

Operational Concept Description(OCD)

Women At Work Website Redesign

Team 14

Venkata Dinesh Reddy Yeduguru (Software Architect)

Srikanth Madahava (Project Manager)

Phaneendra Maryala (Life Cycle Planner)

Rohit Kudva (Feasibility Analyst)

Nishant Jani (Prototyper)

Sanath Bhandary (Operation Concept Engineer)

Praneeth Surana (Requirement Engineer)

Brian Bousman (Requirement Shaper and Tester)

Version History

Date	Author	Version	Changes made	Rationale
10/13/2014	SB	1.0	<ul style="list-style-type: none">• Original template	<ul style="list-style-type: none">• Initial draft for use v1.0
10/20/2014	SB	1.1	<ul style="list-style-type: none">• Modified diagrams and Use Cases• Used consistent names for all the actors• Reformatted the tables	<ul style="list-style-type: none">• Comments from FCR ARB
11/28/2014	SB	1.2	<ul style="list-style-type: none">• Modified Business Case Diagrams• Modified Benefits Chain Diagram• Minute modifications to make the document coherent with the delivered product	<ul style="list-style-type: none">• Client discussions & meetings

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1. Introduction

1.1 Purpose of the OCD

This document provides, the detailed objectives and goals of the stakeholders of the Women at Work (WAW). The success-critical stakeholders of the project are Camille Levee as project owner, Cecilia Avila and WAW staff as maintainers; Clients of WAW as users.

1.2 Status of the OCD

This OCD is currently in the third version of development phase. The changes suggested in the graded FCP have been taken into consideration. Also, necessary changes have been made so as to make the documentation coherent with the delivered product.

2. Shared Vision

Table 1: The Program Model

Assumptions Users are willing to use online registration form Users are willing to give feedback			
Stakeholders	Initiatives	Value Propositions	Beneficiaries
<ul style="list-style-type: none"> • Developers • System Administrator • Users • Board Members 	<ul style="list-style-type: none"> • Website redesign • Setup online check-in system • Setup online registration system • Setup online feedback system • Generate Reports using the report generation module 	<ul style="list-style-type: none"> • Convenient data management • Reduce organization manpower and time • Increase in number of users • Assist in Raising funds 	<ul style="list-style-type: none"> • Clients of WAW • Board members • System Administrator
Costs <ul style="list-style-type: none"> • Website Upgrade Costs • Website Maintenance Costs • Cost for training WAW staff with the new system 		Benefits <p><u>Increased</u></p> <ul style="list-style-type: none"> • Number of website visitors • Visitors' time spent on the website • Insight about customer's progress for job search and their experience with their current jobs • Number of users registered with Women At Work organization. • Amount of funders' donations <p><u>Decreased</u></p> <ul style="list-style-type: none"> • Waiting time for users during online check-in • Marketing time due to the social media integration. • Time invested by WAW staff to enter the user's registration form data to NeonCRM and conducting telephonic calls to users to get their feedback • Time for WAW system admin/board member to generate different reports 	

2.1 Benefits Chain

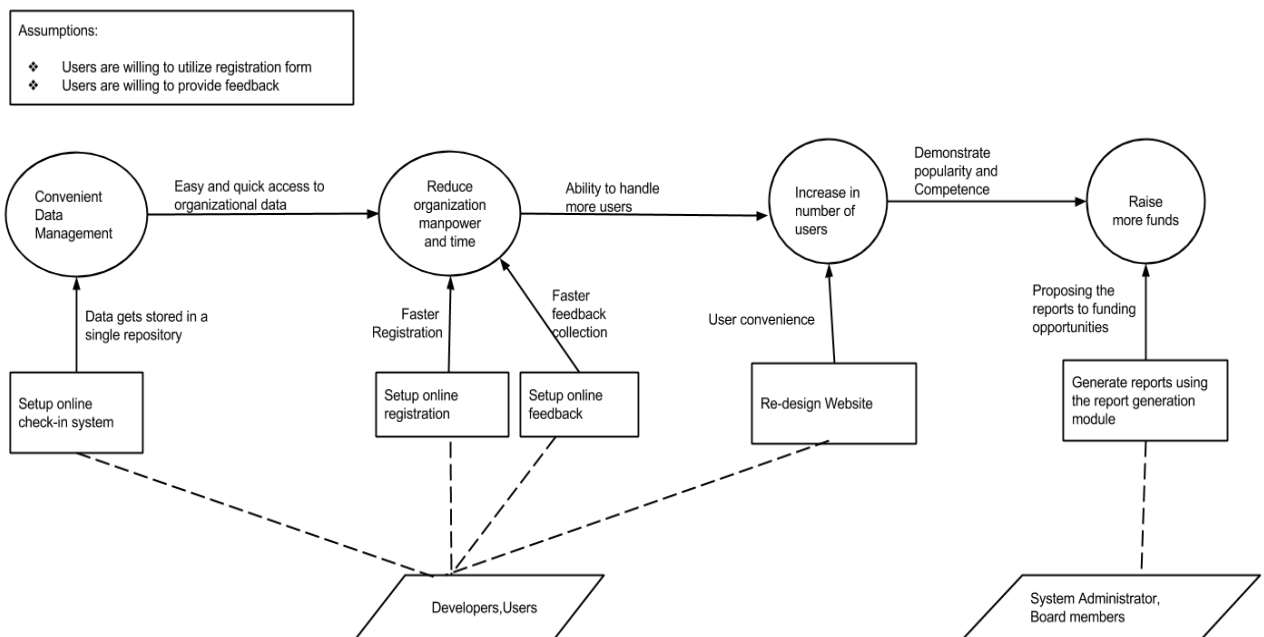


Figure 1: Benefits Chain Diagram

2.2 System Capability Description

The undertaken project has two main goals :

- Automate the existing manual processes involved in activities such as Registration, Feedback collection, Report Generation and online check-in
- Redesign the website to make it more interactive

Following are some of the capabilities/functionalities that will be provided by our system to achieve the above goals :

1. Online Check-in System

Keeps track of the number of users visiting onsite (WAW Office), along with the intent of visit (attend workshop, counseling or avail other service).

The data logged by this system could be used by the System Administrator to generate accurate reports.

2. Online Registration Module

This will replace the process of using paper-based forms to register the users. Users can now fill up an online form and directly submit it without the need of a WAW staff to enter the data into the system. Saves time for both, users as well as WAW staff.

A saving of upto 15 min/client will be achieved.

3. Automated Feedback Module

Eliminates the manual process of calling the clients to obtain feedback. The clients will be able to give a feedback through an electronic form and that too at their convenience

4. Report Generation Module

Eliminates the manual process of generating reports by scanning through excel sheets. This module will automatically generate reports with the help of tailored queries.

2.3 System Boundary and Environment

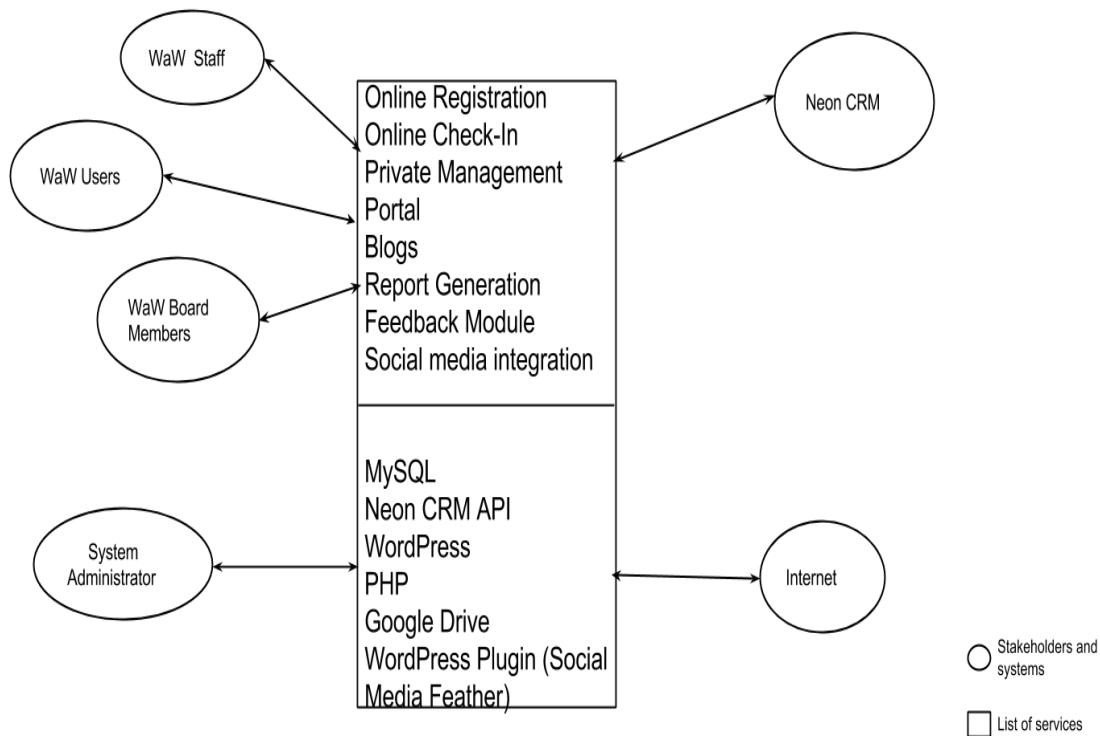


Figure 2: System Boundary and Environment Diagram

3. System Transformation

3.1 Information on Current System

3.1.1 Infrastructure

- A cloud based CRM Platform called Neon is used for storing client data, donor information, payment gateway, product offerings and scheduling.
- A Wordpress powered website that is the front end of this organization. It's a content centric website that provides information about job offerings, career fairs, workshops etc. It also allows users to purchase the featured products.
- Registration and payment for the products endorsed in the website is handled by Neon.
- The client data is currently being entered into the Neon System manually.
- The Access database is a roster to collect the information of the clients visiting classes or using various services. The data collected in Access is used generate various statistical reports in order to help the organization get an insight about it's business model which can shape future decisions.
- A VB Script present on a terminal is used to capture the above roster information and store it in Access.

3.1.2 Artifacts

NeonCRM Solution

NeonCRM is a web-based fundraising and membership system that provides nonprofit organizations with all the tools required to increase donations and memberships while automating common processes and streamlining staff's day-to-day tasks.

WordPress

WordPress is a free and open source blogging tool and a content management system (CMS) based on PHP and MySQL. Features include plugin architecture and a template system. WordPress was used by more than 22.0% of the top 10 million websites as of August 2013. WordPress is the most popular blogging system in use on the Web, at more than 60 million websites.

MS Access

Microsoft Access, also known as Microsoft Office Access, is a database management system from Microsoft that combines the relational Microsoft Jet Database Engine with a graphical user interface and software-development tools. It is a member of the Microsoft Office suite of applications, included in the Professional and higher editions or sold separately.

VB Based Terminal

It provides a user interface for the clients/attendees to sign in. It also allows the user to select the program, which they are attending

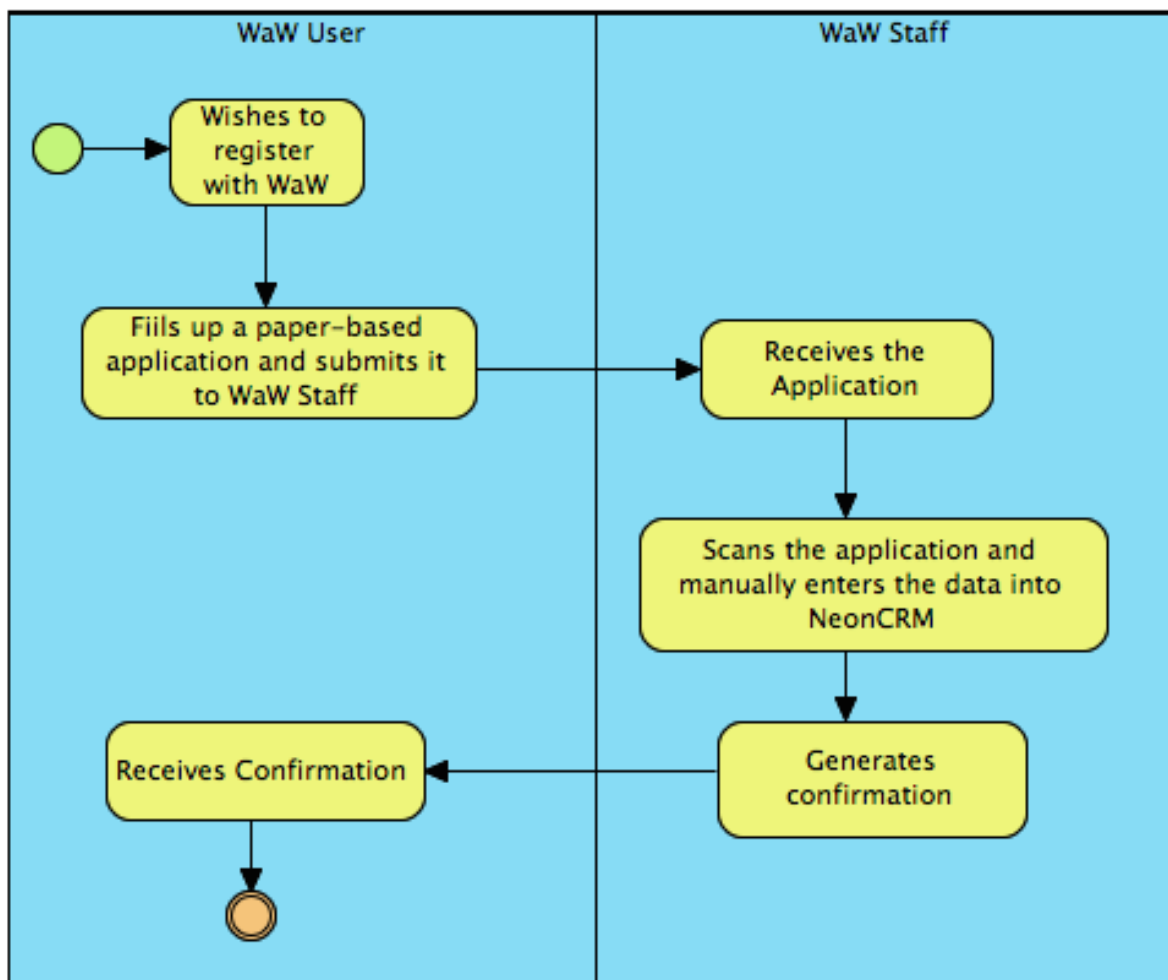
A Paper-based Registration Form

This form registers the new users visiting the organization. This form collects the general information associated with the client, which is later manually entered into the NeonCRM System.

3.1.3 Current Business Workflow

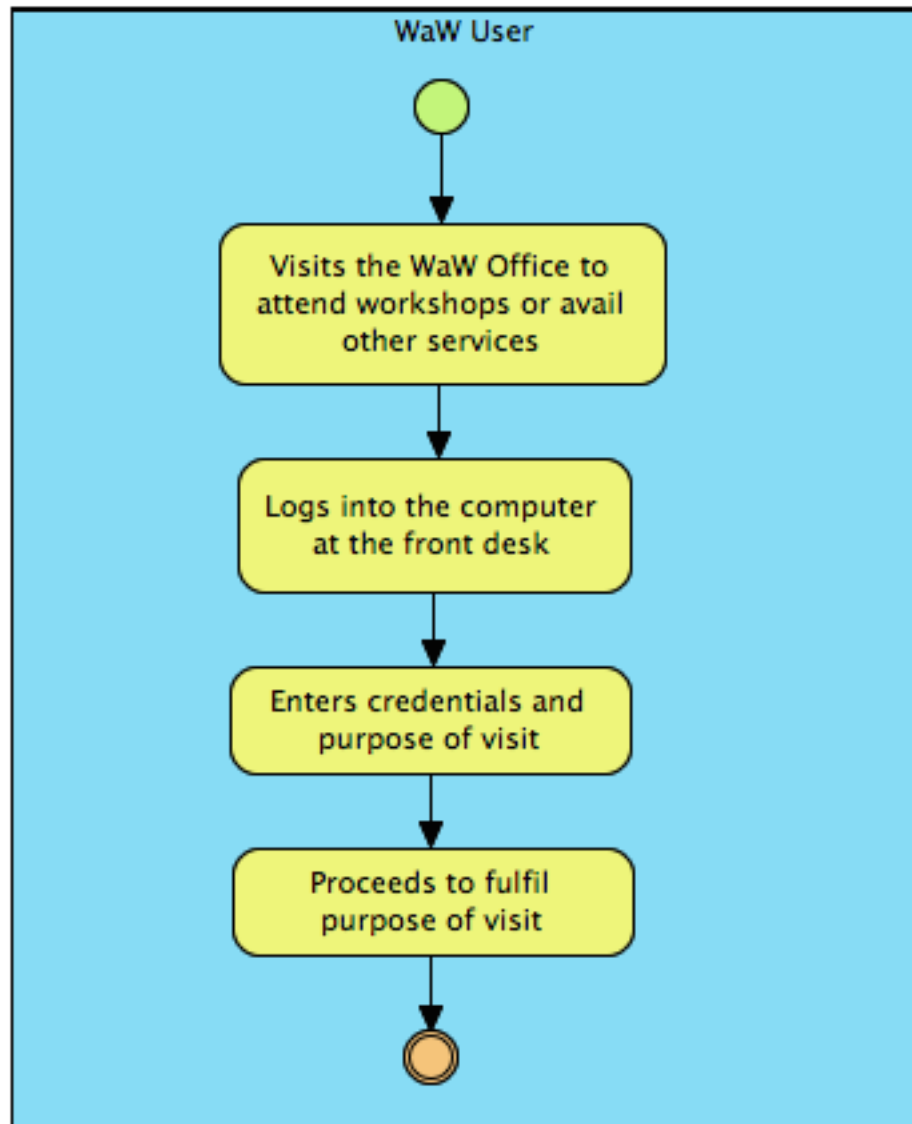
User Registration

Visual Paradigm Standard Edition(University of Southern California)



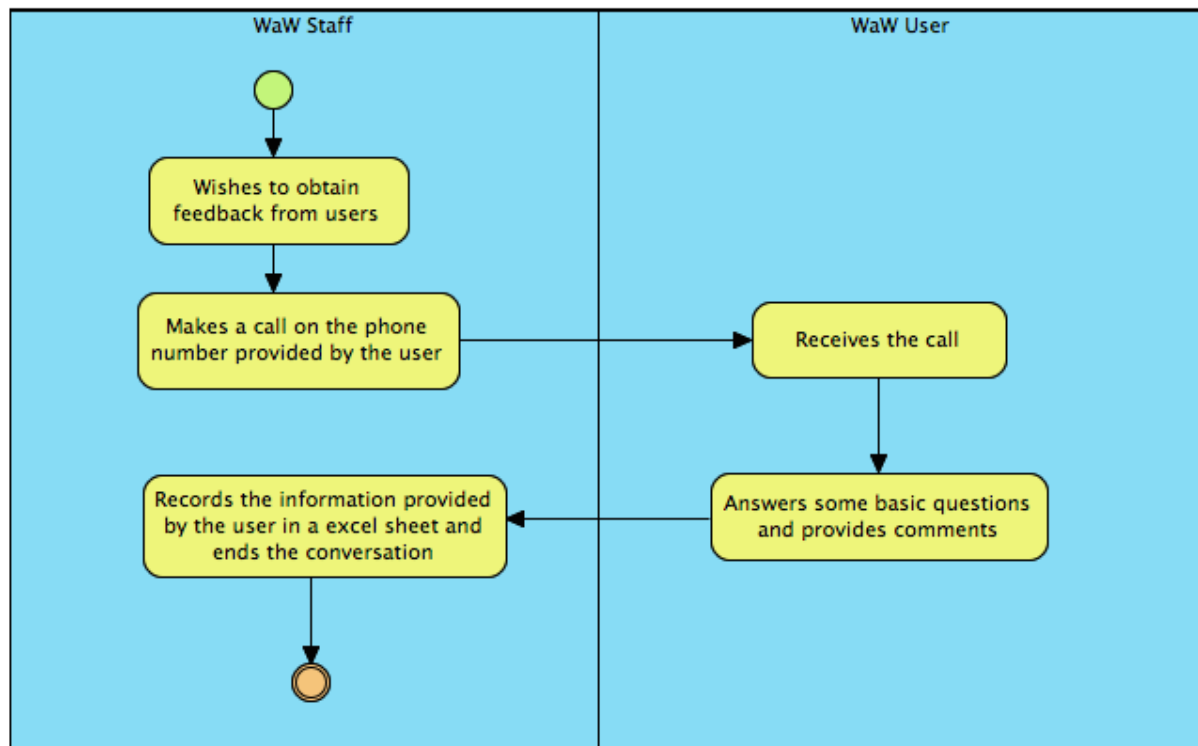
Online Check-in

Visual Paradigm Standard Edition(University of Southern California)



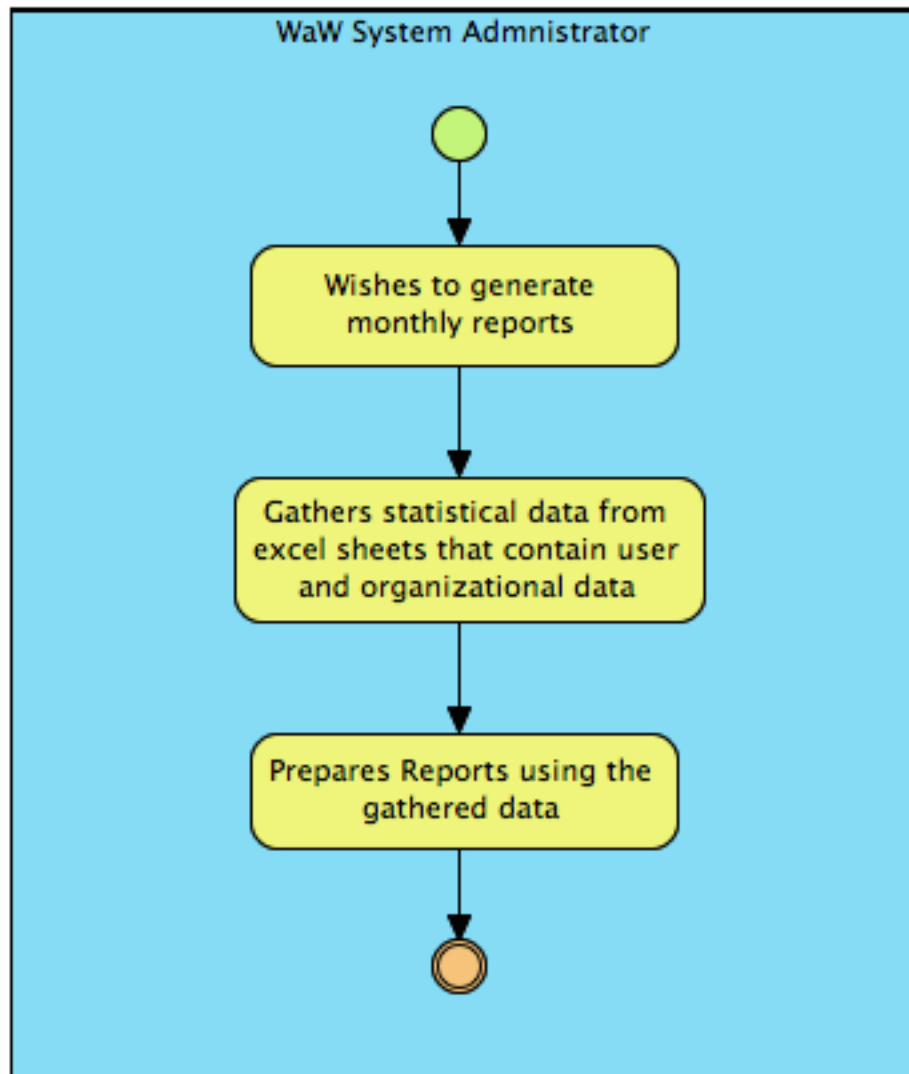
Feedback

Visual Paradigm Standard Edition (University of Southern California)



Report Generation

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3.2 System Objectives, Constraints and Priorities

3.2.1 Capability Goals

Table 2: Capability Goals

Capability Goals	Priority Level
OC-1: Online registration	Must Have
OC-2: Online Check-in	Must Have
OC-3: Feedback	Must Have
OC-4: Private Management portal	Should Have
OC-5: Automated Report Generation	Must Have
OC-6: Social Media Integration	Should Have
OC-7: Blogs	Should Have

3.2.2 Level of Service Goals

Table 3: Level of Service Goals

Level of Service Goals	Priority Level
LOS -1: The system shall not be down for more than 2hours.	Must have
LOS -2: The System shall be convenient to use by WAW staff	Must Have

3.2.3 Organizational Goals

OG-1: Convenient Data Management through data centralization.

OG-2: Increase Operational Efficiency through Automation

OG-3: Increase number of users via website redesign

OG-4: Raise funds through proposal of statistical data (generated by report module).

3.2.4 Constraints

CO-1: **Zero Monetary Budget:** The selected NDI/NCS should be free or no monetary cost.

CO-2: **Use NeonCRM:** NeonCRM should be used for storing the details of the clients.

3.2.5 Relation to Current System

Table 4: Relation to Current System

Capabilities	Current System	New System
Roles and Responsibilities	<ul style="list-style-type: none"> The Staff manually enters the user data into NeonCRM. The System administrator generates reports manually. The Staff collects feedback via telephonic calls. Board Members use emails for document sharing. 	<ul style="list-style-type: none"> The Staff enters user data into NeonCRM through online form. The System administrator will generate reports via report generation module. The feedback system automatically collects the feedback. Board Members shall use online file sharing system.
User Interactions	<ul style="list-style-type: none"> Users register through paper form. Users can check-in through one onsite machine. Users give feedback through telephonic call 	<ul style="list-style-type: none"> Users register via online form Users can check-in via multiple machines. Users give feedback through online form.
Infrastructure	<ul style="list-style-type: none"> GoDaddy for hosting, NeonCRM for storing user data and machines for check-in at the site. 	<ul style="list-style-type: none"> No Changes.
Future Capabilities	<ul style="list-style-type: none"> Register through online form, Automated feedback and report generations. 	<ul style="list-style-type: none"> The system shall be easy to use even for new employees coming into the organization in the future

3.3 Proposed New Operational Concept

3.3.1 Element Relationship Diagram

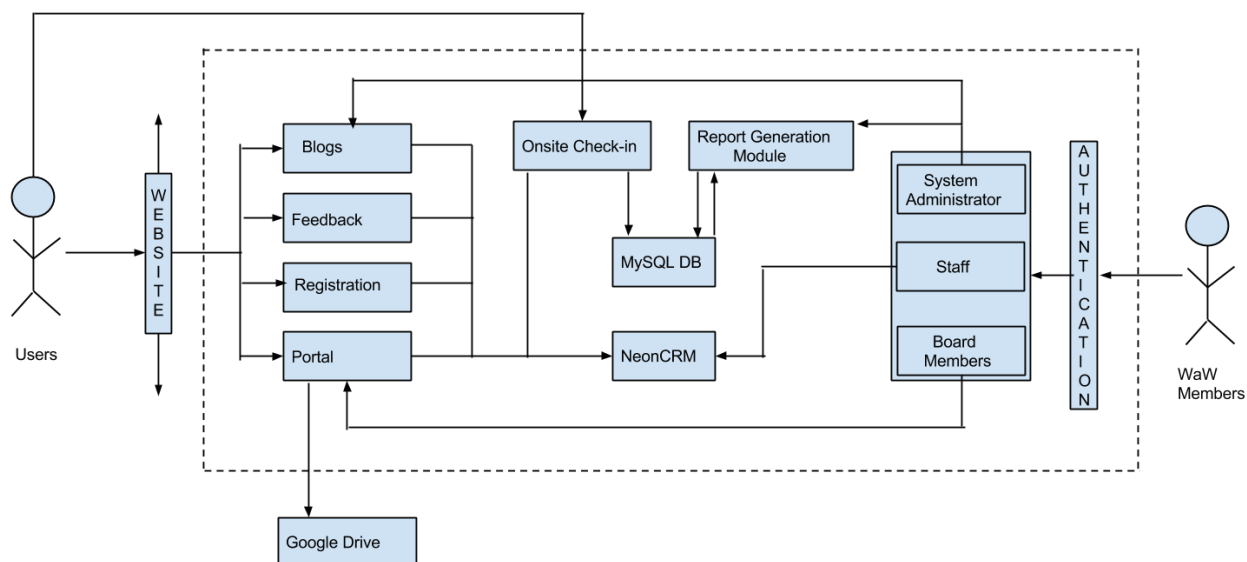


Figure 3: Element Relationship Diagram

3.3.2 Business Workflows

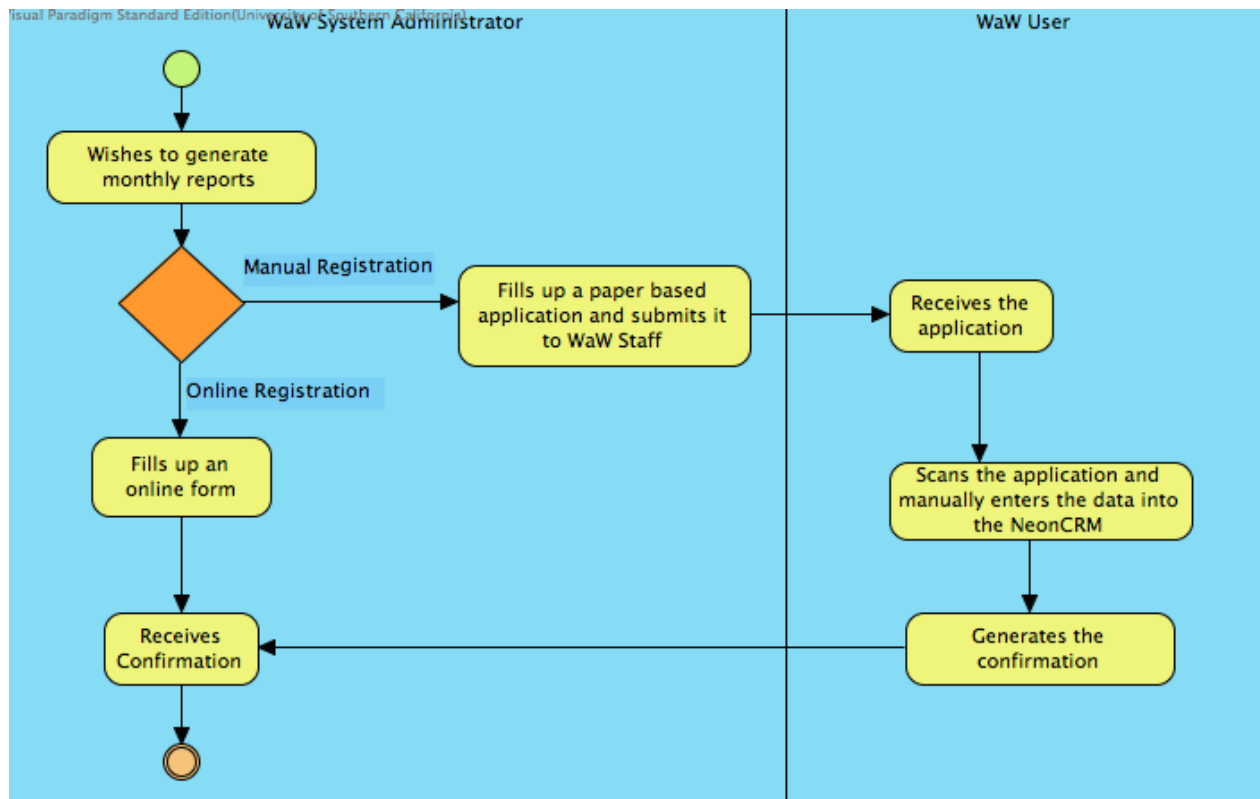
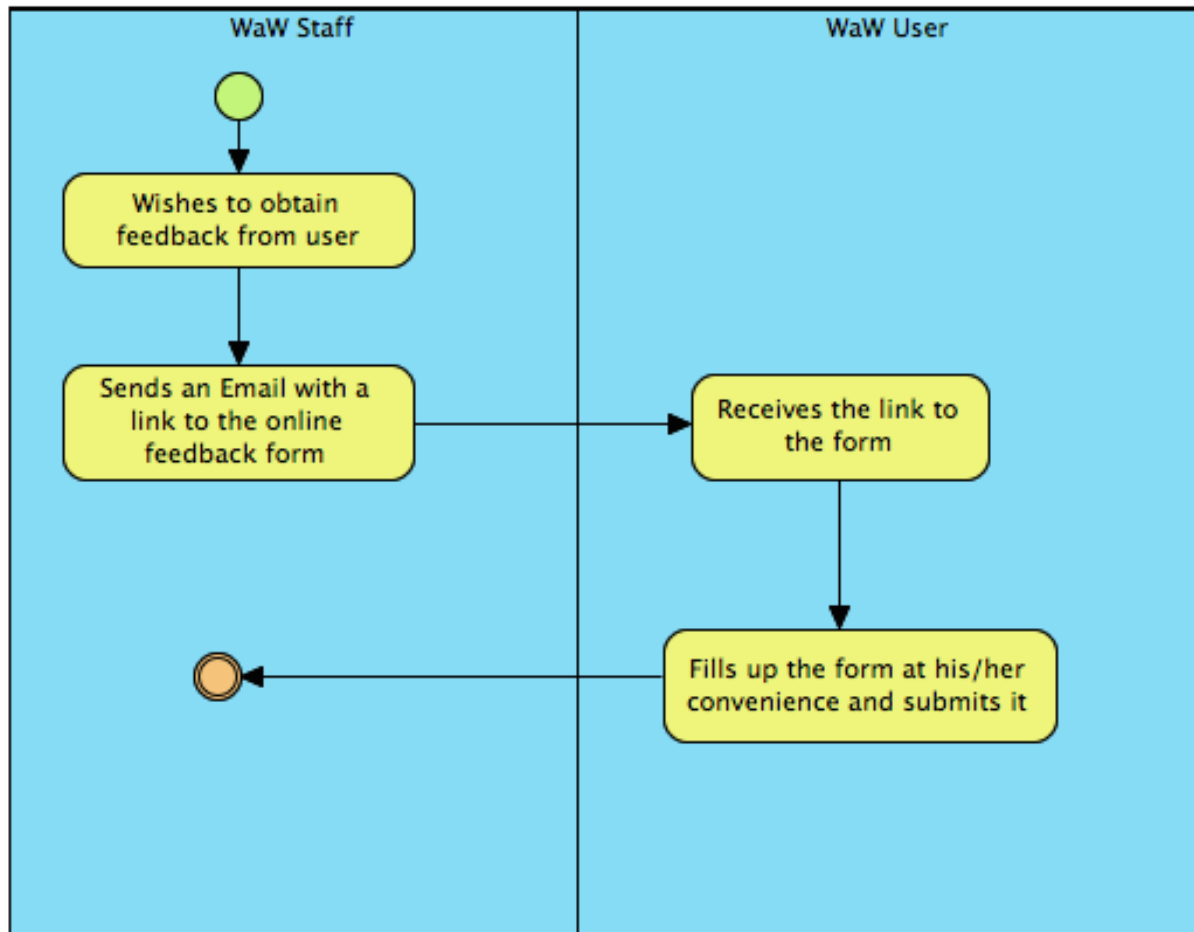


Figure 4: Business Workflow Diagram of Registration System

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**Figure 5: Business Workflows Diagram for feedback**

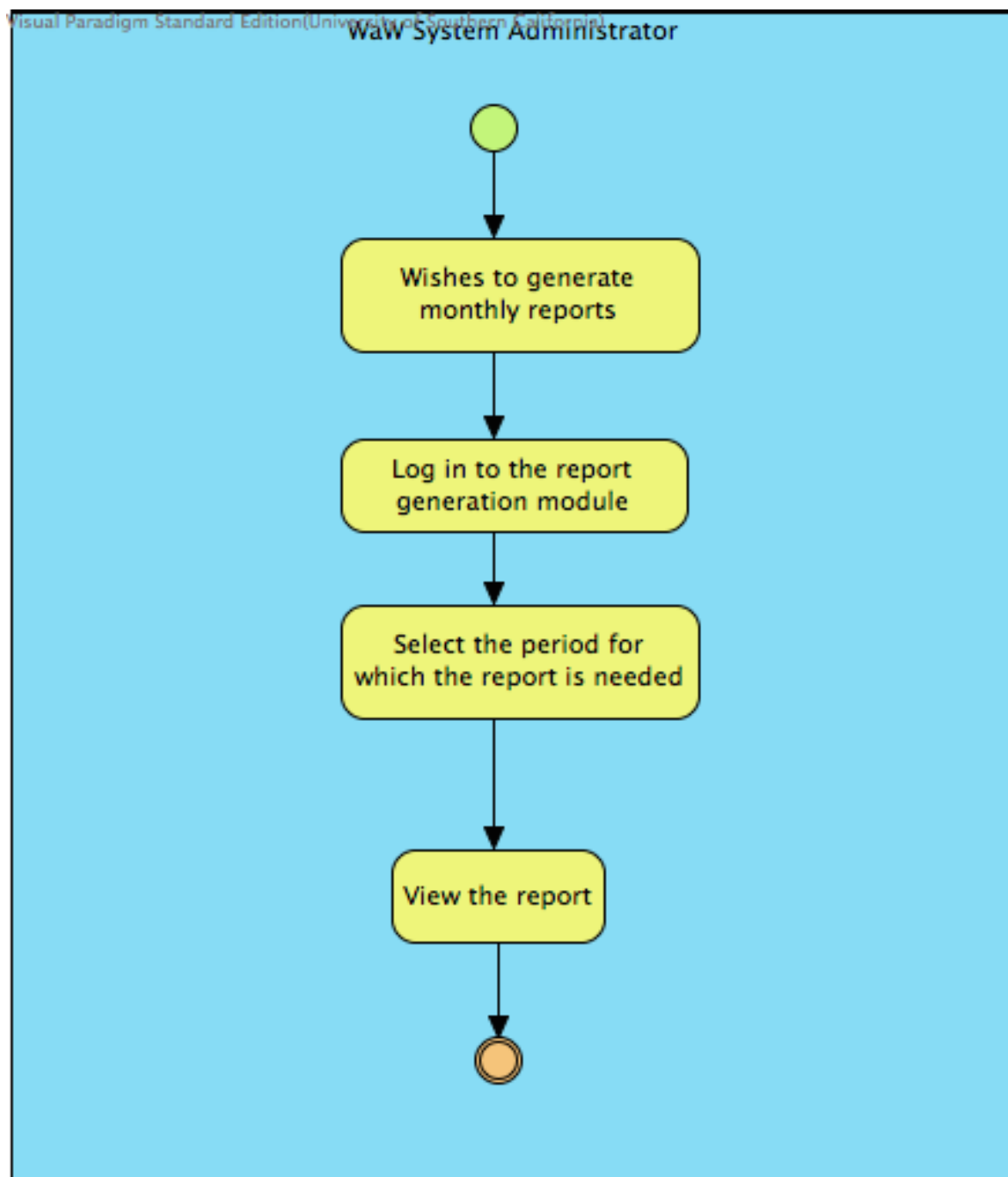


Figure 6: Business Workflows Diagram for Report Generation

3.4 Organizational and Operational Implications

3.4.1 Organizational Transformations

- The WAW Staff needs to be trained on the usage of Wordpress engine, report module and the usage of online file sharing tool.
- WAW System Administrator should be trained in the usage of PhpMyAdmin for accessing database.

3.4.2 Operational Transformations

- Elimination of email as the medium for sharing of the documents by the board members
- Elimination of manual report generation by the System Administrator
- The elimination of time consuming manual entry into NeonCRM by the staff. Use of online form instead of this.
- Elimination of staff to make telephonic calls to each client individually. Replaced by the online feedback form.
- Funders have a detailed statistics about the turnout of the users and whether their money is worth spending.