**System Request**

Swiftriver’s system request for the construction of a website for Horses Offering Opportunities for the Future. HOOF provides opportunities to children and teens that need emotional and structural support in their lives. With a construction of a website we can help by increasing the business value of HOOF in which they are able to expand their target audience and provide a basis for financial support for their organization. This construction will involve a team of 6 members and may range from 3 to 10 months. These 6 members will provide the required technical skill to construct the website with little risks. This website will provide business value in terms of an increase to donations/grants, volunteers and customers. Information will also add business value in terms of convenience, efficiency and structure. Information will be recorded through signups which makes communicating with customers more efficient. Messages can be sent from members which provides convenience. Donation buttons and reduce time to write grants will also be a direct result of the system. The website will provide technological support that the organization needs and will allow those that are not technologically sound to maneuver the application with ease. This will result in a centralized hub where information from the organization will stored. Once built the website will be used by customers and the organization to communicate events and services.

**Team Charter**

**Team Purpose and Goals**

This team will perform technical and financial analysis on the IT operations of HOOF KY and perform consultations with the purpose of improving the usability and engagement of their online presence. We will provide the organization with deliverables outlining the methods by which they can potentially improve the efficiency of their operations.

**Duration and Time Commitment**

This team has been brought together for the length of one semester (January to April). The group will attempt to put at least 5 hours a week individually into the project, in accordance with balancing the course load that we have as students.

**Scope**

Activities that involve online-exclusive assets such as the website, the content management system and the payment processing system can all be considered in scope. Activities that involve direct manipulation of the organization’s private user data as well as hardware such as servers are out of scope.

**Members**

Trisia Baltazar

Adrian Boone – Developer

Chad Daily

Jann Jalando-on

Mate Kovacs

Joseph Morrison

**Deliverables**

The team will deliver a series of documents outlining the deficiencies that we have identified in the current IT environment of HOOF KY, as well as documents outlining our suggested changes and projected/estimated benefits that implementing the team’s suggestions will result in.

**Team Meetings**

Meetings will be discussed and scheduled through online communications (primarily email) and group chat applications (Slack and GroupMe).

Meetings will be conducted with an informal structure; the team has decided on a relatively leaderless organization and does not intend to follow rigid agendas.

Meeting decisions will be documented internally through the use of personal laptop computers.

**Team Communications**

Team communications will be facilitated through online communications (primarily email) and group chat applications (Slack and GroupMe). This will include scheduling discussions as well as the transfer of necessary materials and documentation.

Communications between the team and the client, as well as between the team and the instructor, will be facilitated through email or in-person meetings during office hours as necessary.

**Team Decisions**

The team will build consensus through thorough discussion of the project and make decisions as a unit.

The team will handle any necessary conflicts through mediation with the instructor, if necessary.

**Project Repository**

Project documentation will be maintained on each user’s personal machine as necessary, with redundant backups present in the cloud (Google Drive and OneDrive).

The team will, if required, set up a Github repository for further storage.

Problem statement:

Horses Offering Opportunities for the Future, or HOOF, is a local non-profit charity located here in Louisville, Ky. The organization offers underprivileged children the chance to partake in mostly emotional therapy by riding and caring for horses during summer camps. Currently the website has basic functions like a contact form and an address that donations can be sent to. What is envisioned for this website is having the ability to donate online directly from the website, finding more information about volunteering and about any upcoming events.

Right now, the website has many flaws that are detrimental to the organization. There is currently a donation button that does not work. If someone wants to donate to the organization, they must find the mailing address on the website and physically send in a donation. This makes it hard for people to donate potentially deterring people from donating because of the difficulty which results in a loss of funds for the organization. Another problem with the website is the lack of volunteer information. If a potential volunteer goes to the HOOF website hoping to find more information they will leave disappointed. Right now, a potential volunteer would need to using the websites contact form to contact HOOF about how to volunteer and hope that they get a reply. This is similar to the problem with donations, when its hard for someone to do something they are less to do it. Making it hard for someone to volunteer for an organization that relies on volunteers is not a good thing. Lastly there is little social media presence for HOOF. They currently have a Facebook page that has very few likes, and they lack any other form of social media such as Instagram and Twitter. This is detrimental to the organization because in todays world social media could aid them in spreading awareness about their organization resulting in more volunteers and donations.

These are the most obvious problems with the current HOOF. While the problems may be hurting the organization, they can be fixed. For the problem of donations, the most obvious first step would be to get their current donation button working. Moving from only mailing in donations to having the ability to donate online from the website would greatly increase the number of donations that HOOF receives and may even increase the average donation amount. When something is easy to do, people are more likely to do it than if it was hard to do. For their volunteer problem, a possible solution would be to add a tab on their website with information about what volunteers do at HOOF and a sign-up form. This form could possibly be directly submitted on the website or it could be printable and sent in through mail. Either of these would be better than what they currently have, which is nothing about volunteering on their website. Lastly, the problem of social media could be potentially be fixed by creating account on websites such as Instagram and Twitter and having them directly linked on the HOOF website instead of the current version which is social media links to Wix social media. Simply adding these social media accounts to the website is not enough and someone would need to be responsible for running these accounts and they would need to try and spread awareness about HOOF.

Simply put, HOOF currently has a website that is lacking in many ways and it is hurting HOOF in many ways. They are missing out on potential revenue because of their lack of social media, donation button, and volunteer information. We hope to help HOOF in improving their website to the best of our ability, so they may strive and prosper as an organization.

Business Case:

It is not unreasonable to think that with adding a working online donation button to HOOF’s website that total donations would increase. In 2016 HOOF had total fundraising of roughly $15,000 and by adding a donation button that could increase by an estimated 7% leading to $1,130 in extra donations.

HOOF currently has 1 grant for roughly $9,000 and by adding a volunteer sign-up form they could reduce the time they spend looking for volunteers, therefore freeing up time each week they could use to write grants potentially giving them another $9,000.

Lastly, by increasing their social media presence in conjunction with having online donations, HOOF could see a potential increase of 33% on their donations from 2016 ($3,569), giving them an extra $1,070.

Feasibility Considerations:

Technical Feasibility:

Familiarity with Functional Area: We as a team are familiar with what HOOF needs from their system. The users of the system should be able to use it with little to no problems because of the simplicity of the system that is being built.

Familiarity with Technology: Currently HOOF does not have a system like what we are proposing so there is some risk in them not being familiar with the technology. While these is some risk in this area, the system we plan on building should be simple enough that they could operate it with their current technical knowledge.

Project Size: The team that is working on this system is composed of 6 people and the length of the project is roughly 3-4 months. Because our team is small, and the project is short there should be little risk.

Compatibility: HOOF currently does not have any systems like what we plan on building so there should be little risk with integrating out system with their current systems.

Economic Feasibility:

|  |  |
| --- | --- |
| Development Costs | |
| Team Salaries | $0 |
| Fees | $0 |

|  |  |
| --- | --- |
| Annual Operating Costs | |
| CMS Costs | $250 |
| PMS Costs | 2.9% + $0.30 per transaction |

|  |  |
| --- | --- |
| Benefits | |
| Online Donation Button | $1,130 |
| Volunteer Sign-Up, allows for more grants | $9,000 |
| Social Media Presence, more donations | $1,070 |

|  |  |
| --- | --- |
| Intangible Benefits | |
| Increased Brand Recognition |  |
| Increased Awareness of Problem HOOF solves |  |

Operational Feasibility:

Champion: Suzanne Meeks.

Organizational Management: Suzanne Meeks, Board of Directors.

Users: Donors, Volunteers, HOOF Employees, users of HOOFs services.