

Operational Concept Description (OCD)

LA Commons Upgrade of Website

Team 1

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Version History

Date	Author	Version	Changes made	Rationale
9/25/13	Yueheng Li	1.0	<ul style="list-style-type: none"> • Original for CSCI577; Tailored from ICSM OCD Template 	<ul style="list-style-type: none"> • To fit CS577 course content
9/30/13	Yueheng Li	1.1	<ul style="list-style-type: none"> • Add benefit chain • Correct some misspelling 	<ul style="list-style-type: none"> • Benefit chain is missing in last version • Some words are misspelled
10/15/13	Huaiqi Wang	2.0	<ul style="list-style-type: none"> • Tailored from ICSM OCD Template • System Objectives, Constraints and Priorities • Proposed New Operational Concept • Organizational and Operational Implications 	<ul style="list-style-type: none"> • To fit CS577 course content
10/19/13	Huaiqi Wang	2.1	<ul style="list-style-type: none"> • Update benefits chain diagram, System Boundary and Environment Diagram • Redo Business Flow (old and new) • Update the entire contents in this document 	<ul style="list-style-type: none"> • Modification according to ARB suggestions and rethinking
10/23/13	Huaiqi Wang	2.2	<ul style="list-style-type: none"> • Update the program model and benefit chain 	<ul style="list-style-type: none"> • According to teammates' suggestions
12/01/13	Huaiqi Wang	3.0	<ul style="list-style-type: none"> • Update the benefit chain, artifacts and ER diagram 	<ul style="list-style-type: none"> • According to TA's feedback
12/01/13	Huaiqi Wang	3.1	<ul style="list-style-type: none"> • Correct some names to keep all names consistent in all documents 	<ul style="list-style-type: none"> • According to professor's feedback • Update for final DC package

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1. Introduction

1.1 Purpose of the OCD

This document provides, in detail, the shared visions and goals of the stakeholders of the LA Commons. The success-critical stakeholders of the project are the LA Commons Staff; Huaiqi Wang, Hualong Zu, Tianyi Luo, Qihua Wu, Taizhi Li, Yueheng Li, Steiniger Herman, as the project developer.

1.2 Status of the OCD

All sections are complete, ready to be included in the FC package.

2. Shared Vision

2.1 Overview of the system

Table 1: The Program Model

Assumptions			
<ol style="list-style-type: none"> 1. More art programs will be held and need documentations 2. Documents of art programs are already prepared by LA Commons staff 3. Beneficiaries would like to see art programs' information and the showcase of art works on the website 			
• Stakeholders	• Initiatives	• Value Propositions	• Beneficiaries
<ul style="list-style-type: none"> • Team members • LA Commons 	<ul style="list-style-type: none"> • Upgrade the website • Provide tools training • Market and promote LA Commons's events • Curate & Select text & images 	<ul style="list-style-type: none"> • Increased the visibility of art projects • Increased acknowledgement of neighborhood's arts and culture • More funds raised • Increased popularity and reputation of LA Commons events • Improved efficiency of maintaining the website 	<ul style="list-style-type: none"> • Neighborhoods' residents • Community partners • Artists • Funders • All people in LA and tourists
• Costs		• Benefits	
<ul style="list-style-type: none"> • Website Hosting Costs • Website Domain Costs • Website Upgrade Costs • Website Maintenance Costs • Communication Costs of LA Commons staff • WordPress template learning Costs • Development Costs 		<p><i>Increased</i></p> <ul style="list-style-type: none"> • Number of website visitors • Visitors' time spent on the website • Number of participations in LA Commons' art programs • Amount of funders' donations <p><i>Decreased</i></p> <ul style="list-style-type: none"> • Search time of the documents • Maintenance time for uploading documents • Marketing time due to the sharing function. 	

2.2 Benefits Chain Diagram

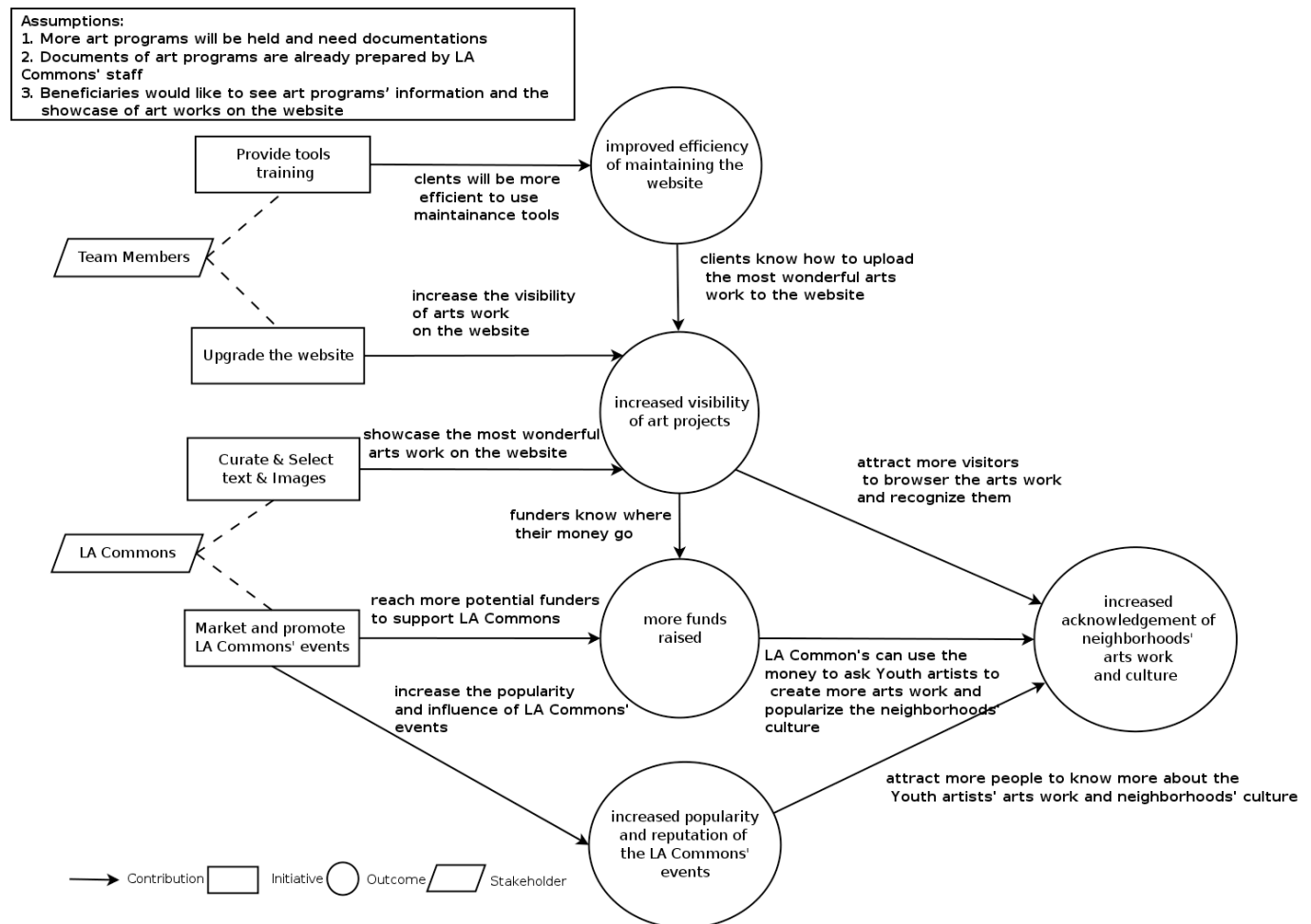


Figure 1: Result chain of LA Commons Update Website

2.3 System Boundary and Environment

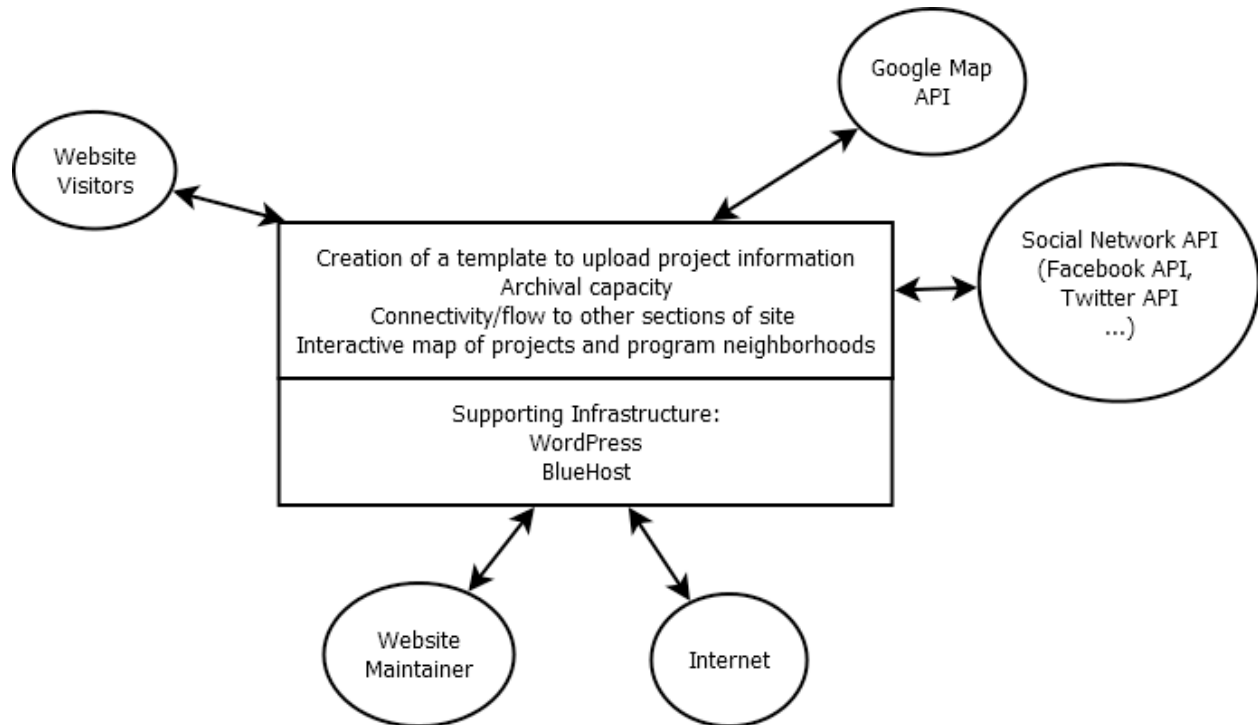


Figure 2: System Boundary and Environment Diagram of LA Commons Update of Website

3. System Transformation

3.1 Information on Current System

3.1.1 Infrastructure

Website is implemented using WordPress and is hosted on Blue Host.

3.1.2 Artifacts

- **Images data for Photo Gallery:** Pictures from past Community Arts Programs.
- **Text data describing past Art Programs:** Text data from LA Commons staff describing each past Community Art Program.
- **Events:** Information about past/upcoming events, such as date, position, etc.
- **Blog Posts:** Blogs Posts about news related to a particular neighborhood.
- **LA Commons staff profile:** Basic information about the staff working at LA Commons.

3.1.3 Current Business Workflow

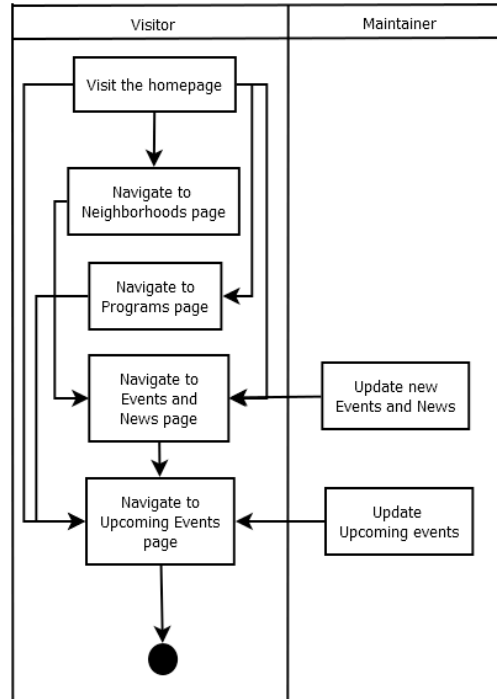


Figure 3: Current Business Flow of LA Commons Website

3.2 System Objectives, Constraints and Priorities

3.2.1 Capability Goals

Capability Goals	Priority Level
OC-1 Interactive Map: The map is used to integrate all neighborhoods in a map and is able to provide the users with a better navigation to browse all neighborhoods' information on the website.	Could have
OC-2 Community Arts Project Page: The page is aimed to provide information about past Community Arts' projects. In addition, in the Community Arts Page, add additional links to direct this page to the related Community Arts' project pages to make them connected.	Must have
OC-3 Neighborhood Page Upgrade: Add a small gallery of community arts ' arts work on the bottom-right page. Images from this small gallery direct users to the related neighborhood's project page.	Must have
OC-4 Social Network Share Function: Visitors can share upcoming events, art works and information of posted projects on their social network page.	Must have
OC-5 Gallery of Art Works: Add a gallery tab on the main page's navigation bar. Visitors can see the most wonderful photos selected from all Community Arts' projects on this gallery page.	Must have

3.2.2 Level of Service Goals

Table 3: Level of Service Goals

Level of Service Goals	Priority Level	Referred WinWin Agreements
LOS-1 Scalability: System shall be able to expand as new documentations of future art programs will be added to the website. (About 10 art programs per year, 15-20 pictures per art program)	Must have	WC_2562 WC_2556
LOS-2 Downtime: Consistent and no more than four hours per month.	Should have	WC_2558

3.2.3 Organizational Goals

OG-1: Improve efficiency of maintaining the website.

OG-2: Raise more funds.

OG-3: Increase popularity and reputation of LA Commons events.

OG-4: Increase acknowledgement of neighborhood's arts and culture.

OG-5: Increase the visibility of art projects.

3.2.4 Constraints

CO-1: Staff working at LA Commons have little knowledge about computer technology.

CO-2: The website is written using WordPress.

3.2.5 Relation to Current System

Table 4: Relation to Current System

Capabilities	Current System	New System
Roles and Responsibilities	The website shows abstract information about the programs and mainly advertises the upcoming events.	The upgraded website shows detailed documentations of past events and appropriately advertises the upcoming programs. Also visitors can get a better user experience by using the Interactive Map.
User Interactions	Users can navigate through the website to find abstract information about the old programs and upcoming programs held by LA Commons.	Users now can find detailed information about each art work (including a picture and a short story) created in each program and get a better navigation through the website by using the Interactive Map.
Infrastructure	Hosting is Blue Host.	More data (many pictures) about art works will be added to Blue Host.
Stakeholder Essentials and Amenities	Only general information about the past programs is on the website.	LA Commons staff can show detailed documentations about their past programs and offer a new way to navigate through the

		website and advertise their coming events by providing the Interactive Map on the website.
Future Capabilities	None.	Interactive Map could include more features, like the position of a newly created art work.

3.3 Proposed New Operational Concept

3.3.1 Element Relationship Diagram

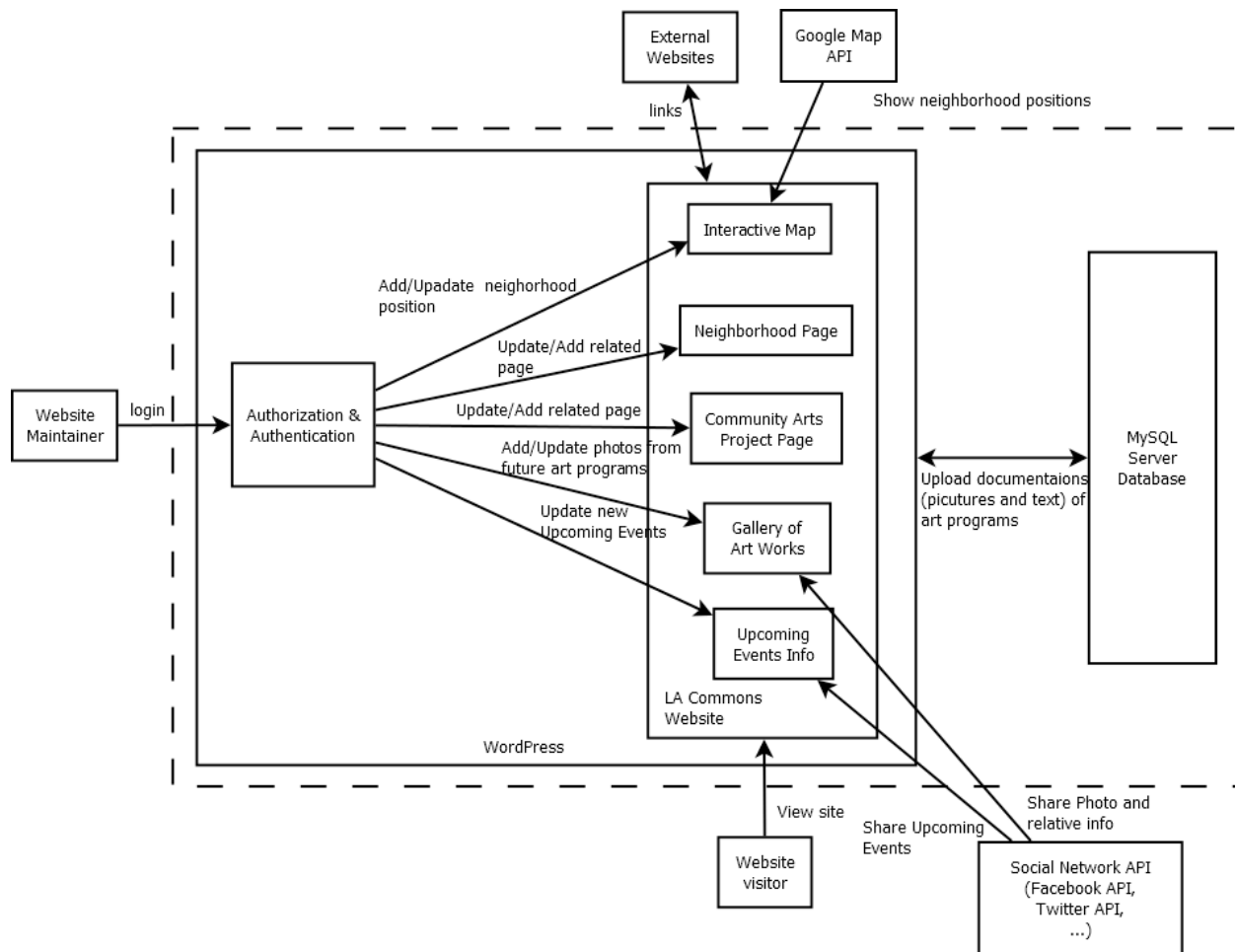


Figure 4: Element Relationship Diagram of upgraded LA Commons website

3.3.2 Business Workflows

Major difference: the new website will add Interactive Map, Community Arts Programming page, image gallery slide show and Social Network share button.

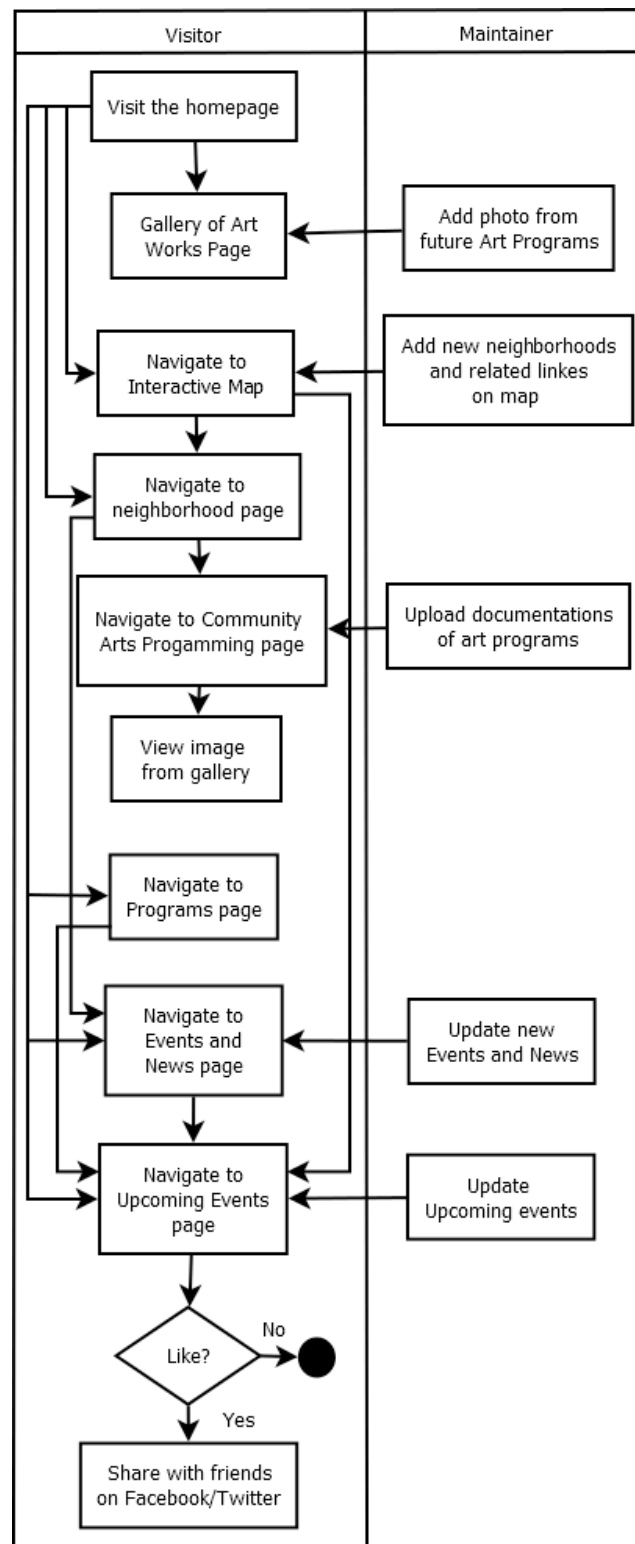


Figure 5: Business Workflow Diagram of LA Commons website

3.4 Organizational and Operational Implications

3.4.1 Organizational Transformations

- The need to rent more space on Blue Host.
- The staff working at LA Commons need to learn how to use WordPress template feature to upload the documentations of their art programs.

3.4.2 Operational Transformations

- Having detailed documentations of the art works from the past art programs, funders can have a better understanding of what LA Commons do and whether their money is worth spending, and participates of these programs can see their works on the website.
- With the Interactive Map, neighborhoods people can find the art programs near them more easily and potentially more people will participate in these programs.