

Bill Greene
SDEV 153 Final Project Report
December 16, 2014

1) Topic/Background/Introduction

- a) Bill Greene Consulting, LLC, aka “BGC, LLC” for the duration of this report.
- b) We work with non-profits as partners to build organizational capacity in support of their mission through organizational systems which develop outcomes and incomes.
- c) Goals/Objectives
 - (1) Introduce the Michiana area to my new consulting firm.
 - (2) Serve as a starting point for firm information.
 - (3) Provide information to potential clients.
 - (a) Small to medium sized non profits or divisions/sites of larger firms;
 - (b) Small to medium sized churches or subsets/service areas of larger churches;
 - (c) Schools, public & private.
 - (4) Begin laying the groundwork for a data collection site for outcome measurement.
 - (5) Have a site I could easily maintain for the first two years on my own, but allow for expansion as the business grows.

2) Problem Exploration

- a) I considered I would need a website that would be fairly static at the start of my business, as I would be spending a considerable amount of time ‘offline’ meeting with potential clients. The site would serve a somewhat passive role in the first 12 months, providing clients the opportunity to review the information I would present in person at their convenience.
- b) The immediate benchmarks would be how many ‘click-throughs’ or phone calls the site generated, as well as follow up questions that come from reading on my site.
- c) As my site has a video on the first page, the bandwidth of potential customers would affect the loading of the front page.
- d) The site has about 16 page, and are fairly simple for now. As the business grows, and I complete coursework next semester, I plan on adding database components to the site, allowing clients to report data through my site. I also plan on creating a mobile app that would allow front line staff to enter simple data like attendance & participation. I have spoken to other consultants who have started blogs to build cliental, and I plan on following suit in the coming months.
- e) There are a few assumptions. First, the potential clientel may have organizational development pain points that would need to be addressed, such as funding issues, community relation issues and board/leadership problems, which are also opportunities for my business as well. Second, the non profit would need to have some access to technology such as a recent updated computer with internet access. Some of the non profits don’t have such ‘luxuries’. Third, as the outcome measurement/database portion of the business is developed, I will need to develop pages that address & describe those new offerings.
- f) As I’ll be starting out small, I’ll need simple web hosting, DNS services and my own custom url. I might also consider email functionality, even though I’ll be the only employee, as having other addresses like info@billgreeneconsulting.com would promote a sense of a larger, more established business. Going forward, I’ll need database servers and a mobile application.

3) Information Architecture, Organization, and Design

- a) I organized the site with a left side nav bar, and sequenced the pages to give information about my firm from simple to complex.
- b) Those that wanted the details on what the steps are to outcome measurement could click ‘further down the line’ of the nav bar to get the details on those six steps.

4) Testing, Maintenance, and Promotion Plan

- a) Those that checked out the website found it easy to navigate. I received some good points of view from Steve Love, a student in our class. I also had some fellow non profit professionals click through

the site, and while they were focused more on the details of my business (and when I would be going live with the business) they thought I kept the design interesting without being too busy.,

- b) I will be updating the website myself.
- c) I will be promoting the website through word of mouth, a Facebook page, and a blog.
- d) I will be submitting the website to the major search engines using the metadata provided.

5) Implementation and Reflection

- a) I utilized our textbook and www.w3schools.org for the technical aspects of the site. I also utilized Boys & Girls Club of America training materials, a book called “The Perfect Non Profit” by David Condon, the blogs listed within the site, and my own experiences & trainings.

6) Appendices (if these are web pages in our project they are not counted toward the 15 page minimum.)

- a) Usability testing
- b) Page validations as PDFs
- c) Other documentation.