

Worth The Words

ITERATION 1: BUSINESSFIRST

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Project Overview

- 1) System Request
- 2) Project Narrative
- 3) Project Feasibility
- 4) System Features
- 5) Process Models

System Request

Business Need

- Self advertising to Attract New sponsors and Donations
- Increase user interaction

Business Requirements

- Banner for sponsors
- Integrated payment service
- Social media integrated posts
- Volunteer application page
- Calendar | upcoming events
- More prominent donation button
- Reviews from previous customers

System Request

Business Value

- Increase in donations.
- Increase in user retention.

Project Sponsor

- Dr. Zara Hatami

Special Issues / constraints

- Project Deadline: 12/09/2024
- Follow 501(c)(3) guidelines.
- Data Security and Privacy Compliance

Project Narrative

Problem Statement

Lack of Exposure, New (Clients), Donations

Lack of features to retain attention (In-action photos, participant reviews, etc.)

Business Case

Build a website that will address all the project needs

Technical Feasibility

- **Wix Core Plan**
 - Easy Maintenance (Automated updates, User friendly UI, Synced live calendar options with RSVP)
 - Security (Automated backups, WAF, SSL, User permissions, Data Privacy Compliance)
 - Marketing (Wix/Google Analytics, Embedded Videos, Newsletter, Social Media, SEO tools)
 - Mobile-Friendly, Forms, Scrolling carousel for sponsors & partners, Wix App Market, Multi-lingual support
- **PayPal**
 - Most popular PMS, accounts for 22% of all online transactions
 - Simple integration with Wix
 - International payment support
 - One-time payments or Recurring payments
 - Proven reliability

Organizational Feasibility

- **Goal:** To increase organizational growth through web traffic and technology
- Website has plenty of options to get involved (Volunteer, Donate, Partner, Social Media, Calendar)
- Streamlined payment processing (PayPal web integration, One-Time payments, Recurring payments)
- Simple web maintenance
- Improved marketing and increased outreach

Economic Feasibility

Wix Core Plan - \$348 annually || Setup costs - \$500 || Premium Plugins - \$150

PayPal 501(c)(3) Discounted Rate: 1.99% + \$0.49

	Year 1 (2024)	Year 2	Year 3	Year 4	Year 5	Total
Income	\$6,400	\$7,000	\$7,350	\$7,718	\$8,104	\$36,572
Costs	\$998	\$348	\$365	\$383	\$402	\$2,496
NPV	\$5,402	\$6,652	\$6,985	\$7,335	\$7,702	\$34,076

System Features



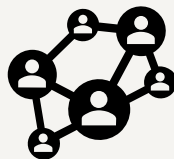
Donation Integration



Volunteer Sign-Up and
Management



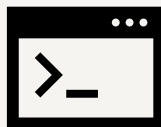
Event Calendar with
RSVP Functionality



Social Media Integration



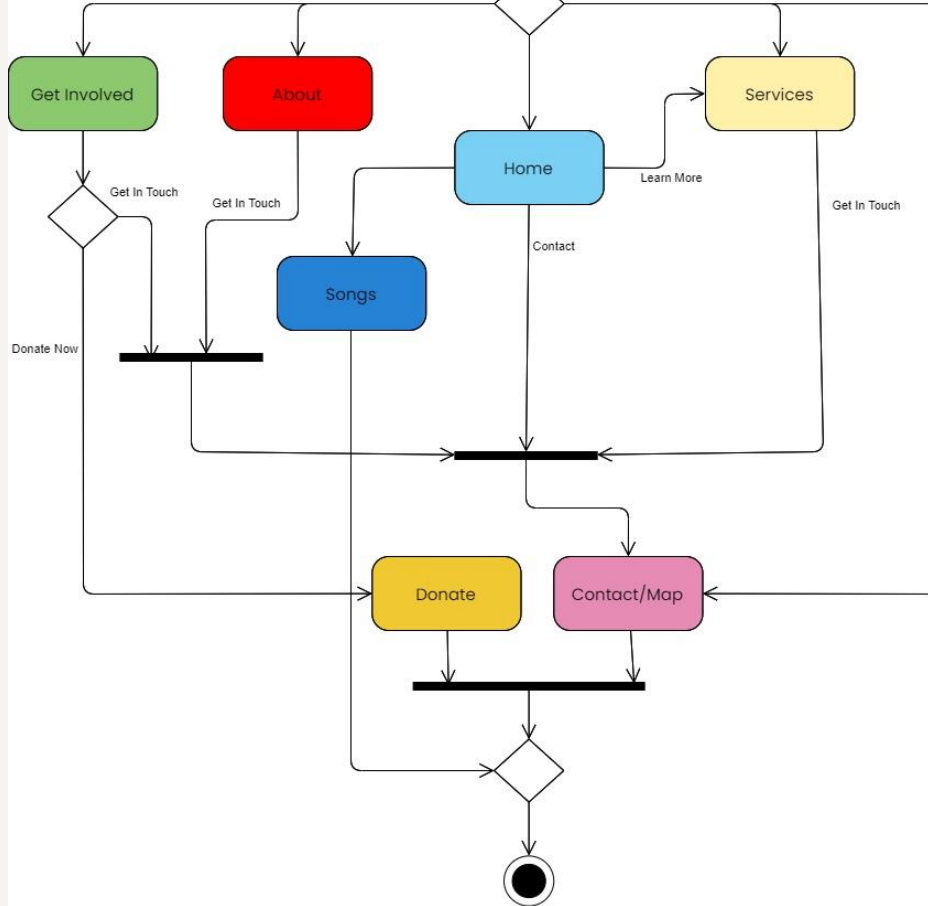
Sponsor Showcase



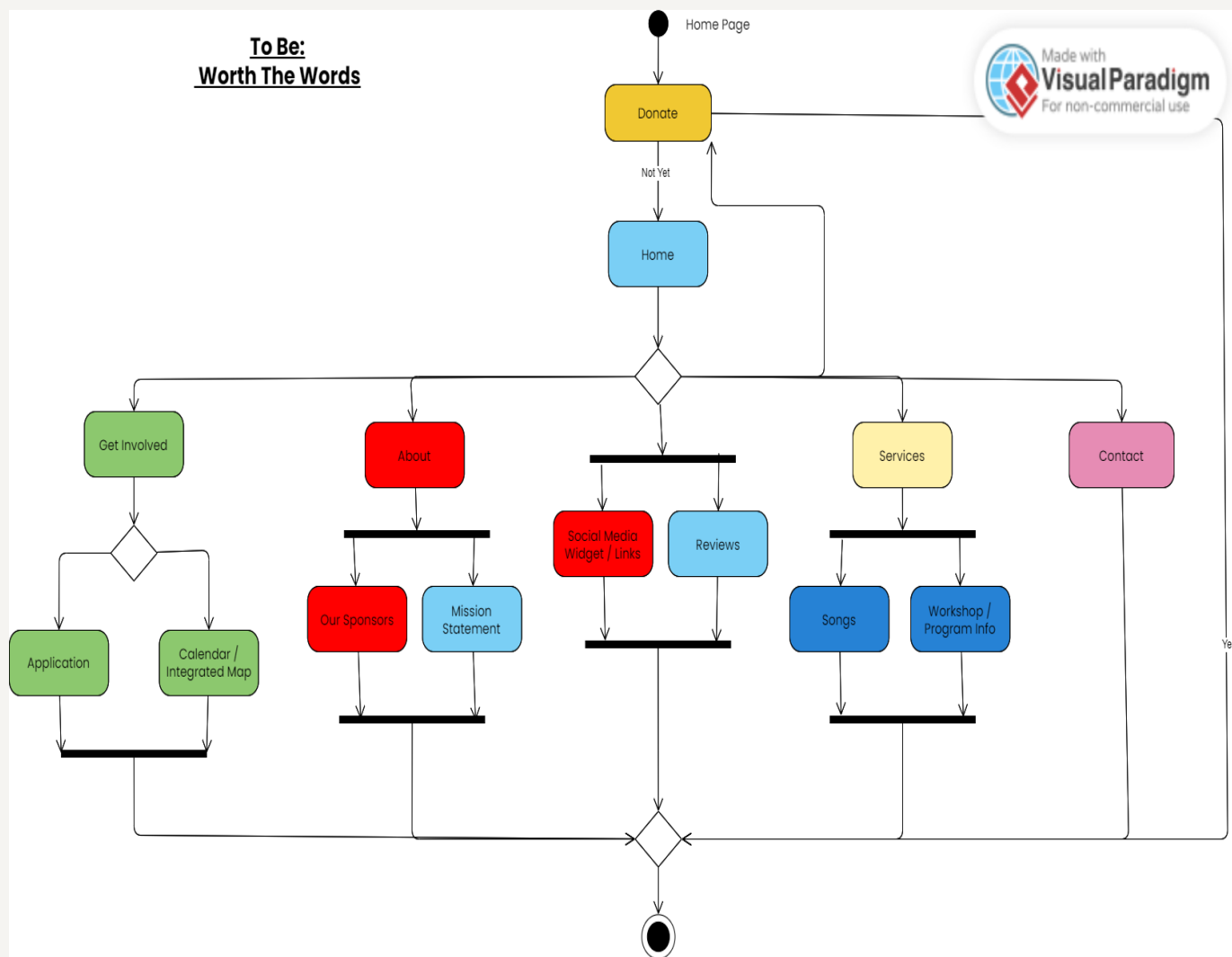
Content Management
System

As Is: Worth The Words

Home Page



To Be:
Worth The Words



Agile Stories

ID: 0001 - Customer

- **As a(n):** Future Customer viewing the site.
- **Workflow (I want to...):** Find opportunities to get involved with Worth the Words.
 - When I visit the webpage, this happens:
 - I find a calendar of events along with a volunteering apply form.

ID: 0003 - Parent

- **As a(n):** Parent of a child in a program.
- **Workflow (I want to...):** Find photos of the organization's volunteers and children at workshops.
 - When I search the webpage for photographs, this happens:
 - I find photos of volunteers working with children through our website sections & social media feed.

ID: 0002 - Site Manager

- **As a(n):** Site manager upkeeping the site.
- **Workflow (I want to...):** Have a limited attention to keep the site updated.
 - When I upkeep the site, this happens:
 - I only have to add new events to the calendar and occasionally update images to keep the site updated.

ID: 0004 - Sponsor

- **As a(n):** Potential sponsor for future programs.
- **Workflow (I want to...):** Find out the effectiveness of the organization's efforts.
 - When I search for data on the site, this happens:
 - I see current sponsors, how active the organization is, and the people that the funding ends up helping.

Conclusion

In our review of the Worth the Words website, we discussed the following key components:

- **System Request:** Identified the need for a platform that supports community engagement and volunteer opportunities.
- **Project Narrative:** Defined the purpose of the website to connect potential customers, site managers, parents, and sponsors with the organization's activities and impact.
- **Project Feasibility:** Highlighted the manageable scope of the website updates, ensuring sustainable upkeep with minimal resources.
- **System Features:** Outlined essential features like a calendar of events, volunteer application forms, photo galleries, and sponsor information to enhance user experience.
- **Process Models:** Demonstrated how each user role interacts with the website to achieve their specific goals, ensuring the site meets diverse needs effectively.

These elements together support a well-rounded, user-friendly website that aligns with Worth the Words' mission of community involvement and organizational transparency.

Thank You!
Questions?