Filipino American Association of Pittsburgh

Executive Summary

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Background

The Filipino American Association of Pittsburgh (FAAP), a non-profit established in 1964, is dedicated to preserving and promoting Filipino heritage through cultural, charitable, and educational activities. It operates from the Philippine Center of Pittsburgh and engages the community and its 283 members with support from a volunteer board of 18 directors. FAAP's activities range from hosting cultural events and providing emergency support within the community to managing charitable efforts in the Philippines, including a calamity fund for natural disasters. Key programs include the traditional dance group, the publication of a Filipino cuisine cookbook, and the Maramba Scholarship, supporting local students' educational endeavors.

Project Description

Project Opportunity

A substantial need that the FAAP works to address is access to information on local businesses and resources. In hopes of finding reliable and trusted leads on business and service providers in the area, many turn to the FAAP for guidance given its thoughtfulness and care for the community. The problem that this creates, however, is an undue amount of time that FAAP leaders need to spend facilitating this request fulfillment process, which impacts members as information is often repeated, lost, and incomplete. Addressing this issue would not only allow community members to quickly find reliable information anytime, anywhere but also free up time for FAAP leaders to tackle other challenges that can truly only be done with a human touch.

Project Vision

Through building a Filipino-specific online business directory website, whose customization is fully at the disposal and discretion of FAAP members, we have a unique opportunity to deliver the aforementioned outcomes without forfeiting the personalization that community members have come to know and love. And with a manual vetting process of information, we can ensure the integrity of this resource center at broad.

Project Outcomes

- Developed and launched www.Directoryo.org, a comprehensive business directory with enhanced navigation and clear categorization, populated with real data to facilitate initial user engagement and testing.
- Implemented a user-friendly business intake/referral form on the website, optimizing user interaction and data submission processes, with multiple user tests confirming its effectiveness.
- Configured the website with critical APIs like Google Maps and ReCAPTCHA through Brilliant Directories, enhancing user experience and security, managed by the CMU team.
- Created essential website content including a detailed home page, an informative 'About Pittsburgh' page, and a dynamic directory interface, contributing to a user-friendly and informative resource.
- Improved community engagement and operational efficiency, with the website providing a central, easily navigable platform for Filipino-owned businesses in Pittsburgh, leading to better community connectivity and reduced information retrieval times.

Project Deliverables

- Direktoryo.org: Public website and FAAP admin portal at managemydirectory.com for site management and approval processes.
- Detailed documentation manual in Google Drive: Guides for common tasks like business approval, form editing, and category addition.
- User testing guides and historical test data are available in Google Drive, supporting ongoing evaluation and directory performance optimization.

Recommendations

- Launch ads in the form of verbal announcements and social media posts to maximize early user sign-ups.
- Delegate increased backend work within FAAP, consider forming a Directory Committee to manage workload efficiently.
- Implement strict manual approval processes and continuous monitoring to maintain directory integrity and manage business data.
- Future teams may explore monetization options post-launch, ensuring continued partnership and engagement from businesses in the directory.

Student Consulting Team

Lauren Smith served as the technical lead and project manager. She is a third-year student majoring in Information Systems with a minor in Software Engineering. This summer, she will be interning at BNY Mellon for Security Services and Digital.

Jocelyn Morningstar served as the client liaison and quality assurance for the front-end code. She is a third-year majoring in Information Systems with minors in Design for Learning and Media Design. This summer, she is excited to be interning in the operation department of BNY Mellon.

Owen Gometz served as the technical quality assurance lead and solutions architect. He is a Junior in Information Systems with a minor in Statistics. This summer he will work as a Technical Analyst intern at Wayfair, Boston campus.