Mon Metro Chamber of Commerce

Executive Summary

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Background

The Mon Metro Chamber of Commerce (MMCC), located in the Braddock/East Pittsburgh region, is a neighborhood hub of connection, resources, skill building, and partnership with a mission of economic development for all. Even though the organization is still in its early stages, it has built up its online presence through its website to gain attention from the different Pittsburgh communities. However, the organization can still benefit from a more robust backend technical infrastructure to help them better store and organize their member and company information.

Project Description

Project Opportunity

The three core pain points that block the organization currently from achieving their goals are a lack of online visibility and validity, no technical infrastructure for reliably keeping track of members, and no real technical documentation for the current website. Building in an architecture that allows the organization to understand who their members are, what they are looking for as well as documentation of workflows that make using the website a seamless process will allow Mon Metro to achieve their main objective of building a community and a network of businesses.

Project Vision

The project goal was to address the three primary pain points that were identified above. Seeing as these issues stemmed from the lack of a robust technical infrastructure, we believe that building out a backend database would be an appropriate solution. It will directly address the limited technical infrastructure, providing them with an intuitive and user-friendly database with clear documentation written for the board. We also believe that it will help address the validity and visibility for the MMCC. The system will make it easier and faster for the MMCC to organize the information of potential members and contact them on a broader scale.

Project Outcomes

The main outcome of the project was building out a database on our MMCC's website that had 5 primary entities (users, partners, services, companies, and service interest form). We also made two front end additions to the site. First, we developed a service directory page to accompany

the database that would allow site visitors to see who the chamber was partnered with and what services they were providing along with a form that would allow visitors to communicate with the chamber about the types of services they wanted to see. Second, we built out an events showcase to highlight the upcoming events the chamber was holding. Lastly, we wrote and delivered documentation that highlighted the database structure and provided instructional workflows on how to use and leverage the backend infrastructure.

Project Deliverables

The project deliverables were a 5-entity database that tracked users, partners, services, companies, and a service interest form; a service directory page; an events showcase on the home page; and a rework of the sign up process to ensure that only paying members could create accounts with the chamber. All documentation for the backend database including the conceptual model and data dictionary were shared through Google Drive. A final deliverable was training documentation with written out workflows on how to maintain and use the database in different use cases which was also shared on Google Drive.

Recommendations

Moving forward, the MMCC must market themselves to the communities they want to serve and form more partnerships to realize the benefits of our project. Our service directory alone will not improve the validity of the chamber. Instead, populating the service directory with more partners and offerings to members along with consistently adding new events and thereby updating the events showcase will be what helps grow the chambers visibility and recognition in Pittsburgh.

Student Consulting Team

Gautam Kapoor is a senior majoring in Information Systems with a minor in Business Analytics and Optimization. Gautam was the project manager of the team. He will be joining Deloitte after graduation as a Business Technology Solutions Analyst pursuing a career in consulting.

Phi Nguyen is a junior majoring in Information Systems with minors in Software Engineering and Human Computer Interaction. Phi was the client contact and quality assurance manager for the team. He will be joining Schonfeld Strategic Advisors as a software engineering intern this upcoming summer in New York City.

Xinda Zhou is a senior currently pursuing majors in Information Systems and Computer Science. Xinda was the risk manager of the team. Xinda also worked on the web development aspects of the project. He will be pursuing a career in Software Engineering.