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| Iteration One |
| Project Analysis for KSOA Website Design |
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**I. System Request**

**Project Sponsor:** Dr.Barker/KSOA

**Business Need:** Kentuckiana Soccer Officials Association has requested a design and implantation for a website. The KSOA has been without a website for nearly six months. KSOA needs this website to help curb member attrition which is currently at about 15-20% per year.

**Business Requirements:** The KSOA has requested several key elements to be introduced into its website.

·         Personal Login

·         Calendar Features

·         Pay Dues

·         Vote in elections

·         Training and Education material

·         Discussion Board

·         Official’s Assessment documents

·         Uniform exchange

·         Links to other affiliated websites

·         Member database and contact info

**Business Value:** Before the project can be started, we must determine if the value added from this feature will be worth the cost. In short, will this project add or improve something the business already does? With the implementation of a new website and the features requested by the KSOA, we project we can cut attrition by 50%. Based on the KSOA having 80 members and currently losing 15-20% members per year, a website could cut attrition in half. This would keep about 8 additional members per year, increasing revenue by $280 a year (8 members paying $35 a year). The ability to pay dues online will decrease the amount of time the treasurer has to spend accepting dues and attempting to reach members to collect necessary dues.

**Special Issues or Constraints:** A website, in this day and age, is paramount to a successful business. We have concluded that without the website, the KSOA will continue to struggle to maintain its member base.

**II. Narrative**

**Problem Statement:**

The KSOA needs to find a consistent and efficient way to manage their organization, while at the same time helping attract potential members and preventing attrition of current ones. An official website will be an all-encompassing solution that will help the KSOA maintain its member base and curb member attrition, which is currently at about 15-20% per year.

**Business Case:**

The association will use this website as a touchpoint for members and prospective members. The establishment of a website will help certify the KSOA as a credible community that referees will want to be a part of. Providing users with a personal login, an open discussion board, uniform exchange, and member database and contact info will help join the referees together and form a united front among them. In turn, this would help attract new referees, while at the same time decrease the amount of attrition. We project to cut attrition by 50%, which would increase revenue by $280 a year.

The website will also provide a reliable, convenient system to help run the necessary functions needed for the association. This includes paying dues, voting in elections, keeping track of game assignments and other events. These functions will decrease labor time and increase the association’s productivity rate. To expand, the ability to pay dues online will decrease the amount of time the treasurer has to spend accepting dues and attempting to reach members to collect necessary dues. The ability provided by these tools to offer a second, less staff-intensive tier of service is significant. Therefore, the ability to attract and service both younger and more tech-savvy prospects also becomes a very real possibility.

Lastly, the website will help contribute to the training of employees by providing extra education materials, assessment documents, and links to other affiliated websites. These functions are not necessarily needed to run the association but are still helpful to include on the website. The extra materials will not only allow the refs to expand their knowledge of their own abilities on the field, but will also be utilized as an up-to-date educational tool to the outside soccer world.

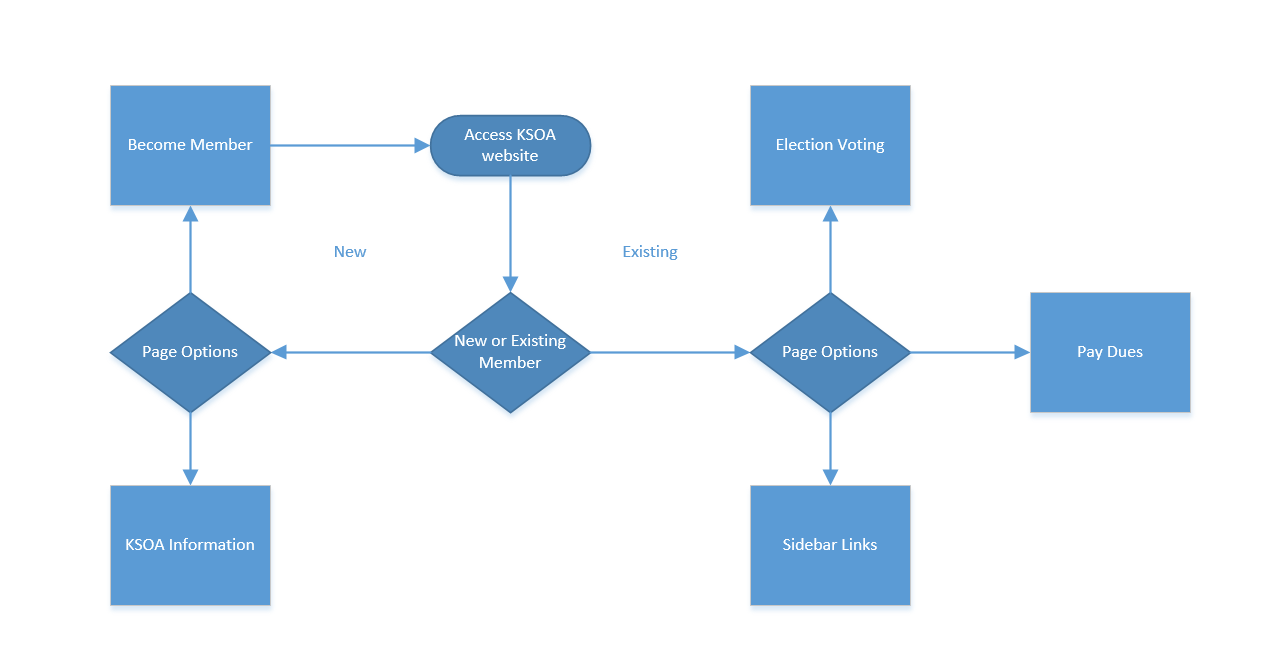
**Feasibility Considerations:**

**Technical -** The [t](https://en.wikipedia.org/wiki/Technical_feasibility)echnical feasibilit[y](https://en.wikipedia.org/wiki/Technical_feasibility) assessment is focused on gaining an understanding of the present technical resources of the organization and their applicability to the expected needs of the proposed system. It is an evaluation of the hardware and software and how it meets the need of the proposed system. The only hardware required of the KSOA to maintain the proposed system is a basic computer with internet access. Our team will design the structure and the website components. The KSOA will need to assign a member the responsibility of making simple content changes on the website, such as calendar updates, posting in the news pieces, and other various changes. There will be no need to make structural changes to the website once it is designed. The only other technical maintenance required will be to actively renew the domain every year.

**Economic (Cost/Benefit) -** The purpose of the economic feasibility assessment is to determine the positive economic benefits to the organization that the proposed system will provide. As stated, the website will have an annual $9.95 charge for the domain name. The KSOA must also take any processing fees into considerations. We have estimated an annual fee of approximately $84 for the 80 current members of the KSOA, if they were to all pay by credit card. We calculated this number from taking the 80 members and multiplying by the annual fee of $35 which is $2800. We then took 3%, the average processing fee for credit cards, of the $2800 which comes out to $84. This will be an added cost, considering the KSOA does not currently accept credit card payments. However, we anticipate this cost will balance out due to members no longer having an excuse as to why they cannot pay on time. This provides an easily accessible payment system for all of the members of the KSOA.

**Organizational**- The purpose of the organizational feasibility is to see whether the new system will fit into the organization and meet the current goals and objectives. The new system will need to have enough support and understanding from the association members to be successfully implemented. They will have to be willing to elect a dedicated member to perform the maintenance updates needed to keep the website current. Providing the members with an organized system will help raise awareness of any updates or current events happening within the association. For example, this will help increase the number of attendees at the meetings and also keep members on track and up to date on their payments.

**III. Process Model**



**As-Is Process**

The organization previously relied on their now defunct website to communicate information to their members. This information included meeting times and minutes, the collection of organization dues, the assignment of members to local soccer games, and links to other relevant websites. Without this web-oriented solution available, this information now has to travel by word-of-mouth or by email, which is more cumbersome for leadership to maintain. Requiring members to attend meetings in order to gain all of this necessary information is another detriment to not having access to this website. The members can communicate between each other and the organization leaders through email, but there is no centralized list of email addresses for each member to be able to access.

**IV. Vision Document**

# Introduction

The Kentuckiana Soccer Officials Association has approached students in Dr.Barker’s CIS 320 class about designing and eventual implementation of a new website. Design-X recognizes that there are deeper needs than a simple landing page that executes a few key features. Many of the problems that KSOA faces are, in fact, not technology problems. Our goal is to assess whether the implementation of new technology in the form of a website would help solve some of KSOA’s problems.

## References

In this assessment, Design-X has used the following resources to help gather the necessary information to fully analyze the problem.

* Face to face meeting with the client
* Dr. Barker’s input and instructions
* Emails between KSOA members and Dr. Barker
* Reports found in Course Documents on blackboard
* Similar websites for benchmarking purposes

# Positioning

## Problem Statement

KSOA currently does not have a website. While there are many features this website could have, the main feature, or goal, is to help grow KSOA’s membership by limiting attrition and making it easy for prospective officials to join.

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| --- | --- |
| The problem of | member attrition and lack of a website |
| affects | the game of soccer in the states of Kentucky and Indiana |
| the impact of which is | felt across many age groups across Kentucky and Indiana |
| a successful solution would be | One that helps the KSOA membership not only grow, but to thrive and keep their members informed, trained and at the top of their game. |

## Product Position Statement

|  |  |
| --- | --- |
| For | Current and future KSOA members |
| Who | Need convenient, up to date information on schedules, events, meetings etc. |
| The (product name) | website |
| That | Will help transform the way the KSOA operates |
| Unlike | Their current business operation |
| Our product | Will attempt to streamline business processes with an emphasis on membership growth. |

# Stakeholder and User Descriptions

## Stakeholder Summary

|  |  |  |
| --- | --- | --- |
| **Name** | **Description** | **Responsibilities** |
| Soccer players | Individuals who participate in organized soccer across all age groups and varying levels of competition. These individuals are affected by the quality, quantity, and effectiveness of KSOA members | Soccer players are responsible for playing the game of soccer. It is important to recognize their importance to this project because without them, the KSOA would not exist. It is the responsibility of the KSOA to provide capable officials in the appropriate quantity for a given match. |
| Clients | There are many clients, from high schools and universities to competitive travel and recreational leagues. | The clients are responsible for providing a venue and organization for the soccer players. While they may not use the KSOA website, they are affected by how the organization works. Mainly by how many officials are at the KSOA’s disposal. |

## 

## User Summary

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Description** | **Responsibilities** | **Stakeholder** |
| KSOA Officials | Game referees | Affectively referee soccer matches. Pay dues and be active members in the KSOA by participating in elections and voting on changes. Officials have a responsibility to the stakeholders to be present and attentive. | All member officials |
| KSOA Board | Governing body of the KSOA | To guide the KSOA in operational decision making. They are responsible for growing and maintaining the membership. | All board members |

## User Environment

The user environment will consist of features that the KSOA has requested. Some of these include:

* Member login
* Voting
* Discussion board
* Weather updates
* Calendar of events
* Training material
* Class signups
* New official registration
* Payment processing
* Links to partner sites such as Arbiter, KHSAA etc.

The Design-X team consists of 6 members in various backgrounds all united by the single goal of providing the KSOA with a high functioning website to provide solutions for many of their business needs. Design-X understands that, in conjunction with the features listed above, usability is paramount. We will strive to create a website that will address all of the KSOA’s requests. At this time, specifics are unavailable. Currently, Design-X is in the problem recognition phase. We feel that in order to fully solve a problem, one must fully address it and analyze it from many angles.

## Summary of Key Stakeholder or User Needs

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| --- | --- | --- | --- | --- | --- |
| **Need** | **Priority** | **Concerns** | **Current Solution** | **Proposed Solutions** | |
| Login | High | Managing the user database | None in place | | Secure login with user managed login name and passwords. Must be verified by domain controller |
| New Member Registration | High | Recruiting | None in place | | Easy to find, informative how to registration function. Specifics to be designed at later date |
| Dues processing | High | Secure payment processing | Manual processing done by treasurer | | Dues payment in controlled access portion of website. Third party processing application to assume liability and PCI compliance |
| Discussion Board | High | None | None in place | | Simple user discussion board, can be hosted on website or can be linked to free third party forum |
| Calendar | High | None | None in place | | Calendar of meetings and events placed within own easy to find section of website |
| Training Information/Class registration | High | Registration database management | None in place | | Most likely will be links to other sites, possibly framing a websites information into our own. Process that will be further investigated in the design phase |
| Links | High | None | None in place | | Links to Arbiter and other partner websites |

## Alternatives and Competition

There are other groups providing what will most likely be insightful ideas. Design-X brings many perspectives into this project. Our group consists of Accounting students that will be mindful of financial processes, marketing students that will find new and creative ways to help promote the KSOA to new members, and CIS students who will help deliver cutting edge technology to the implementation phase.

# Product Overview

## Product Perspective

This product will be its own self-contained entity. Some of the features will be outsourced to open source software or will be linked to other sites. In those cases, the KSOA will be a stand-alone portal to those sites.

## Assumptions and Dependencies

Most of these features can be implemented using open source software which is free to the public. The problem with open source is that it can be buggy. Where applicable, Design-X will strive to create custom solutions that will be easy for KSOA to manage on their own with minimal training required.

# Product Features

This website will look to change the way the KSOA operates. One thing Design-X noticed is the amount of time spent doing simple business processes by hand. While there will always be a need for human involvement, many processes can now be automated. Payment processing can now be handled online. This will save the treasurer valuable time handling payments during meetings. It will also make it more convenient for members to pay their dues if they can’t make it to a meeting.

Member involvement currently comes in the form of attending meetings. In some cases it is not possible for members to attend a meeting. Many of KSOA’s members are officials as a hobby. Most have careers, families and other hobbies that can sometime make attendance problematic. This website will aim to not only keep members informed when they miss a meeting, but to help members stay informed in between meetings. It will also give a platform for those unable to attend to still vote on key elections and policies.

While it is important for KSOA leaders to communicate with KSOA members, it is also important for members to communicate with each other. This is why we would like to place a member directory with contact information of all members.

Design-X would be remiss if we did not mention the most important aspect of this website; membership growth. This website will not be able to go door to door or make cold calls to generate new officials. What this website can do is develop and easy to find and easy to fill out form along with all information a prospective official would need. The website should have contact information for several people that could guide a prospective official if necessary. One thing seen across other websites in similar fields is a guided tutorial for how to sign up and requirements. We would look forward to working closely with KSOA in the design and development of these functions.

# Other Product Requirements

As of now the only known product is our domain. We don’t know what third party software we would need at this time simply because we aren’t sure how much we can develop on our own. We do know that there are open sourced software for every process or feature that the KSOA is asking for.

**V. Team Charter**

**1. Mission**

The mission of Design X is to design an efficient, cost-effective website to address KSOA's business needs through systematic analysis of their existing processes and the best practices of similar organizations.

**2. Goals**

* To submit a thorough and accurate report, free of typographical and grammatical errors, for each assigned iteration by its due date
* To design an efficient, affordable solution that meets the needs of the client (KOSA) by the designated due date
* To promote team cohesion by ensuring every member has the opportunity to voice his/her opinion and review the work of others before submission

**3. Team Members**

* Andrew Wilkerson -- Team Leader
* Jessica Shade-- Recorder
* Katelyn Sherrard
* AJ McQuillen
* Lauren Hertel
* Jenny Assef

**4. Team Meetings**

**Attendance**:

* Meetings will be scheduled in advance and will accommodate the schedules of as many team members as possible.
* Attendance at team meetings is mandatory for all members unless they have a valid reason for their absence (e.g. work, class conflict, illness, family emergency)
* If a team member must miss a meeting, he/she will notify the Team Leader via email or text message prior to the meeting start time.
* If a team member has more than 3 unexcused absences, their conduct will be reported to Dr. Barker at the end of the semester.

**Group Discussion:**

* All team members will actively participate in team discussions, and each will be given the opportunity to present their ideas and opinions on all matters affecting the team project.
* No team member will ridicule the ideas or opinions of others.
* If team members disagree on project decisions, they will attempt to resolve the disagreement through discussion in order to reach consensus. If the dispute is not resolved, the decision will be made by majority vote of all team members present.

**Division of Labor:**

* Work will be divided equally among all team members.
* Team members will produce their assigned work by the established deadline.
* In the event a team member is not able to complete his/her work assignment, he/she will immediately notify the Team Leader so the work can be reassigned.
* The Recorder will take minutes at all team meetings and will post the minutes on the team's Google Docs account.

**Communication**

* Team members will communicate with each other via GROUPME messages. Documents will be posted on Google Docs for review and revision.
* Team members will communicate with the client via email or in person.
* Team members will communicate with Dr. Barker in person and via email. Assignments will be submitted via Blackboard or other means as required by Dr. Barker.

**Project Repository**

* All work products created by team members will be stored in the group's OneDrive account.
* The OneDrive account will be monitored and maintained by the Team Leader.

**5. Assessment of team effectiveness**

At the conclusion of every project iteration, team members will discuss (1) the group's effectiveness in meeting the requirements of the assignment, and (2) the group's effectiveness in working together as a team. We will devise solutions to address any identified weaknesses and set improvement goals for our future performance.

**6. Team Member Accountability**

In the event a team member fails to act in accordance with the terms of this charter, the remaining team members will first discuss the issue with the offending team member, reminding him/her of this charter and its requirements. If the team member's conduct persists, the Team Leader will request a meeting with Dr. Barker to discuss other courses of action.