

# Inception Specifications

## Team Rocket

Alexander Hickey, Scott Luong, Chancellor Cardwell, Asmayt Zeru, Josh Green, Shem Enriquez

### System Request

**Project Sponsor:** Dr. Robert M. Barker

**Business Need:**

- Generate Sales
- Event Updating
- Improve Social Media Presence
- Mobile-friendly Website
- Centralized User Data
- Reduction of Costs

**Business Requirements:**

- Allow Merchandise Sales
- Dedicated Event and Updates Calendar
- Social Media Plug-in
- Mobile Accessibility Capabilities and Scaling
- Centralization of Donor, Member, Guest and Trustee Data
- Proprietary Marketing and Donor Management

**Business Value:**

- Novel revenue stream from merchandise sales
- Stronger event curation
- Greater exposure to local social media
- Exposure to half of all Internet traffic
- Ease of access and data retrieval, specifically with donors
- Reduced costs of \$150 / year (Mailchimp, Bloomerang)

**Special Issues or Constraints:** Wilderness Louisville currently lacks a merchandise page, up-to-date event calendar, and website code for mobile functionality. In addition, Wilderness Louisville currently pays \$50 per year on Mailchimp marketing services and \$100 per year on Bloomerang Donor Management services.

## Vision Document

### Revision History

Date	Version	Description	Author
10/SEP/2020	1.0	Vision Document for Iteration One	Team Rocket: Alexander Hickey
22/SEP/2020	2.0	Vision Document for Iteration Two	Team Rocket: Scott Luong
05/OCT/2020	2.5	Vision Document for Iteration Two	Team Rocket: Asmayt Zeru

## Table of Contents

1. Introduction	3
1.1 References	3
2. Positioning	3
2.1 Problem Statement	3
2.2 Product Position Statement	3
3. Stakeholder and User Descriptions	3
3.1 Stakeholder Summary	4
3.2 User Summary	4
3.3 User Environment	4
3.4 Summary of Key Stakeholder or User Needs	4
3.5 Alternatives and Competition	4
4. Product Overview	5
4.1 Product Perspective	5
4.2 Assumptions and Dependencies	5
5. Product Features	5
6. Other Product Requirements	5
7. Appendix A	5

## Introduction

By underutilizing the current opportunities of their website, Wilderness Louisville is most likely missing out on revenue. The lack of merchandise sales is a missed revenue stream. They are not attracting enough users to the website, which means less donations and less members. The website also lacks mobile functionality, meaning they are missing out on half of all Internet traffic. By fixing these problems, Wilderness Louisville will have a better functioning website that will drive user interaction and drive up revenues for the organization. Also implementing a system for payment systems for donations.

## References

- Team Rocket System Request
  - Available
  - Turned in with Vision Document
- Agile Stories
  - Available
  - Turned in with Vision Document
- Narrative
  - Available
  - Turned in with Vision Document
- Process Model
  - Available
  - Turned in with vision Document
- Vision Document | IBM Knowledge Center
  - [https://www.ibm.com/support/knowledgecenter/en/SSWMEQ\\_4.0.6/com.ibm.rational.rrm.help.doc/topics/r\\_vision\\_doc.html](https://www.ibm.com/support/knowledgecenter/en/SSWMEQ_4.0.6/com.ibm.rational.rrm.help.doc/topics/r_vision_doc.html)

## Positioning

### Problem Statement

Wilderness Louisville needs to maximize revenues and reduce costs if it is to sustain its operation.

The problem of	Revenue and Cost constraints
affects	The effectiveness of Wilderness Louisville's practices
the impact of which is	Loss of operating potential and constituency, lack of communication, information retrieval, higher cost of software and confusion.
a successful solution would be	Overhaul the website in accordance with desirable business processes.

### Product Position Statement

Wilderness Louisville plans to become a staple organization in the environmental volunteerism market.

For	Members, Donors, and Guests
Who	Wilderness Louisville
The (product name)	UML and Agile Technologies
That	Maximize Revenues, Usability, and Minimize Costs
Unlike	Third-party vendors like MailChimp, Bloomerang, Wix, etc.
Our product	Create a better customer experience for interested parties.

The finished product will open revenue streams, reduce costs, garner great membership, and provide job opportunities. Have a polished payment system. Also allow Wilderness Louisville to easily modify and update the website.

## Stakeholder and User Descriptions

### Stakeholder Summary

Name	Description	Responsibilities
Wilderness Louisville Employees	Employees that use the website that can change it.	Employees can keep the website up to date and can modify different things within the site itself
Donors	People that donate to the organization of Wilderness Louisville.	Providing funding to the non-profit organization and help support it with money.
Visitor	Consumer of Wilderness Louisville.	Explores the parks of Wilderness Louisville and providing feedback to employees.
Consumer	Someone that buys something from Wilderness Louisville.	

### User Summary

[Present a summary list of all identified users.]

Name	Description	Responsibilities	Stakeholder
Donor	Provide Funding	Fund to support Wilderness Louisville.	Trustees Committee
Park Visitor	Customer	Consumer of Wilderness Louisville. Provide feedback.	

### User Environment

Users able to find the website easy to use. Finding what information, they need quickly and effectively.  
Can navigate the different pages of the website. Have more features that will and are able to help employees save money.

### Summary of Key Stakeholder or User Needs

- Maps are out of date.
- Website is slow and outdated because of many databases.
- Social media is not being used at all.
- No easy method to reserve areas.
- Hard to use donation, needs replacing.
- Way for Wilderness Louisville to update website.

### Alternatives and Competition

Alternative solution is to switch out the different payment systems and database management tools for Wilderness Louisville to make the site more user friendly for the employees.

## Product Overview

- Newer management system will allow website to load faster and be easier to use for the employees.
- New payment system will make donations easier for consumers.
- Merchandise will allow site to have more income and be used as a marketing ploy.

### 4.1 Product Perspective

The product itself constrained. It solely interacts with itself.

#### Assumptions and Dependencies

- PayPal is easy to use and is cheaper compared to the other payment systems out there.
- Drupal won't be too hard to learn as they claim and can be picked up on.
- Employees are able to manage PayPal and the Drupal system.

#### Product Features

- Donations for the Wilderness Louisville organization needs to be changed to PayPal. This will be safe, secure, and easy to use. The transaction fee is also extremely low as well.
- Drupal will allow users to edit and modifying.
- Merchandise will allow another source of revenue to come to Wilderness Louisville. This could potentially work as a marketing ploy as well too. Interface will allow the visitor to view and select the items that they want to buy from Wilderness Louisville.
- Mobile Support will allow the organization to reach a larger audience. Adding support for mobile will also allow easier access and will increase the traffic of the website which could pull in more revenue.
- Reservation tab dedicated for allowing and showing reservable areas within the park.
- Archive of news, blogs, maps, social media, and notes. Be able to edit, remove or add in post of information within the site.

#### Other Product Requirements

Website must be able to be updated by Wilderness Louisville. Some examples are photos, events, social media, and information about the parks. Payment system needs to be changed in order to be tracked, secure, and easy to use but at the same time cheap. Donation information will probably be required for grant applications as well. Calendar system needs to be updated as well. Calendar system to be added to allow easy sign up for events and display the different kind of events that are happening.

## Appendix A (See also, p. 21)

- Feasibility Analysis
  - Technical Analysis: The project requires a new payment system, online store, and a overhaul of the website. The NPV created below shows a spreadsheet of the information and data that we developed with an estimation of cost for Wilderness Louisville as well as revenue.
- Operational Analysis
  - As shown in the NPV, the operation from the new system will be lowered quite significantly. Wilderness Louisville will need to keep the information on the website up to date though. This should not be an issue as the new system will allow easy editing and modifications of the website.
    - Reaching marginalized groups would not be easy to reach out through Facebook or social media as most of them do not have access to the internet. But one way to reach out to marginalized groups would be contacting American community centers, neighborhood libraries, as well as schools.
- Economic Analysis
  - Our projections in the NPV show that by year 5, Wilderness Louisville will have a return on investment of 271%. Wilderness Louisville will see an increase in donations, memberships, grants, and merchandise sales. Factoring in the cost of labor the break-even point will be at 4 years, and the net present value is \$117,500. Given that the University is gifting the labor the cost of this project for

Wilderness Louisville should be very low and will become more negligible overtime as they accrue more revenue and hiring college interns will lower the cost for future reference.

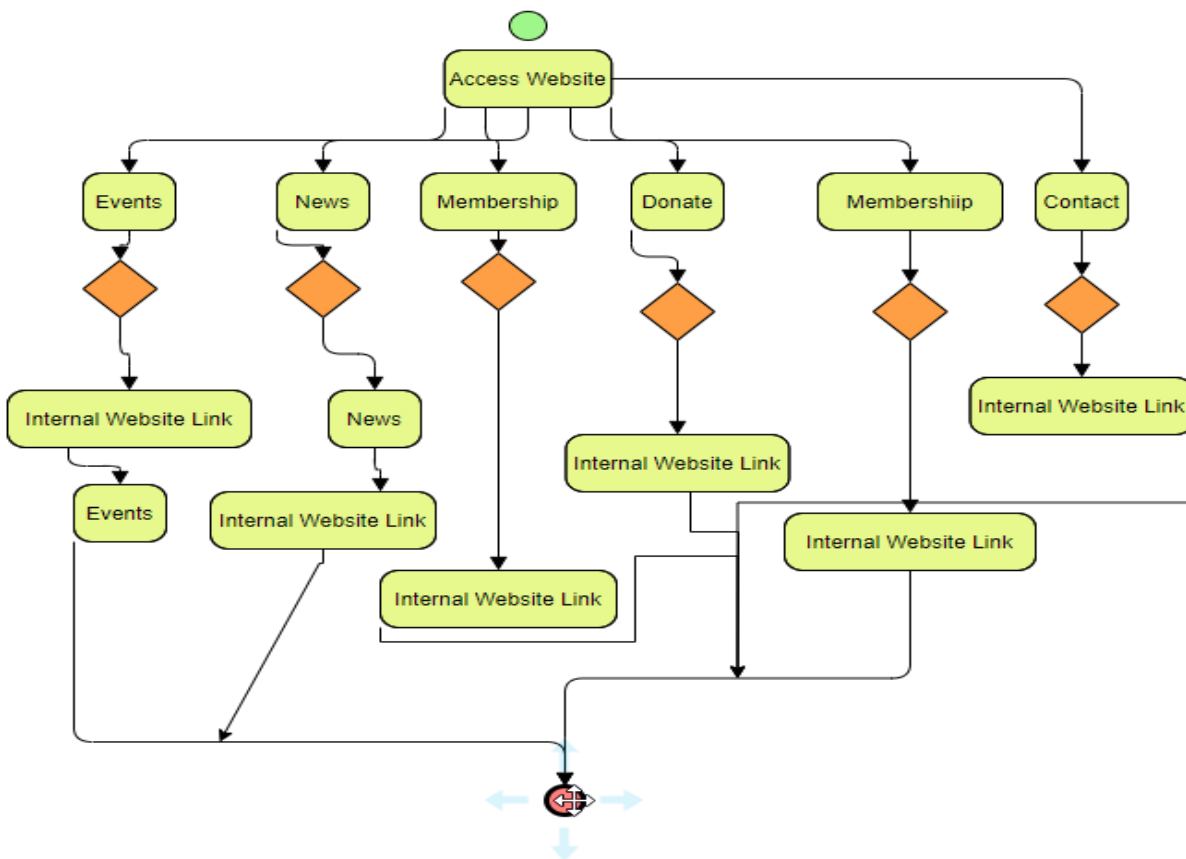
- Opportunity Costs and funds, we will be looking for. Improving information management and recovery will help grants proposals to be written faster; taking the grants into consideration the average grant will be \$25,000, that is attaining minimum of 1 grants and is possible for attain more if applied for more grants. Upgrading the search engine navigation will help increase the membership funds by 25% estimating about 8k in funds, and enhancing the website will attract donors and increase the traffic flow by 25% (\$3,000), generating an average fund of 1\$2,000 from both (donation and membership). As well as Growing seasonal products such as vegetables and fruits, selling them at local markets will generate more than 2,000 in funds. Utilizing interns and volunteers to work Wilderness Louisville instead of hiring full- time workers would save an average cost of 80,000 per year in revenue. Another method that will help lower the cost is using the PayPal method, which offers a discount transaction rate of (2.2% + \$.03) for nonprofits organization, in that case Wilderness Louisville is. This will help save about \$1,000 in funds through the payment system.

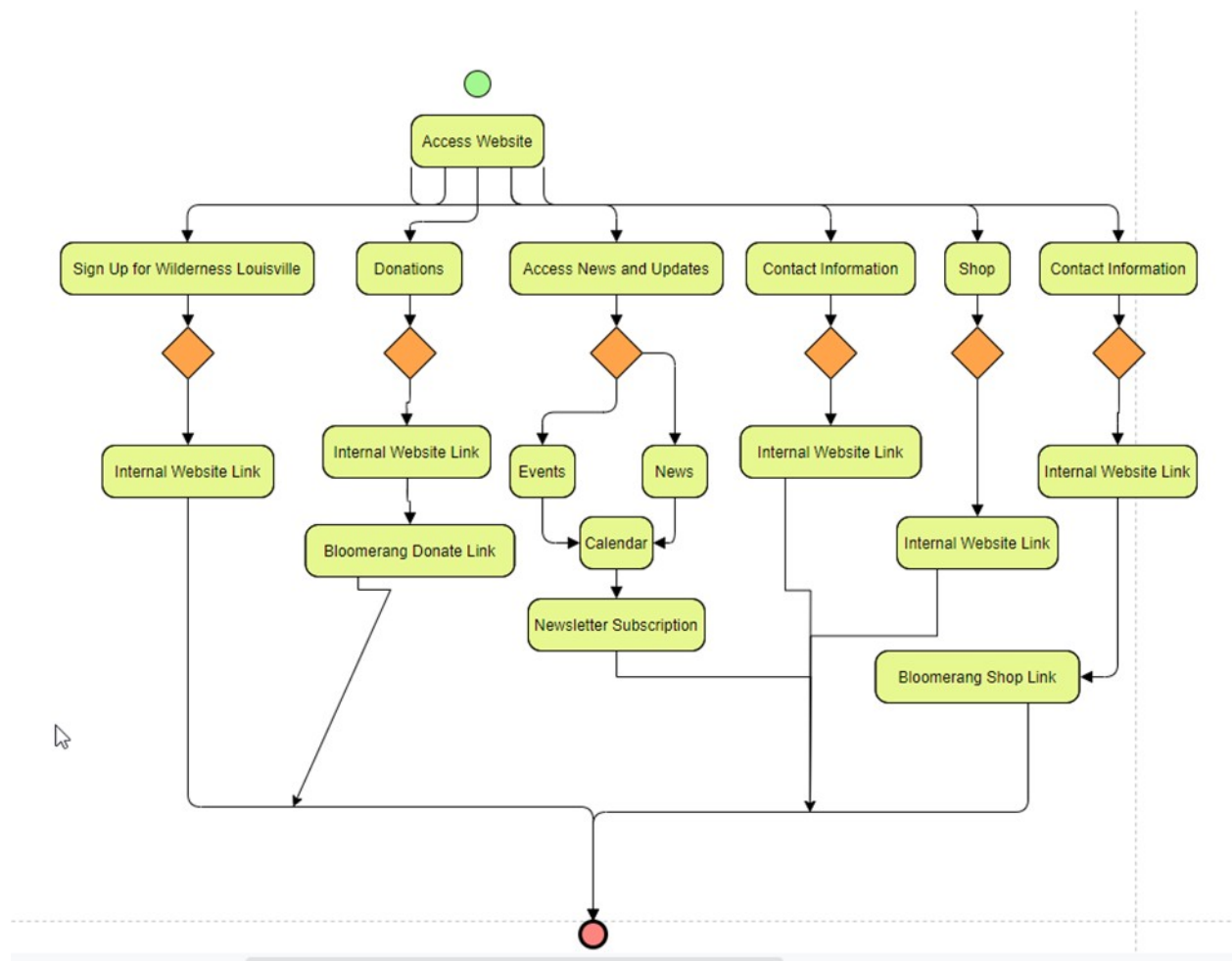
		Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	Total		Labor	Employed	Per Hour	# of Weeks	Hrs Per Week	Labor Costs
Revenue:	Donations	0	6300	6600	6900	7200	7600	34600		Project Manager	1	19.20	15	10	2900
	Merchandise	0	500	600	700	800	900	3500		System Analyst	3	26.53	15	10	11900
	Membership	0	2000	2200	2400	2600	2900	12100		Database Administratc	2	24.91	15	10	7500
	Grants	0	20000	21000	22100	23200	24400	110700		Website Developer	1	19.01	15	10	2900
									Total						25200
Total:		0	28800	30400	32100	33800	35800	\$ 160,900							
Present Value:		0	27000	26800	26600	26300	26100	132800							
Costs:															
	Developmental Labor	-25200						-25200							
Annual:															
	WordPress		-300	-300	-300	-300	-300	-1500							
	Server Space		0	0	0	0	0	0							
	Maintenance		-200	-200	-200	-200	-200	-1500							
	SQL Server		-3600	-1400	-1400	-1400	-1400	-9200							
	Consumables		-1300	-1300	-1300	-1300	-1300	-6500							
Total:		-25200	-5400	-3200	-3200	-3200	-3200	\$ (43,400)							
Present Value:		-25200	-5100	-2800	-2600	-2500	-2300	-40500							
Net:		-25200	23400	27200	28900	30600	32600	\$ 92,300							
									ROI:		271%				
									NPV: \$		117,500				
									BE:		4.02				

## Process Models

### As-Is

The “To-Be” model that our team is proposing includes adding on several new business processes that include changing out some of the old business processes. We felt that the website was underutilized and is losing a lot of revenue because of it. We decided to add merchandise sales to increase revenue and add in another source of income for Wilderness Louisville. We also want to make the website mobile friendly for it to seek a bigger audience. Another thing we want to add is a place for social media interaction. This will have a big impact on user interaction and to reach even more people. Adding in these business processes will allow Wilderness Louisville to generate sales, update events, improve social media presence, centralize the user data, attract more mobile users, and reduce the costs.





## System Requirements

High level requirements are needed within this project. As we were going over and listening to some of the problems and needs that Wilderness Louisville wanted. We decided that these



were the requirement that the system needed. We will go in order from the most needed requirement to the least.

- New system will allow Wilderness Louisville to add in another stream of revenue to generate more income for the nonprofit organization.
- New system will have an updated PMS (payment system) in order to take in donations. This new PMS will update and replace the current outdated system.
- New system will add in sell of merchandise to help with marketing and add in another revenue stream.
- New system will add in google calendar to allow events to be updated easily.
- New system will allow easy navigation within the website by adding in business processes that make sense and removing some off that aren't relevant.
- New system will allow reservations to be created. Allowing for event signups or reserving an area for an event.
- New system will allow data integration with a way to edit and modify inventory numbers to make changes within site.
- New system will allow Wilderness Louisville to be able to update, archive and edit post.
- New system will include social media to allow another way of marketing.
- New system will add in mobile support to attract larger audience.
- New system will include page to be dedicated and thank the council and sponsors of Wilderness Louisville.

All the requirements listed above (may change) are requirements we will benefit the Wilderness Louisville site. These system requirements aim to fix the issues and problems that the existing Wilderness Louisville site and staff had. This is subject to change as time goes by and other requirements change for Wilderness Louisville.

## List of Use Cases

- UC1 – Create a system that will allow Wilderness Louisville to add in another stream of revenue. This will allow the organization to generate more income.

- UC2 – Modify the PMS in order to take donations. This allows for more income when a user wants to help the organization.
- UC3 – Delete the old PMS from UC2. This allows the more current PMS be the primary system used.
- UC4 – Create a system that will add the sell of merchandise. This will help with marketing and add in another revenue stream.
- UC5 – Must be able to modify the system from UC4. This will allow easy changes to new merchandise ideas.
- UC6 – Create a system where it will add in Google calendar. This will allow users to see what events are coming up in the next couple of weeks.
- UC7 – Being able to modify the Google calendar. If the calendar is wrong and cannot be updated, there would be no use for the calendar.
- UC8 – Create business processes that will allow easy navigation within the website. This will allow users to roam the site without being confused at all.
- UC9 – Must be able to modify the business processes. Be able to change the processes quickly can make the organization much more efficient.
- UC10 - Delete business processes that aren't relevant to UC9. Any irrelevant business processes will be deleted to ensure easy navigation through the site.
- U11 – Create new system that will allow reservations to be created. This will allow members to sign up for events in advance, increasing potential new members.
- UC12 – New system must be able to modify reservations. If a member needs to change or cancel a reservation the system must support that.
- UC13 – New system must be able to delete reservations. Will allow users to cancel their reservations.
- UC14 – Create new system that will allow data integration. This will allow Wilderness Louisville to keep track of their inventory and data from potential members.
- UC15 – System from UC14 must be able to be modified. This will allow any changes to inventory or revenue can easily be updated.
- UC16 – System that will create a storefront to the site. This will allow users visiting the site to get a close view of Wilderness Louisville. This can also attract more members.

- UC17 – Create a system where the board of trustees can access the website. This will allow important board members access to the site, and this can allow the trustees to make more decisions on the website.
- UC18 – Must be able to modify the website from UC17. This will allow the trustees to make changes to the website if they feel the need to.
- UC19 – Create a system where it will allow volunteers to sign up. This will allow users to take the initiative themselves and sign up to volunteer. It will speed the process up and hopefully gain more volunteers.
- UC20 – System in UC19 must be able to delete volunteers as well. This will allow the user to remove themselves from the volunteer list. Without it there could be a skew in the numbers of volunteers.
- UC21 – New system will allow Wilderness Louisville to create posts. This will engage the audience and hopefully attract some more volunteers.
- UC22 – Must be able to modify the posts from UC21. This will allow users to edit the posts to more relevant information.
- UC23 – You must be able to delete the posts from UC21. This will allow users to remove posts completely if need be.
- UC24 – New system will create social media platforms. This will allow Wilderness Louisville too really get their name out there to increase donations and volunteers.
- UC25 – Must be able to modify the social media. The social media must be able to work on Twitter and Snapchat. You must be able to modify the social media.
- UC26 – You must be able to delete the social media. This will allow the user to delete posts that are unimportant to Wilderness Louisville.
- UC27 – New system will create mobile support. With most people having smart phones, a website must be able to support mobile. Without it they're losing potential volunteers.
- UC28 – Must be able to modify the mobile support. If changes occur to smart phone technology, Wilderness must be able to modify those changes.
- UC29 – Create a page that is dedicated to the council and sponsors of Wilderness Louisville. This will give some recognition to the people in charge.
- UC30 – Must be able to modify the sponsors page because you never know when a sponsor will pull out or they add another sponsor.

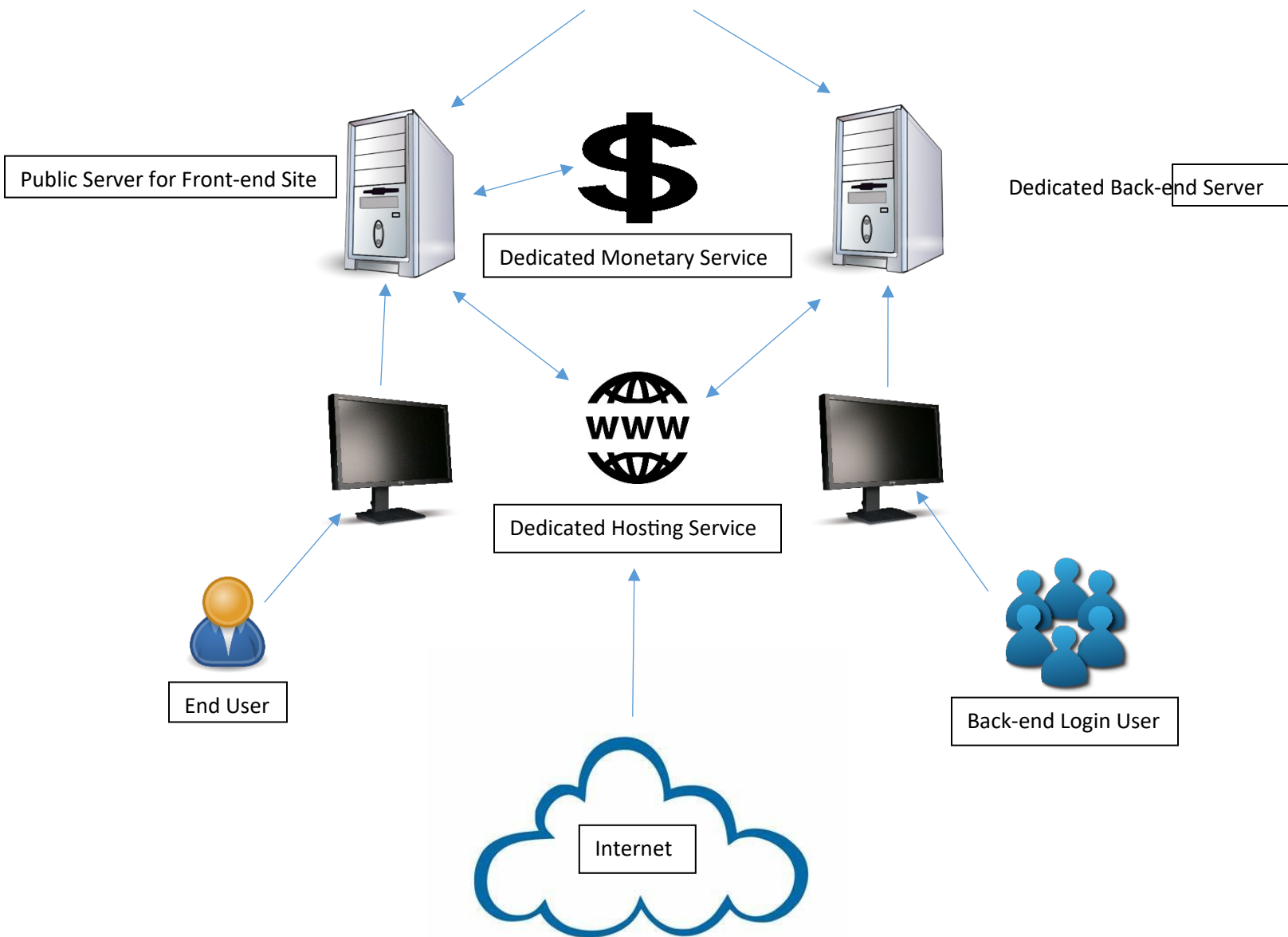
- UC31 – Must be able to create mass email. Must be able to send mass email messages out to people subscribed to newsfeed.
- UC32 - Must be able to modify mass email. Must be able to edit/modify/change newsfeed for emailing.
- UC33 - Must be able to delete users from mass email. Unsubscribe users that do not want to be updated or notified of Wilderness Louisville.
- UC34 – Must be able to distribute email. Must be able to send out newsletters, updated, blogs to subscribers.
- UC35 – Must be able to create members. Must be able to create members to improve accessibility access to Wilderness Louisville site.
- UC36 – Must be able to manage members of Wilderness Louisville. Be able to remove and edit members off Wilderness Louisville once donor or membership fees are up.
- UC37 – Must be able to add maps. Maps must be able to be uploaded to site.
- UC38 – Must be able to edit maps. Maps must be able to be cropped, modified or edited.
- UC39 – Must be able to remove maps. Maps must be able to be removed if deemed necessary.
- UC40 – Must be able to create news content. News will provide guest information and updates.
- UC41 – Must be able to edit news content. Staff can edit and modify news content.
- UC42 – Delete the news content. Staff can delete the news content if deemed necessary.
- UC43 – Must display sponsorship information. Show donors and sponsors within the website.

## System Architecture

### **Design View**



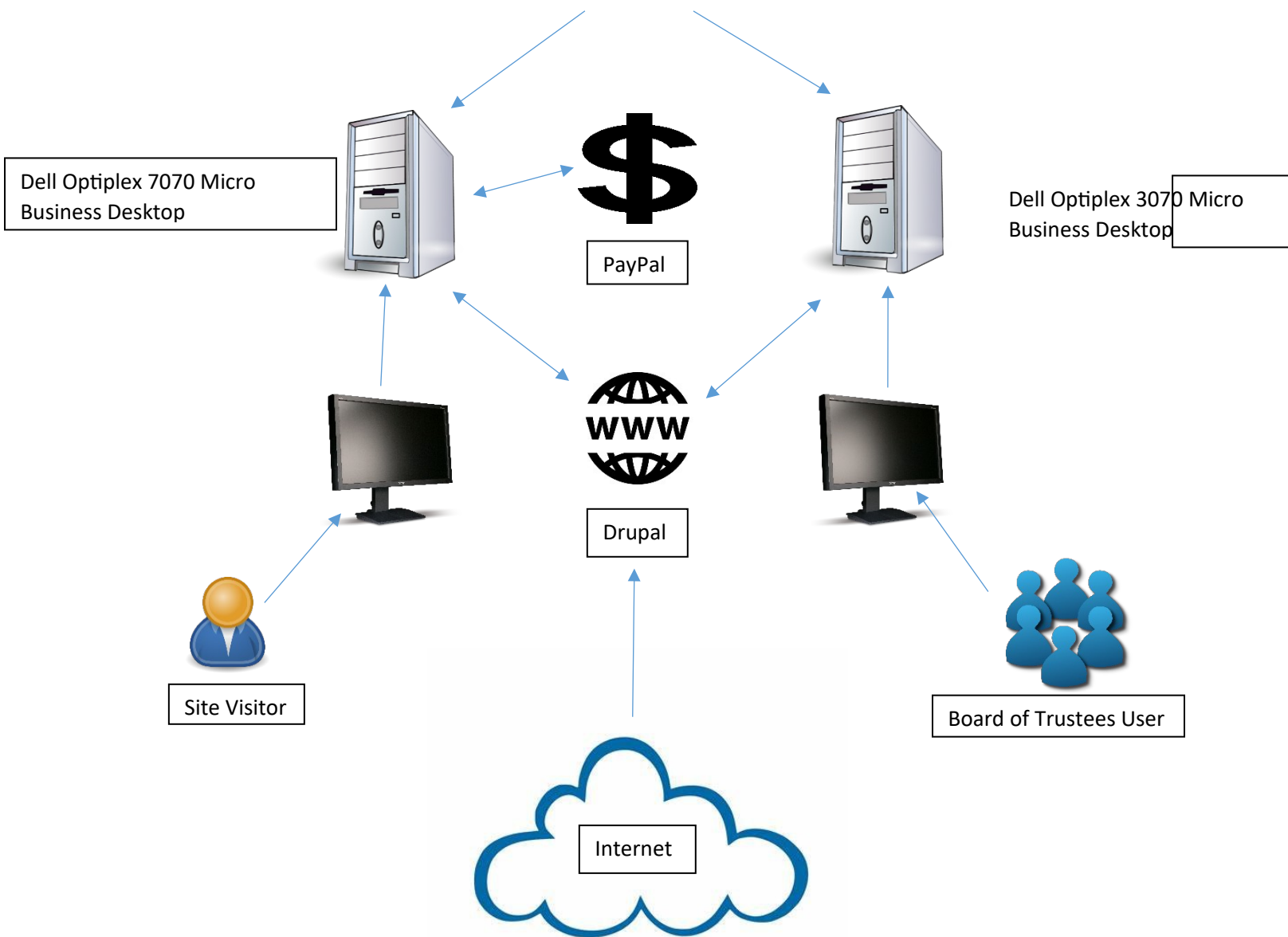
Information Technology



## Realization View



Wilderness Louisville IT



## Risk Analysis

All the use cases can be accessed and have the potential to for an issue to arise. Whether something does not run correctly, break or other reasons. Accessing the case risks, this will have many for several reasons. A lot of issues would surround the payment system, merchandise store, mobile integration, data, integration, social media, and database. Surrounding the criteria that we used to decide which items are high risks by which items are the biggest deal or yield the highest concern.

- **Payment System: Low Risk**

- The payment system would be very low risk because we are using PayPal. Using the PayPal UI would be familiar with many users. A lot of security features are within PayPal for the safety of the user.
- **Mobile Integration: Low Risk**
  - Mobile integration would allow users to access the website by phone. This will open more consumers to the website which would mean higher traffic. Mobile integration is slight change of the UI and is very low risk to do.
- **Calendar Integration: Low Risk**
  - With using google calendars to add on within the website. It will allow staff to update the events easily. Google Calendar UI will be implemented within the website and basically has little security risk involved.
- **Social Media: Low Risk/Medium**
  - Adding in social media UI to the website is low risk. The only concern is if the website becomes populated with millions and millions of users, a chance that the social media itself can be hacked.
- **Reservation System: Low Risk**
  - Adding in a reservation system will allow users to reserve or signup for an event. Only risk involved would be misinformation and giving out a wrong day for a reservation.
- **Merchandise Store: Medium/High Risk**
  - Adding in a merchandise store will have risks. Whether its from sending the wrong product or the product breaking during shipment. Or dealing the delivery dates and refunds. Opening any kind of shop will include risk within it. A lot of elements cannot be controlled.
- **Thank you, page: Low Risk**
  - Adding in a thank you page has no risk. Does not affect donations or anything important. Only risk I can see is hackers seeing where the money was sponsored from and going over them.

The way how the risk can be addressed can be determined in many ways. For example, the risk of the hard use of Drupal CMS is worth the risk because it has a lot of security features within it to help protect the website. Using PayPal as the payment system would decrease risk because PayPal is mostly secure and not likely to get hacked. It will also make it easier for the consumer to use. Social media is not a big risk because the social media was inactive to begin with already and it won't be a risk trying to relaunch the social media even if it ends in failure since it was inactive to begin with already.

## Team Charter

**Team Members:** Josh Green, Chancellor Caldwell, Alex Hickey, Asmayt Zeru, Scott Luong, and Shem Enriquez.

**Team Goals:** The main overall goal is to provide Wilderness Louisville with a set of changes that can benefit the organization. To accomplish this, we also must meet goals within our group. To be a successful group, we need effective communication among all members. For our group to function properly, each member has an equal say in the group, and nobody holds final decision over anyone. We



also want to accomplish being on the same page as a group. That means everybody knows what is going on and what specific tasks each person needs to do. By accomplishing all these smaller goals, it makes accomplishing the main goal that much easier.

**Team Meetings:** With most of class being online, scheduling meetings with the group is a major part of the team being successful. We found that meeting after class was the best time for everybody. We decided this by realizing it would be much easier to have everyone online directly after class, rather than having to get back online later in the day. We will use Blackboard Collaborate within our group to host the meetings. These allows the easiest access to an online meeting. The meetings will be conducted as if it was a democracy. Everybody gets to emphasize their ideas equally without judgement, then as a group decide what direction we will be heading. By doing this, not one sole person will have too much power, thus allowing everyone to do what they are best at.

**Team Communications:** The main form of communication within the group is the app GroupMe. This app is like texting except it allows groups to text more effectively. By using this app, we can send and save documents and easily find key texts within the group message. This allows group members to text and interact whenever they have free time. With most people have difficult schedules and work, GroupMe allows each member to easily read past messages and not be lost in the process. We also have someone who is the talking head to the instructor and client. By having just one main person ask the questions, it allows for less confusion among the group. By having meetings online, it makes for easier communication among the group text, because we already have our main points laid out and all we must do is execute.

**Team Decisions:** As I said in the team goals section, each member has an equal say in the group, and nobody holds final decision over anyone. By doing this, it allows each group member to share their thoughts without being ridiculed by the group. If each group member has an equal say, it allows more ideas to be free flowing throughout the group. Also, by having a group, building consensus is much easier. If five people agree and one disagrees, it is much easier to convince that one person by using facts and reason and having five other people agree with you. Now that mostly everyone is a senior, conflicts are much easier to resolve. With everybody having an equal say, conflicts can be solved as a team. Taking the time to lay out the conflict with all members using facts and reason will create a much smoother situation. With the group using a democracy, everything can be completed effectively.

**Project Repository:** We will use Blackboard for most of the documentation of the project. Within our group 6 folder, we can place different documents for Iteration #1 neatly into one centralized location each member can access easily. Also, we will have one person who has the final copy of all the deliverables on their hard drive to ensure if Blackboard is down, we have a way to access our files.

## [Gantt Chart](#)

Iterations	Task Completed By:	Start Date	End Date	September												
				15th	19th	22nd	25th	28th	30th	31st		13th	20th	24th	26th	29th
Iteration 2	Scott Luong/Asmayt Zeru/Alex Hickey	9/15/2020	9/18/2020	Vision Document 2												
	Chancellor Caldwell/Asmayt Zeru	9/16/2020	9/19/2020	Prototype												
	Scott/Chancellor/Asmayt	9/17/2020	9/20/2020	System Requirements												
	Scott Luong/Josh Green	9/18/2020	9/21/2020	List of Use Cases												
	Scott Luong	9/19/2020	9/22/2020	Risk Analysis												
	Alex Hickey	9/20/2020	9/23/2020	Initial Architecture												
	Shem Enriquez	9/21/2020	9/23/2020	Gantt Chart												
Iteration 3	Chancellor Caldwell	10/13/2020	10/20/2020									Prototype				
	Scott Luong & Josh Green	10/14/2020	10/21/2020									Use Cases				
	Alex Hickey & Asmayt Zeru	10/15/2020	10/22/2020									Use Case Diagram				
	Shem Enriquez	10/16/2020	10/23/2020									Gantt Chart				

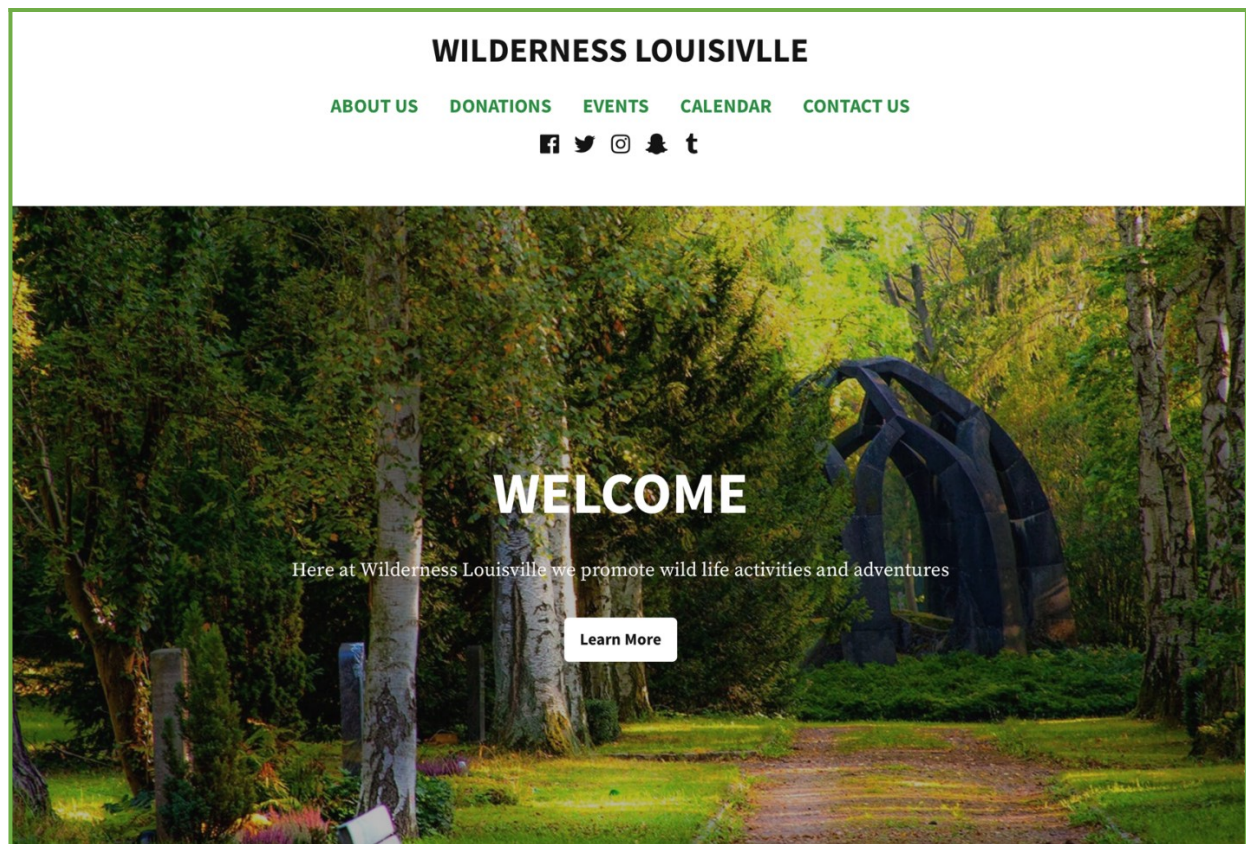
## Person Narrative

This Gantt chart shows what the members in our group members accomplished while working on Iteration 2 and what we have planned for Iteration 3. Scott, Asmayt, and Alex worked on the Vision Document together. Chancellor and Asmayt worked on the prototype together. Scott, Asmayt, and Chancellor worked on the system requirements together. Josh and Scott worked on the List of Use cases together. Scott worked on the Risk Analysis. Alex worked on the Initial Architecture. Shem worked on the Gantt Chart. Asmayt and Chancellor worked on the presentation of Iteration 2. Iteration 3 tasks are tentative.

## Prototypes

This is a representation of what we hope to achieve when building Wilderness Louisville's website. There are various menu items for an 'About Us' page, 'Donations', 'Events', a 'Calendar' and a 'Contact Us' page. Each menu item is a hyperlink to another page of the website that contain more specific features for what the user is wanting. We found it imperative that we also include social media links to easily help drive social media engagement and traffic.

## Landing Page Concept



## Donations Page Concept

# WILDERNESS LOUISIVLLE

[ABOUT US](#) [DONATIONS](#) [EVENTS](#) [CALENDAR](#) [CONTACT US](#)



## Donations

We are a small team of talented professionals with a wide range of skills and experience. We love what we do, and we do it with passion. We look forward to promoting your dream adventure.

Basic Membership

**\$48**

FEATURES LIST



Advanced Membership

**\$100**

FEATURES LIST



## Contact Us Page Concept

WILDERNESS LOUISIVLLE

ABOUT US

DONATIONS

EVENTS

CALENDAR

CONTACT US

f

t

@

👤

t

Contact

Let's talk 🗨️ Don't hesitate to reach out with the contact information below, or send a message using the form.

Get in Touch

10 Street Road  
City, 10100  
USA  
mail@example.com  
(555) 555 1234

Send Us a Message

Name (required)

Email (required)

About Us Page Concept

WILDERNESS LOUISIVLLE

ABOUT US

DONATIONS

EVENTS

CALENDAR

CONTACT US

f

t

@

👤

t

About

ABOUT US TEXT

XXX  
XXXXXXXXXXXXXX

XXX  
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XXX  
XXXXXXXXXXXXXX

## Appendix A

- **Feasibility Analysis**

- Technical Analysis: The project requires a new payment system, online store, and a overhaul of the website. The NPV created below shows a spreadsheet of the information and data that we developed with an estimation of cost for Wilderness Louisville as well as revenue.

- **Operational Analysis**

- As shown in the NPV, the operation from the new system will be lowered quite significantly. Wilderness Louisville will need to keep the information on the website up to date though. This should not be an issue as the new system will allow easy editing and modifications of the website.
  - Reaching marginalized groups would not be easy to reach out through Facebook or social media as most of them do not have access to the internet. But one way to reach out to marginalized groups would be contacting American community centers, neighborhood libraries, as well as schools.

- **Economic Analysis**

- Our projections in the NPV show that by year 5, Wilderness Louisville will have a return on investment of 271%. Wilderness Louisville will see an increase in donations, memberships, grants, and merchandise sales. Factoring in the cost of labor the break-even point will be at 4 years, and the net present value is \$117,500. Given that the University is gifting the labor the cost of this project for Wilderness Louisville should be very low and will become more negligible overtime as they

accrue more revenue and hiring college interns will lower the cost for future reference.

- Opportunity Costs and funds, we will be looking for. Improving information management and recovery will help grants proposals to be written faster; taking the grants into consideration the average grant will be \$25,000 , that is attaining minimum of 1 grants and is possible for attain more if applied for more grants. Upgrading the search engine navigation will help increase the membership funds by 25% estimating about 8k in funds, and enhancing the website will attract donors and increase the traffic flow by 25% (\$3,000), generating an average fund of 1\$2,000 from both (donation and membership). As well as Growing seasonal products such as vegetables and fruits, selling them at local markets will generate more than 2,000 in funds. Utilizing interns and volunteers to work Wilderness Louisville instead of hiring full- time workers would save an average cost of 80,000 per year in revenue. Another method that will help lower the cost is using the PayPal method, which offers a discount transaction rate of (2.2% + \$.03) for nonprofits organization, in that case Wilderness Louisville is. This will help save about \$1,000 in funds through the payment system.