

Ampleharvest.org Projects

BlackRock Code Sprint for Impact 2017

Project A:

Donation Page Optimization

Relevant Links:

1. Home page: <http://ampleharvest.org/>
2. Donate page: <http://ampleharvest.org/donate-m1/>
3. Houston: <http://ampleharvest.org/how-can-i-help-houston/>
4. AppNexus: <https://www.appnexus.com/en>
5. Facebook: <https://www.facebook.com/AmpleHarvest.org/>

Project Description

AmpleHarvest.org receives a large population of people coming to the site looking for information, but the amount of people who take the time to donate pales in comparison. We'd like to rethink and redesign our donation strategy. This includes actually graphically re-designing the page itself: (<http://ampleharvest.org/donate-m1/>) as well as thinking through the experience of the overall website to move us towards generating more donations.

Last, we need to think about the type of data we are storing, how to generate incoming leads through social media, and how to better tell the story of those who have donated.

In 2016, our ads appeared 4.8 billion times. We got less than \$100 donations coming out of that. We can design new ads (for AppNexus) and direct them to the current donation page or a different free-standing specific donation page..(70% of Ampleharvest.org users are women (matches the demographic of gardeners in America).

Specific Tasks

- Do a UX (design) analysis of the current donation page and understand how to direct clicks to the donations
- Home page analysis of donation strategy and how it funnels to donation page
- Update content and design elements (front-end), fix copyright date
- Modify website theme (HTML, CSS), Wordpress Admin, Responsiveness
- Data engine is PHP talking to MySQL database (Liquid Web)
- Develop a Social Media / Facebook Strategy for donations
- Design new banner ads for AppNexus - running static PSA's (image) to donation page (if free-standing, we can use: HTML,CSS, Bootstrap)

Project B:

Capture Conversion Information from Food Pantry Lookup

Project Description

AmpleHarvest.org receives a large population of people coming to the site looking for information.

This includes:

1. Home/community gardeners who are looking for a food pantry to donate food to
2. Hungry families looking for food.

AmpleHarvest.org needs to start collecting information on these two groups of people without asking/requiring a “log on” process.

1. For the gardeners, passive information (IP address, date/time, location from where they are located, type of device they are using, and which food pantry they are looking at), and on a voluntary basis, active information (what they are growing, an estimate of how much they may donate (metric would be shopping bags filled), if they plan to donate food to the food pantry they are viewing, how they heard about AmpleHarvest.org (pull down menu) and have they ever donated food before.

2. For the hungry families, passive information (IP address, date/time, location from where they are located, type of device they are using, and which food pantry they are looking at), and on a voluntary basis, active information (would they be interested in garden fresh food once they went to a food pantry, is fresh food important to them, how many children are in the family, their age (range), gender, how they heard about AmpleHarvest.org (pull down menu) and do they have a garden of their own?

In both cases, we want to limit access / entry of information to people physically in the United States. Information for both of these would be accepted from the AmpleHarvest.org find a food pantry page, and would be stored in a file format that could be easily downloaded in a spreadsheet format from the AmpleHarvest.org hosting platform – preferably by someone with FTP access. AmpleHarvest.org’s web site is a Wordpress site yet the find a food pantry page is .php code that works within a window of that page.

The AmpleHarvest.org theme is “fragile” and should not be altered. The data from this should be stored in a separate datafile from the main AmpeHarvest.org MySQL file. The file in our system this displays the information, and where the data capture would take place from is called AmpleHarvest.org/find-a-pantry/food-pantry.php. People can see this in operation by going to www.AmpleHarvest.org/findpantry and doing a search.

Specific Tasks

- I would like to know who you are (where in the world are you? city/state?)
- I would like to know date and time
- If we're capturing email addresses, I will need to capture IP addresses
- Which food pantry did they select to go to?
- Wordpress, PHP, Data in MySQL, Heatmap?
- When a pantry is selected, that an email gets generated from ampleharvest.org to the pantry - "a gardener found you on food pantry and may be donating." I want the pantries to know that we exist.
- Create a different database in MySQL - it's a transactional file rather than a data file (keep them separate).

Collection passive information from site visitors: IP address, date/time, location from where they are located, type of device they are using, and which food pantry they are looking at:

- Create process to collect active information from visitors
- Create a download process that doesn't require ftp access
- Edit .php code in Wordpress for Ampleharvest website
- Data storage for new information using MySQL

Relevant Links

Food Pantry Lookup: <http://ampleharvest.org/find-pantry/>

Potential Technologies

FTP access
PHP
MySQL DB setup

Project C:

Mobile Image Capture

Project Description

The last project would be to go ahead and infuse a mobile experience within the Ampleharvest.org pantry lookup process.

AmpleHarvest.org currently works from a responsive wordpress platform directly on the web. We would like to have a super simple iOS/Android or web app (distributed for free) that will be used by gardeners looking for a food pantry to donate food to.

This app would not only help the gardeners find the pantry, but will also serve to gather information on what is being donated (text, photo, voice to text), store the information on our servers, and lastly, let them share the information on their own and AmpleHarvest.org's social media platforms.

Information collected would be passive (IP address, date/time, location from where they are located, type of device they are using, and which food pantry they are looking at), and on a voluntary basis, active information (what they are donating (photos, text entry or even voice to text), an estimate of how much they may donate (metric would be shopping bags filled), if they plan to donate food to the food pantry they are viewing, how they heard about AmpleHarvest.org (pull down) and have they ever donated food before. We understand that a full app may not be possible to build during a short event - so we welcome ideas and alternative solutions including mobile web solutions.

Specific Tasks

We will create a mobile web application or a native application (depending on expertise) that follows a user through this specific journey:

I'm a gardener, I am standing in my garden - and I have several baskets of apples that I can donate.

I go on Google and ask "where do I donate"?

Ampleharvest.org appears and I ask where can I donate food to? I put in my zip code and up comes a list of food pantries nearby, I select the one I want and up comes up the information.

What we want from them is a photograph of the food they plan to donate and if they want to add comments or descriptions. That picture should be sent to us and include some geographic information. Maybe a geolocation stamp. It would be nice to know what food pantry they selected when they looked it up.

It would be nice to give them the option to share or brag that donation on our social media and there (Facebook). I want my friends to see that I just donated to a food pantry.

We will need an option to verify content before posting on Ampleharvest.org. Like a staffer who approves pictures (we had an issue with lewd content before).

Potential Technologies

Android Studio OR
React Native OR
Bootstrap Responsive Templates

Benetech's Code Alliance Initiative
www.benetech.org

