# Professional Women's Network (PWN)

## Executive Summary

**Community Partner**
Danielle Parson
**Student Consulting Team**
Ava Givone
Huarui Lai
Adeline Wu

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## Background

Professional Women's Network (PWN) is dedicated to connecting, engaging, and inspiring women in Pittsburgh. Founded by Danielle Parson in 2016, PWN hosts various events and activities that foster professional relationships and enhance women's impacts in their fields. Such events include Executive Roundtables, Wine Experiences, and Ladies Who Lead seminars.

## Project Description

### Project Opportunity

The project aimed to tackle critical challenges faced by PWN, including the need for enhanced website UI and analytics to improve engagement and operational efficiency, and inefficient membership data management.

### Project Vision

The vision was twofold. First, to create a seamless digital experience that reflects PWN's brand identity and mission via a more modern website design making the website more representative of the organization's value. Second, the addition of a database management software to create value in unutilized member data.

## Project Outcomes

Significant improvements in website engagement and user interface were achieved, including updated web pages with consistent branding, an interactive photo gallery, web accessibility measure (i.e. real text conversions and image descriptions) and a comprehensive FAQ chatbot. Enhanced data management and analytics capabilities were also developed using an Airtable based database and dashboard, providing PWN with deeper insights into their member demographic data and organizational performance.

## Project Deliverables

The main deliverables included a redesigned Wix website with added functionality and accessibility features, a comprehensive Airtable database setup for effective data management, and an automated Airtable dashboard for analytics.

## Recommendations

It is recommended that PWN continues to develop the new systems implemented, focusing on maximizing the utility of the Airtable database/dashboard and further refining the website's user engagement features. Maximizing the utility of the implemented solution would include constructing a new form for new member acquisition that populates within Wix CMS, which would create opportunity to further automate the data management process by having the capability to directly link to the Airtable solution.

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## Student Consulting Team

**Ava Givone** served as project manager assisting in frontend tasks and database construction. She's a third-year majoring in Information Systems with a minor in Business Analytics reflecting her interest in utilizing technology for efficiency and uncovering financial opportunities in business practices.

**Huarui Lai** was the leader of front-end design and development. She is a third-year majoring in Information Systems with an additional major in Human-Computer Interaction, and has interests in working at the intersection of design, innovation, and user-centered products.

**Adeline Wu** lead backend development, focusing on database development and dashboard implementation. She is a fourth year student with a minor in Computer Science, which reflects her full interest in managing backend logistics and database development.