Holocaust Center of Pittsburgh

Executive Summary

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Background

The Holocaust Center of Pittsburgh was founded as a non-profit organization in 1981 to honor the survivors of Pittsburgh and share their stories. They found their permanent home in 2015, where they hold a library, offices, and showcase for artifacts, classroom, and multimedia gallery. With this permanent space, the Holocaust Center has the opportunity to create and house original exhibitions, as well as events that tailor to multiple interests, such as education, arts, and speaker series.

Project Description

Project Opportunity

The Holocaust Center currently is unable to properly track visitor information and event attendance. The staff has tried different methods such as a paper-sign in sheet and iPad version, but has faced issues such as loss of information and difficulty keeping track of a large number of attendees. Solving this issue through a digital system is important because the system would 1) make the check-in process at events and gallery walk-ins more efficient, 2) increase the center's ability to understand their visitor base, and 3) help make decisions for when the center should host events and open their gallery to the public. With better tracking of visitors and events, the center would have data to support decision making on what their visitors are interested in, when their popular hours and events are, and be able to program more tailored events to their visitor base.

Project Vision

We proposed to create a CRM system that allows attendees to check-in with the center's events and galleries, and a way for visitors to provide more information about their interests in the Holocaust Center through a follow-up email. From a visitor's standpoint, they would be able to quickly enter their email, first name, and last name. After a visit, visitors would be sent a link to complete additional information such as age and what their specific interests are. This allows the center to view analytics of their visitors and events, such as popular times and days of the week, and demographic information about their visitors. From a staff member's perspective, they will be able to upload a pre-registration sheet and their existing Mailchimp subscribers to quickly look-up previous visitors of the Holocaust Center and checking them in a few seconds. With this information stored digitally, the center will be able to pull tangible data in order to make decisions about events and appeal for funding.

Project Outcomes

Our team created a check-in and analytics system for the center to keep track of visitors and view information about events and visitors. We also implemented a follow-up email system to give visitors the option to complete their profile for more targeted events tailored toward their interests. We created data analytic pages to include recommendations for the best time to have events, which will help with their operating hours and make staffing decisions.

We also worked with our client to create a new visitor check-in flow to make transitioning from paper to digital a smooth and efficient process. By creating two separate flows of pre-registration and new visitor, we were able to test our newly designed process at an event with over 400 attendees, helping them operate one of their smoothest check-in processes in the last couple years.

Additionally, our project has helped with the center's discussion about the possibility of creating a membership status for their visitors, as they would be able to appropriately track donor status and event engagement.

Project Deliverables

Our deliverables include a hosted, responsive website accessible from any device, documentation for staff and volunteer members on how to operate our system, and recommendations for future information system projects for the center.

Recommendations

The Holocaust Center should implement this recommendation because the system reduces check-in flow time, provides the opportunity to collect data about visitors and events, and most importantly, help the center's director make holistic decisions based on these analytics that would be much harder to be made with a paper system. In the long run, our system will increase visitor engagement, providing reporting statistics for an increase of funding, and make staff processes more efficient.

Student Development Team

Sid Malladi served as back-end developer. He is a third-year student majoring in Information Systems with minors in Business Administration and Physics. He will be interning at Yelp this summer as a Product Manager and is looking forward to leveraging advanced technology to solve challenging global problems.

Sarah Reyes-Franco served as front-end developer and analytics expert. She is a third-year student majoring in Information Systems with minors in Computer Science and Business Administration. She will be interning at Apple this summer as a Mobile Application Developer and is looking forward to designing and creating new technology that will be used by millions of people across the globe.

Emily Su was the lead designer on the project. She is a third-year student majoring in Information Systems and Human-Computer Interaction. She will be interning at Apple as a User Experience Designer and is looking forward to designing thoughtful, intuitive experiences from complex problems, as well as hiking in the Bay Area this summer.