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. 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, this is a possible 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, the current site lacks 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. 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 $1,050 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.

|  |  |
| --- | --- |
| Online Donation Button | $1,070 |
| Increased donations by Social Media | $1,050 |
| Increased Grants | $9,000 |
| Total | $11,120 |

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 |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Total |
| Online Donation Button/ Social Media | 2,120 | 2,160 | 2,210 | 2,250 | 2,290 |  |
| Increased Grants | 9,000 | 9,180 | 9,360 | 9,550 | 9,740 |  |
| Current Donations | 3,570 | 3,640 | 3,710 | 3,790 | 3,860 |  |
| Total | 14,690 | 14,980 | 15,280 | 15,590 | 15,890 |  |
| **PV of Benefits** | **$13,670** | **$12,960** | **$12,300** | **$11,680** | **$11.070** | **$61,680** |
| **PV of All Benefits** | **$13,670** | **$26,630** | **$38,930** | **$50,610** | **$61,680** |  |
| Hardware | 5,500 | 0 | 0 | 0 | 0 |  |
| Labor | 0 | 0 | 0 | 0 | 0 |  |
| Total Developmental Costs | 5,500 | 0 | 0 | 0 | 0 |  |
| CMS | 200 | 200 | 210 | 210 | 220 |  |
| PS | 180 | 180 | 190 | 190 | 200 |  |
| Total Operational Costs | 380 | 380 | 400 | 400 | 420 |  |
| Total Costs | 5,880 | 380 | 400 | 400 | 420 |  |
| **PV of Costs** | **$5,470** | **$330** | **$320** | **$300** | **$290** | **$6,710** |
| **PV of All Costs** | **$5,470** | **$5,800** | **$6,120** | **$6,420** | **$6,710** |  |
| **Total Benefits – Total Costs** | **$8,810** | **$14,600** | **$14,880** | **$15,190** | **$15,470** |  |
| **Yearly NPV** | **$8,200** | **$12,630** | **$11,980** | **$11,380** | **$10,770** | **$54,960** |
| **Cumulative NPV** | **$8,200** | **$20,830** | **$32,810** | **$44,190** | **$54,960** |  |
| ROI | 819% |  |  |  |  |  |
| Break Even | During Year 1 |  |  |  |  |  |

Organizational Feasibility:

**Champion:** Suzanne Meeks.

Role: Starts the project, provides resources.

**Organizational Management:** Suzanne Meeks, Board of Directors.

Role: Budget for the project, guides the project, helps integrate system into organization.

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

Role: influences decisions made about project, decides if project was a success, uses the system.