

Iteration #1

CIS 320-02

Team: BusinessFirst

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System Request: Worth The Words

WorthTheWords is a non-profit organization that requires an updated website. The current site lacks many features which our client has requested. First, an increase in donations will be supported by having a more present donation option accompanied by a change in the payment system. Widgets will also better show current sponsors who fund the non-profit, incentivizing more donations from them. The site will also include embedded social media posts and interactive calendars allowing the user to interact with the site more and keep up to date with current or future workshops. Users will also be able to apply to join the team to elevate issues that arise from it being a solo operation.

Project Sponsor:

· Dr. Zara Hatami, Professor at the University of Louisville, zahra.hatami@louisville.edu

Business Need:

- Better advertising of sponsors and optional donations.
- Increase user interaction.

Business Requirements:

- Widgets for sponsors.
- Integrated payment service.
- Embedded social media/integrated posts.
- Apply page (to help teach).
- Calendar | upcoming events.
- More prominent donation button.
- Reviews from previous customers.

Business Value:

- Increase in donations/revenue.
- Increase in user retention.

Special Issues/Constraints:

- Follow 501(c)(3) guidelines.
- Due date 9/22/24

Narrative

Worth The Words is a recognized 501(c)(3) non-profit organization that specializes in supporting troubled youth by providing musical programs and workshops for them. Although both workshops and programs are provided, our client has said they want to focus more on programs so that youth members continue to stay involved. The primary income of Worth The Words is generated from donations by supporters of the organization, because of this we want the focus of our improvements to be on improving user experience on the website and adding additional information on the website that would increase the likelihood of website visitors to want to get involved.

The integrated payment service would streamline the donation process and increase the likelihood of our webpage visitors donating to the organization. The current donation button for the webpage is only visible on one page of the website and should also be visible on the home page since that's the page that will get the most web traffic. Some of our web visitors may not want to formally get involved with the organization or know more before deciding. A calendar/events page would display upcoming opportunities to web visitors who may want to get involved but don't want to fully commit to the organization just yet. The embedded social media posts would add credibility and personality to the page, when visitors see social media posts of the organization supporting the youth, they will likely have increased trust with the organization and the photos will appeal to the emotions of webpage visitors. The sponsor widgets would also increase trust and credibility since the webpage visitors will more than likely recognize many of the partners. If sponsors have high trust, then showing the site is associated with them would reflect their reputation. Lastly, an apply page gives a formal option for visitors to become volunteers with the organization, meanwhile our only current option is for visitors to directly contact the organization via email.

Technical Feasibility: The webpage was originally created via a contractor for our client using Wix, and we plan to continue to use it. Wix gives strong ease of use for our client and the CMS doesn't require knowledge of web development. PayPal is one of the most popular PMS services which will give many of our web visitors a streamlined process with donations. Wix along with its PayPal integration allows our client to easily continue to maintain the website after developments are made.

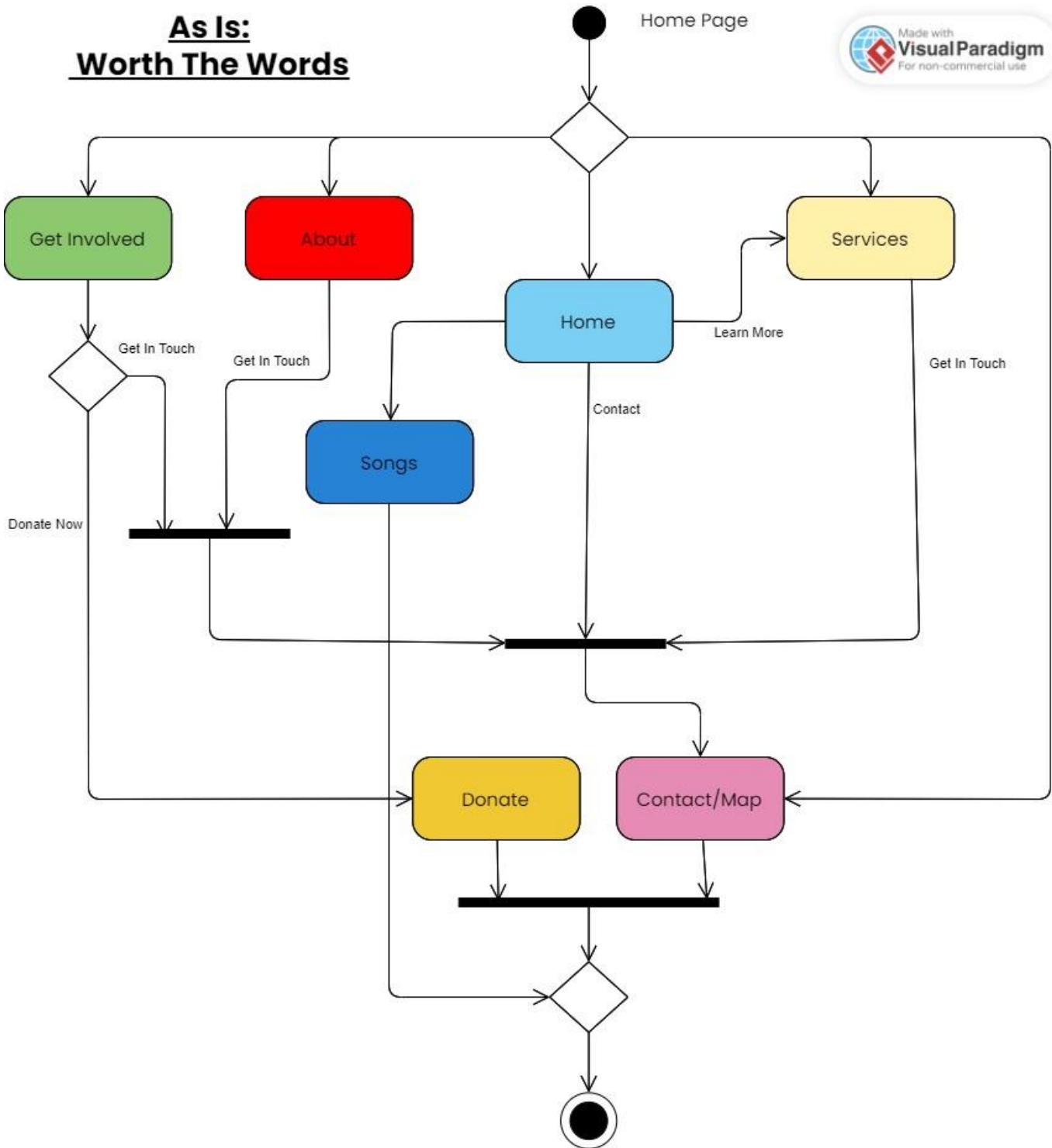
Economic Feasibility: Wix has a large app market with some apps being free which can be used to add our current recommendation and could even be used to add future features to the webpage. An example of

this is the social stream application which can be used to add social media feeds so that webpage visitors can check out social media posts without visiting the social media webpage. We recommend using Wix's Core plan to accomplish our business needs, which costs \$29 a month. This equates to \$348 per year which is only 2.7% of the current account balance. While PayPal fortunately offers discounted rates to recognized 501(c)(3) non-profit organizations, our rate will only be 1.99% + \$0.49 for every transaction which beats out any other payment system.

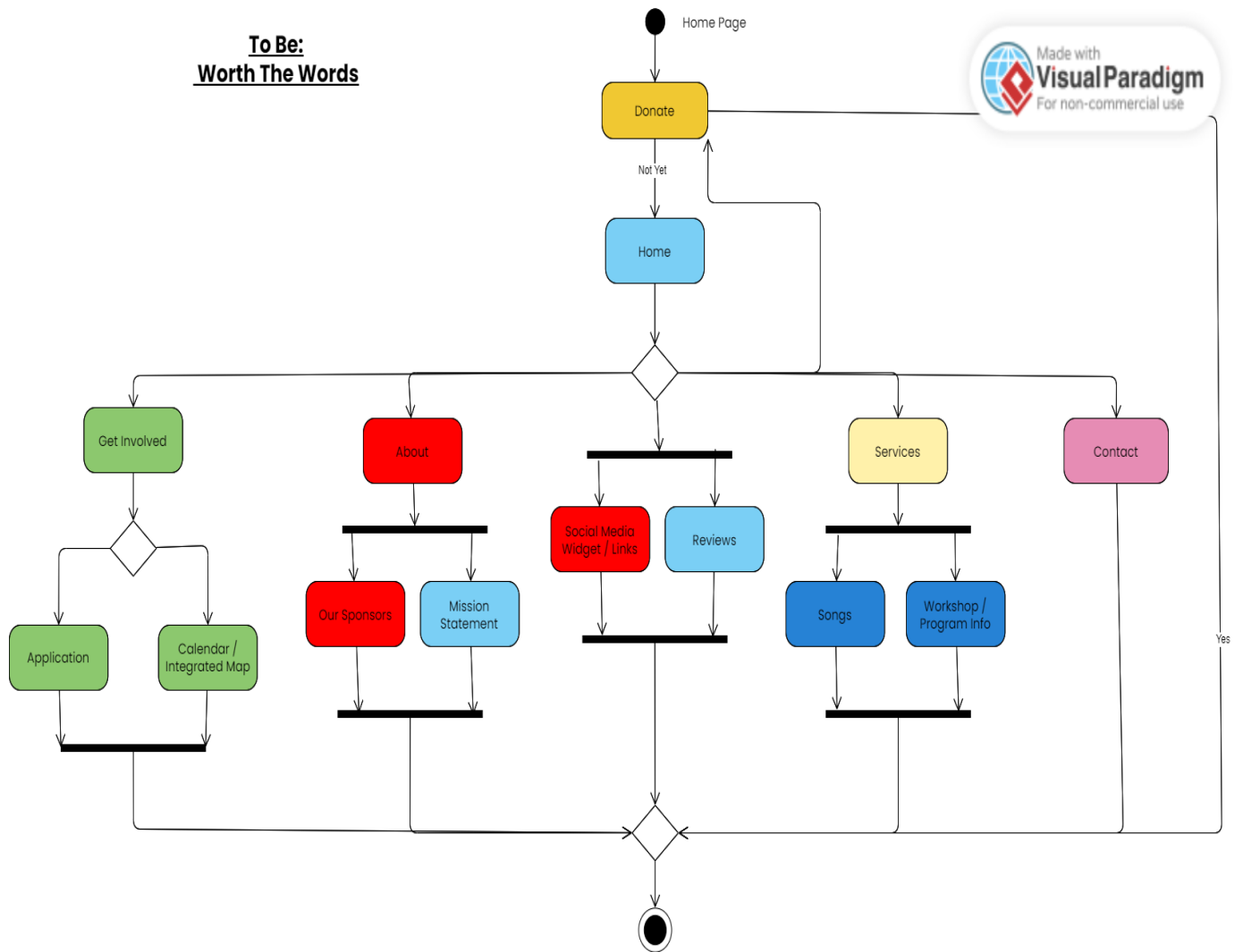
Organizational Feasibility: The goal of this project is to increase support for our non-profit organization through web traffic. Since the organization is primarily run by our client alone, we believe the cost of Wix is worth the convenience that the service will provide. Along with Wix's ease of use, it's reported that 426 million people have PayPal accounts which will give our supporters a streamlined donation process. The new features for our website will make the best use of our web traffic by having an event page and an apply page which will give our web visitors more options to get involved.

Process Models:

As Is: Worth The Words



To Be:
Worth The Words



Revision History

Date	Version	Description	Author
9-11	1.0	Iteration 1	BusinessFirst

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Vision (Small Project)

1. Introduction

The purpose of this document is to collect, analyze, and define the high-level needs and features of the WIX website redesign for "Worth The Words." The focus is on addressing the capabilities required by key stakeholders such as funders, volunteers, community partners, and target users. These needs stem from the organization's goal to increase engagement, improve user experience, and enhance transparency. The redesign will streamline processes like donations, volunteer coordination, and content management to support the organization's mission more effectively and efficiently. Additionally, this document provides a foundational understanding of how the website will fulfill these needs through detailed use-case and technical specifications.

1.1 References

- **Wix – Creating and Managing Your Website**

Publishing Organization: Wix.com

Date: Accessed September 2024

Available at: <https://wix.com>

Description: Provides guidance on using the Wix platform for creating and managing websites.

- **PayPal for Nonprofits – Payment Integration and Donation Tools**

Publishing Organization: PayPal

Date: Accessed September 2024

Available at: <https://www.paypal.com/nonprofits>

Description: Details on how PayPal can be integrated into websites for seamless payment processing and discounted rates for 501(c)(3) organizations.

2. Positioning

2.1 Problem Statement

The problem of	<i>Ineffective web engagement and limited donor conversion</i>
Affects	<i>Ability to attract and retain funders, volunteers, and community involvement.</i>
The impact of which is	<i>Limited financial sustainability and reduced outreach effectiveness</i>
A successful solution would be	<i>Increased donations, enhanced community engagement, and streamlined volunteer coordination through an optimized website.</i>

2.2 Product Position Statement

For	<i>Nonprofits like Worth The Words</i>
Who	<i>Require a strong web presence to better connect with funders, volunteers, and the community</i>
The (product name)	<i>Worth The Words website redesign is a nonprofit-focused web solution</i>
That	<i>Offers a user-friendly platform for donations, volunteer coordination, and community engagement.</i>
Unlike	<i>Complex and costly alternatives, (WordPress, Drupal, or Joomla)</i>
Our product	<i>Is easy to maintain, cost-effective, and designed to meet the specific needs of nonprofits, ensuring smooth interactions with minimal technical expertise.</i>

3. Stakeholder and User Descriptions

To ensure that Worth The Words website redesign meets the needs of all stakeholders and users, we have identified the key groups involved in the project and outlined the main problems they perceive. This section provides a profile of the stakeholders and users, explaining their responsibilities and the challenges that the new website should address.

3.1 Stakeholder Summary

Name	Description	Responsibilities
<i>Leadership (Board of Directors and Executive)</i>	<i>Individuals who lead organizational projects, maintain organizational stability, and spearhead growth of the organization.</i>	<i>Ensures that the system will be maintainable</i> <i>Ensures that there will be a market demand for the product's features</i> <i>Monitors the project's progress</i> <i>Approves funding</i> <i>and so forth</i>
<i>Donors and Funders</i>	<i>Individuals and organizations that provide financial contributions to Worth The Words. They are a key stakeholder group, as the sustainability of the nonprofit</i>	<i>Require a streamlined, secure donation process that allows for one-time and recurring contributions.</i> <i>Expect transparency and visibility on how their donations impact the organization and the community.</i>

	<i>relies heavily on their support.</i>	<p><i>Look for evidence of the nonprofit's impact, such as success stories, project updates, and financial reports, to justify continued or increased support.</i></p> <p><i>Engage with the nonprofit's mission and understand the long-term goals through easily accessible information on the website.</i></p>
<i>Volunteers</i>	<i>Volunteers dedicate their time and skills to support the nonprofit's operations and events. They may be one-time or long-term participants who rely on the website for organization and communication.</i>	<p><i>Require an easy-to-navigate platform to find, sign up for, and track volunteer opportunities.</i></p> <p><i>Use the website to register for events, track volunteer hours, and communicate with event coordinators.</i></p> <p><i>Need timely and accurate information on upcoming events and opportunities.</i></p> <p><i>Expect the site to offer volunteer resources, such as training materials or instructions for specific roles.</i></p> <p><i>Look for clear impact statements on how their volunteer contributions support the nonprofit's mission.</i></p>
<i>Community Partners</i>	<i>Organizations, businesses, and individuals in the community collaborate with Worth The Words to sponsor events, provide resources, or offer support for its mission.</i>	<p><i>Require clear information on how to partner with the nonprofit, including opportunities for sponsorships, collaborations, or in-kind donations.</i></p> <p><i>Expect the website to showcase past and current partnerships, providing visibility and recognition for their contributions.</i></p> <p><i>Need to understand the process for becoming a partner and what is expected of them in terms of support and participation.</i></p>

3.2 User Summary

Name	Description	Responsibilities	Stakeholder
<i>Website Visitors</i>	<i>General visitors to the website, including community members, potential volunteers, and supporters who seek information about Worth The Words.</i>	<p><i>Browse content related to the organization's mission, events, and current projects.</i></p> <p><i>Use the site to explore ways to get involved, whether through volunteering, donating, or attending events.</i></p> <p><i>Expect intuitive navigation to find specific information quickly, including donation options, event calendars, and contact details.</i></p>	Leadership, Donors

		<i>May subscribe to newsletters or social media to stay updated on the nonprofit's progress and activities</i>	
<i>Content Managers</i>	<i>Internal staff responsible for regularly updating the website's content. This role ensures that the website remains fresh, relevant, and aligned with ongoing campaigns and activities.</i>	<i>Manage updates to website pages, including adding new events, blog posts, and project updates.</i> <i>Ensure that all content, such as event details, volunteer opportunities, and donation links, are accurate and up to date.</i> <i>Maintain the site's layout and design to reflect the organization's branding guidelines.</i> <i>Handle the integration of multimedia content, such as photos, videos, and infographics, to engage users and keep the website visually appealing.</i> <i>Ensure compliance with security standards to protect user data, particularly for donations and personal information provided by volunteers or donors.</i> <i>Monitor site analytics to understand user engagement and adjust content accordingly.</i>	Leadership, Volunteers
<i>Volunteers</i>	<i>Individuals who participate in Worth The Words' events or initiatives, relying on the website for information and registration</i>	<i>Use the website to find and register for volunteer opportunities.</i> <i>Access necessary information about their roles and responsibilities before participating in events.</i> <i>Receive updates on future opportunities and track their hours and contributions through the site.</i> <i>Provide feedback on their experience through volunteer surveys or forms on the website.</i>	Leadership

3.3 User Environment

The target users of the "Worth The Words" website include funders, volunteers, community members, and internal staff.

Number of people involved: Volunteers may range from individuals to large groups depending on the project, while donors are typically individuals or organizations. This may grow as the organization expands.

Task cycle: Tasks such as donations or signing up for volunteer opportunities are quick, typically completed in a few minutes. Internal staff may spend more time updating content weekly.

Environmental constraints: Many users will access the website from mobile devices, making mobile optimization essential.

Current platforms: The existing website is outdated and doesn't fully integrate with donation management platforms or volunteer coordination software.

Future platforms: The new site on WIX will need to be mobile-responsive and possibly integrate with third-party systems like PayPal for donations or Eventbrite for events.

3.4 Summary of Key Stakeholder or User Needs

Need	Priority	Concerns	Current Solution	Proposed Solutions
Easy-to-use donation platform	High	Donors find current system cumbersome	Manual processing or PayPal links	Integrated donation form, secure processing
Volunteer coordination	High	Difficult to sign up for opportunities	Spreadsheet management	Simple sign-up forms and automated confirmations
Mobile access	Medium	Website not fully optimized for mobile	Desktop-focused design	Mobile-optimized site on WIX
Content management	Medium	Outdated information and no easy updates	Little Knowledge on updating content	User-friendly CMS in WIX for easier content updates

3.5 Alternatives and Competition

Alternatives to the WIX solution include custom-built websites or using platforms like WordPress or Squarespace. Custom-built solutions offer more flexibility but are costly and complex, while WordPress provides extensive plugins and customization options but can be difficult to manage without technical expertise. Squarespace offers similar ease of use to WIX but may be more expensive and less flexible for future growth.

4. Product Overview

4.1 Product Perspective

The WIX website redesign will be a standalone platform tailored to the needs of Worth The Words. It will serve as the primary digital interface for the organization's fundraising and volunteer efforts. The new site will integrate with donation platforms (e.g., PayPal) and volunteer management systems (e.g., Eventbrite), ensuring seamless connections between fundraising and volunteer coordination activities. Mobile responsiveness and content management will be key components of the site, allowing for future scalability.

4.2 Assumptions and Dependencies

It is assumed that Worth The Words will be responsible for providing the content needed for the website redesign. The success of the project depends on integrating external platforms for donations and event management and ensuring that staff are trained to manage the website content using WIX's CMS tools.

5. Product Features

The new website for "Worth The Words" will feature several key capabilities. Donation integration provides an easy-to-use and secure platform for one-time or recurring donations, integrated with PayPal and other payment systems. The volunteer sign-up and management system simplifies the process for users to register for opportunities, while an event calendar displays fundraisers and volunteer events, allowing users to RSVP. The website will be mobile-optimized, ensuring usability across all devices, and feature a content management system (CMS) to empower internal staff to update the site without needing technical expertise. The project showcase will highlight both ongoing and completed initiatives, emphasizing transparency and the impact of donations. Social media integration will allow users to follow and share content, increasing visibility, while a newsletter sign-up ensures supporters stay informed.

In terms of other requirements, the WIX platform will be used and must integrate with third-party systems like PayPal and Eventbrite. The website will need to perform quickly across devices and

browsers, with an emphasis on usability, including accessibility standards for disabled users. Security is essential for handling donation transactions, ensuring data protection through encryption. Documentation, including user manuals and training materials, will help internal staff maintain the CMS and other website features efficiently.

Donation Integration

- Provides an easy-to-use and secure donation platform.
- Allows one-time and recurring donations.
- Integrated with PayPal and other payment platforms for convenience.
- 1. **Volunteer Sign-Up and Management**
 - Facilitates a simple process for users to register for volunteer opportunities.
 - Automatically confirms registrations and tracks volunteer hours.
- 2. **Event Calendar**
 - Displays upcoming events, including fundraisers and volunteer opportunities.
 - Allows users to RSVP and receive event reminders.
- 3. **Mobile Optimization**
 - Ensures a fully responsive design for users accessing the website on mobile devices.
 - Maintains usability across all screen sizes without sacrificing functionality.
- 4. **Content Management System (CMS)**
 - Empowers internal staff to easily update website content, including blogs, events, and project reports.
 - No technical expertise is required to manage updates, making maintenance simple.
- 5. **Project Showcase**
 - Highlights current and completed projects to increase transparency and community engagement.
 - Displays the impact of donations and volunteer efforts.
- 6. **Social Media Integration**
 - Integrates social media links and feeds to improve engagement and visibility.
 - Users can follow and share content directly from the website.
- 7. **Newsletter Sign-Up**
 - Provides users with the ability to subscribe to email updates.
 - Ensures supporters are informed about the latest news and opportunities.

6. Other Product Requirements

1. **Platform:**
 - WIX will be used as the development platform. It needs to integrate with third-party systems like PayPal and Eventbrite.
2. **Performance:**
 - The website must load quickly, even with media content, and perform consistently across various devices and browsers.

3. **Usability:**

- The design should be user-friendly for both external visitors and internal staff responsible for managing content.
- Accessibility standards must be followed to ensure the website is navigable for users with disabilities.

4. **Security:**

- The system must ensure secure transactions, especially for donations, protecting user data through encryption.

5. **Documentation:**

- Provide user manuals and online help features for internal staff to manage the website.
- Training materials should be included to guide staff through the CMS system and ensure smooth operation.

Agile Stories

ID: 0001

Title: 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: 0002

Title: 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: 0003

Title: 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: 0004

Title: 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 of the site, **this happens**, I see current sponsors, how active the organization is and the people that the funding ends up helping.

Team Charter

Our team's primary goal is to redesign the Worth The Words website to improve user engagement and increase donations. The new website will include features such as a prominent donation button, embedded social media posts, an events calendar, and a volunteer application page. We aim to create a user-friendly experience that will help support the organization's mission of providing musical programs and workshops for troubled youth.

Team Goals: Our team seeks to deliver a website that not only meets but exceeds the client's expectations by focusing on ease of use, accessibility, and engagement. The new website will aim to increase donations, make it easier for users to get involved, and provide up-to-date information on upcoming events. We want the site to be intuitive, mobile-responsive, and easy for the client to maintain with

minimal technical expertise. Our ultimate goal is to help Worth The Words increase its outreach and financial support through a more effective online platform.

Team Meetings: We meet immediately after class for about 20 to 40 minutes to discuss what needs to be done and plan our next steps. During these meetings, we will review progress, assign new tasks, and address any challenges. After our meetings, each team member will work on their assigned tasks individually. If any questions arise or updates need to be shared, we'll use GroupMe for quick communication.

Team Communications: Our team primarily communicates using GroupMe for informal discussions and questions. This allows us to stay in touch easily throughout the week, ensuring that everyone is on the same page and can help each other with any issues. For more formal updates, such as client communications, we use email. One team member will be designated to regularly update our client, Dr. Zara Hatami, on project progress, and we will keep the instructor informed during class or through formal emails when necessary.

Decision-Making Process: We aim to make decisions as a group by discussing all options and coming to a consensus. If consensus cannot be reached, we will vote, with the majority deciding the outcome. When conflicts arise, we will openly discuss different perspectives. If the conflict cannot be resolved internally, we will consult our client or instructor for guidance.

Project Repository: All project documentation, including meeting notes, deliverables, and drafts, will be stored in a shared OneDrive folder. This ensures that all team members have access to the most up-to-date versions of documents and can collaborate in real-time.