSIS AND DESIGN

I. Project Title

Kaya Natin Youth: A Digital Platform for Advocacy and Engagement

II. Members

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Course/Section: BSIT 3C

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III. Introduction

The Kaya Natin Youth - Camarines Norte is a new organization that aims to guide the youth in practicing good and clean governance across the province. It focuses on encouraging young people to become responsible leaders by promoting transparency, accountability, and active participation in community activities. The group hopes to build a generation of youth who are socially aware and dedicated to helping improve Camarines Norte. Like many other established NGO's, Kaya Natin Youth is taking their first steps with the hope and dream of becoming a recognized platform for good advocacy.

Digital platforms can play a big role in supporting this goal. Studies show that many NGOs use their online presence mainly for fundraising, while engagement and awareness often receive less focus (Muller, 2016). At the same time, websites are proven to be effective in providing information and generating support, but many still lack interactive features that encourage participation (Díaz, Blázquez, Molina, & Martín-Consuegra, 2013). With this in mind, the proposed project aims to create a dedicated online platform that not only improves visibility but also provides spaces for communication, collaboration, and active involvement among the youth.

IV. Problem Statement

Kaya Natin Youth, a youth-led NGO is facing different challenges:

1. Reaching more people, keeping members updated, and inviting new ones to join. Right now, they mainly use social media posts and offline activities to share information, but these don't always show the full scope of their projects and impact.
2. They don't have a system wherein they can monitor the tasks and events that happen in the organization. Although they have an idea on how they can do it, they still wanted it implemented in a system where they can actually operate it using a device.
3. Manually handling/monitoring the finances in the organization can be one of the ways to do it, but if there is an even better way of doing it especially involving the use of technology it can make the workload of the organization much better that what it was before.

4. They don't have a centralized system wherein they can do all their work in a single workplace. Most of the job that they do within the organization may it be internally or externally is scattered to different kinds of tools.

Without a dedicated platform their **visibility, membership assessments, centralization, and managing of finances** could limit the growth and the long-term sustainability for the organization.

V. Project Objectives

These are the objectives that the team would like to implement on our system:

Increase Visibility – Develop a web app to improve the NGO's online presence and make it more recognizable.

Information Hub – Provide a dedicated platform where members and the public can access news, events, and updates.

Management System – This includes features such as member registration and tracking, event registration and attendance monitoring, as well as financial management tools for recording income, expenses, and donations.

Engagement & Transparency – Showcase the organization's goals, achievements, and ongoing initiatives to build trust and to attract support.

Forum- This will serve as a guide for the members within the organization on what they need to improve, what they need to fix, or even what kind of events could they do in the future. It's also a good way of hearing the voices of the youth.

Donations (QR Codes) - Enable online donations via QR codes (GCash, Maya) to support the organization's projects.

Scalability – Design the system in a way that it can expand with additional features.

VI. Scope and Limitations

Scope:

- Development of a web-based platform for Kaya Natin Youth.
- Features include: membership registration, announcements/events posting, transparency page for projects and achievements, donations and event registration.
- Accessible to members, admins, and the general public via any browser.

Limitations:

- Since we as a team are just starting we are restricted on doing advanced features of a website.

- A stable internet will be required to access the system
- The initial version only includes a website and excludes the idea of a mobile application yet.
- Maintenance is a huge thing for any system but it will depend on the available technical support team.

VII. Methodology

These are the steps needed in order for this project to be developed:

1. **Finding the Problem & Requirement Analysis** – Analyze the current challenges faced by the organization (limited visibility, reliance on social media, etc.). Gather requirements through surveys, interviews, and observations (especially to the members of the organization) to understand what features the system must provide.
2. **System Design**- Before doing the actual project we would first start on making the UI/UX wireframes to serve as a guide on the development of the system. This will also be a huge part as it can be a factor whether our client likes the system's design. The database scheme will also fall in this part as we need it to not be confused during the development.
3. **Development**- This part will be one of the core steps as we will be developing the proposed system. Everything on the paper must be seen at the end of this part.
4. **Testing**- Testing will be vital as this will show whether our system is functional. We will be asking help for our clients and selected participants to show if our system is truly user friendly and working.
5. **Implementation**- In this part we will be deploying a hosting server for the system and we would be running a small training for the admin in order for them to know the in's and out's of the system.
6. **Maintenance**- We would monitor the system in the future usage and fix any bug or error that the system would occur.

VIII. Expected Output

The proposed system for Kaya Natin Youth is designed to address the organization's current challenges with visibility, communication, and manual processes. The website will serve as a hub where everything is organized and easy to access. Its main features includes:

1. **Member registration**
2. **Membership Assessment Monitoring**
3. **Research Portal**

- 4. Management system (members, participants) this also includes the finances and auditing within the organization**
- 5. Monitoring Evaluation (Tasks and Activities)**
- 6. Youth forum**
- 7. Generation of Reports**
- 8. Event posting and registration**
- 9. Viewing of upcoming activities and initiatives**
- 10. Organizing donations**
- 11. Backup & Restore**
- 12. Emergency Hotlines**

. These will make it easier to handle the organization in a much better way. Also applying what the organization has said into making a centralized system wherein they can do all their work in a single workplace.

The system will serve as a space for information, collaboration, and support that will make the group more impactful especially to the youths. It will also strengthen Kaya Natin Youth's digital presence by building trust, accountability, and confidence among members and the community. It will encourage greater youth participation in governance and different activities that could be a help for the organization to gain respect and recognition. Lastly, having a centralized system wherein they can do all their work in a single workplace would give them a lot of advantage in so many ways. With these improvements, the organization will be in a position to grow, maximize their work, expand, and inspire young people to take part in meaningful community work.

IX. Timeline

Week 1 -3 :Focuses on Proposal Writing.

Week 3-4 : Our Group Will do the data gathering.

Week 4-5 : We will start the System Designing.

Week 6-10 : In this Week we will start to develop the system.

Week 10 : After Developing we will do some testing to find bugs in the system.

Week 11 : After the Testing stage this week we will finalize our system for presentation.

Week 12 : Presentation Week.

Task / Week	1	2	3	4	5	6	7	8	9	10	11	12
Proposal Writing												
Data Gathering												
System Design												
Development												
Testing												
Finalization												
Presentation												

Legend: ■ = Completed, ■ = In Progress, ■ = Pending

X. Cost-Benefit Analysis

This table shows all about the Cost-Benefit Analysis of the proposed system.

A. Costing Table

Category	Description	Costing
Domain/Hosting (Yearly)	Use for deploying the website	₱2,500
Software (canva pro ,figma team, etc) (Yearly)	Use for designing the website	₱3,000

Category	Description	Costing
Web Development, includes backend + database setup (One-time)	Responsible for Coding and Database Setup	₱10,000
Marketing and Promotion (Yearly)	Use for Social Media boosting, online ads	₱5,000
Maintenance of the system (Yealy)	Responsible for updating and fixing some bugs in the system	₱5,000
TOTAL COSTING		₱25,500

B. Benefit Table

Category	Description	Estimated Value
Membership Registration	An easier registration system encourages more people to join.	Intangible but significant (increased participation & engagement)
Registration Saving	Eliminate manual registration, paper printing, etc.	₱5,500/yearly
Transparency & Trust	For showcasing the achievements, encouraging for more community supports	Intangible but leads to higher donor and member confidence.
Scalability	For online donations through GCash, PayMaya, or bank transfer	₱20,000-30,000/yearly (potential)
TOTAL BENEFIT		₱25,500-35,500/yearly (potential)

C. ROI Calculation

- **Min Benefit = ₱25,500**

$$\text{ROI} = \frac{\text{₱25,500} - \text{₱25,500}}{\text{₱25,500}} \times 100 = 0\%$$

- **Max Benefit =35,500**

$$\text{ROI} = \frac{\text{₱35,500} - \text{₱25,500}}{\text{₱25,500}} \times 100 = 39.22\%$$

At minimum, the project covers its cost. At best, it delivers a 39% return on investment.

XI. References

Muller, S. (2016). NGOs and the internet: an analysis of NGO web presence.

Díaz, E., José Blázquez, J., Molina, A., & Martín-Consuegra, D. (2013). Are the non-governmental organizations' web sites effective?. *Qualitative market research: An international journal*, 16(4), 370-392.