

Narrative

Surgery on Sunday Louisville's business processes should aim to be as efficient as possible. Recruiting should be streamlined and require minimal administrative work by sending the volunteer, donor, and patient information directly into a relational database that can be easily searched to organize events. This information should be backed up for easy data recovery. Their site should be optimized to help them receive donations by including patient testimonials to add an emotional appeal and more prominently featuring the donation link. Links to all social media outlets should also be featured on the site. Surgery on Sunday Louisville should also make their site more accessible to their clients by adding a translate feature to the page and by adding non-binary gender choices on volunteer and patient forms.

Currently when volunteer applies or a patient is referred this information is dumped to an excel spreadsheet. While this method removed the need for paper applications it is still highly inefficient because someone must dig through the spreadsheets to organize events. For donors, the only information collected is what was provided to PayPal and this information is not automatically stored. The spreadsheets are currently stored on the MacBook used by the organization and are not backed up at this time. Surgery on Sunday Louisville's site today lacks patient testimonials, causing them to miss an opportunity to show the impact the organization has, and likely miss donations as well. Donations are currently only accepted through PayPal, there is no information on how to donate in any other way on their site. The site also has no way to translate the page into Spanish which is the primary language spoken by many of their patients, and no way to select a non-binary gender on any forms which may make some potential patients or volunteers feel excluded.

If Surgery on Sunday Louisville were to implement a relational database for volunteer, patient, and donor information that is directly populated by the forms submitted on the website it would greatly reduce the amount of time it would take to organize events. This would free up employees and volunteers to work on more important tasks and increase the number of events Surgery on Sunday Louisville would be able to hold each year. By including patient testimonials Surgery on Sunday Louisville would be able to make an emotional appeal to potential donors as well as volunteers. This coupled with more active social media outreach would increase donations. Changes to site accessibility like adding a translate feature, adding more info on how to donate, and adding non-binary gender choices would make the site more inclusive and easier to use for visitors.

All of the proposed changes are extremely feasible. Many of the changes like adding a translate feature to the page, adding non-binary gender choices, and changing the layout of the site to emphasize the impact Surgery on Sunday has on the community and to make receiving donations easier will cost nothing to implement. There are many low cost back-up options available that would suit Surgery on Sunday Louisville's needs, it is crucial that their data is easy to recover in case of an accident. The new database will likely be the biggest cost for this project but there are a few low cost options available that should be able to work within Surgery on Sunday Louisville's technology budget. These changes should also be easy to manage by their current IT staff and require very little training for the end users.