Association for the Protection of Women's and Children's Rights

Draft Proposal

George Abang Tawoh
Eileen Chen, Annie Spahn, Charley Zhao
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Community Partner Background

About the Organization

The organization we are working with is the Association for the Protection of Women's and Children's Rights (APWCR). This foundation works to educate and provide support for people who are victims of human rights abuse. While the APWCR works to educate and help everyone, they focus most of their efforts on women and children as these groups tend to be the most vulnerable. The APWCR was founded in 1999 by George Abang Tawoh because of the human rights abuses he saw in his own community. Most significant was the prevalence of forced marriages between young girls and older men in order to pay off family debts. This personally affected George since his aunt was forced into marriage to pay off a debt. The APWCR used to be headquartered in Limbe, Cameroon and currently operates out of George's apartment in Pittsburgh. However, the organization is currently working on expanding its operations internationally. The APWCR core values include service, courage, integrity, excellence, and accountability. Their mission statement is:

> *"To protect and promote human rights through research, education, advocacy and developmental programs at the local and national level with a focus on women, children and youth"*

The organization receives all its funding from partner organizations and donations. The lack of funding and resources are the biggest issues the APWCR faces. They currently have no permanent salaried staff and operate based on the work of volunteers. Their website is hosted using Globat, which costs $90-100 a year. For our proposed solution, the budget is around the same as they currently pay, but options that save the most money are ideal as all resources, especially financial, are extremely limited.

Programs

The APWCR focuses most of its efforts on holding seminars to educate people on their rights as humans, how to report abuse, and how to deal with being affected by abuse. In the past, they have partnered with the Centre for Human Rights (HRDA) to put on a five-day seminar to educate adults. They educated about 50 adults during the five days. Another event they have put on was a Police Stations Visitor Week in which the public could familiarize themselves with their local police force and learn more about reporting acts of abuse. At this moment, the APWCR is working on seven cases of internally displaced persons (IDP), focusing on paying their school fees. The organization is also working on another initiative to install wells for clean water in rural areas since most people have to walk in excess of three miles to fetch clean water. Technology has not been used for any of these projects other than to post reports about some of the earlier projects on the APWCR website. Going forward, the organization wants to increase the amount of information available on their website about the work they do.

Staff

George Abang Tawoh, the CEO/general commissioner of the APWCR, is the main person in charge of all of the APWCR's operations, especially after having relocated to Pittsburgh. He is a permanent member of the Board of Directors. The APWCR consists of the Board of Directors, the General Assembly, the Board of Trustees, and the Advisory Board. Every group, except the General Assembly, consists of 9 members who are elected into a 4 year position. The Board of Directors has 3 permanent spots, which are the general commissioner and 2 pioneer members.

The following are elected directors of the Corporation in Pennsylvania State as of February 15, 2018:

Akuwn Susan - Board Chair
Tawoh Demian Taku - Secretary
Mbamu Roland - Treasurer
George Abang Tawoh - CEO/General Commissioner

According to George, these members serve mainly as part of the board. Moving forward, George will be our only APWCR point of contact. As of now, there is no IT or technical lead to update the website, and George does not have experience with website technologies. George's employees and coworkers are not in the U.S. but in Cameroon, Kenya, and the UK.

George checks his email (Gmail) on a regular basis and also uses WhatsApp and Facebook Messenger to communicate with people in Cameroon and Kenya. There is no one to train him in terms of how to update the website or make use of other technology since the website developer no longer works with APWCR. He is unsure about what other technology he should make use of and is willing to give our team the freedom to explore other options in order to suggest to him an optimal solution.

Technology Infrastructure

Hardware	Network	Internet Connection	OSs	Peripherals	Software Programs
Older Windows laptop	N/A	WiFi at his home	Windows	N/A	Microsoft Word

George uses a Windows laptop that has minimal applications and software on it. He mainly uses his laptop to communicate with others through email and to use the Microsoft Word application. Due to the lack of a robust technology infrastructure as well as our client's minimal experience in different technologies, the APWCR is less flexible in terms of the technology that can be implemented as well as the technology that can be used to aid our communication.

During our second meeting, we helped him install and test <mark>Zoom</mark> to better facilitate meetings between him and our team. It would be beneficial to our client to use document storage technologies such as Google Drive so that all materials and communication (e.g. meeting notes, website wireframes) can be consolidated in one place and does not need to be sent back and forth through email.

Technology Management

The technology infrastructure of the APWCR is not managed by any individual or group of individuals. The current APWCR website has been unmaintained for the past four years since the webmaster no longer volunteers for the APWCR. As a result, the APWCR does not have someone to resolve IT issues. For example, when the current website was set up by the previous webmaster, the PayPal donation system was not activated and it has remained unactivated. Aside from the previous webmaster, our client has not previously sought out additional technical support. Furthermore, there are only a few operational technology tasks. There is no need to sync or backup data since the APWCR only recently registered as a 501(c)(3) with the IRS, so there is no current financial history. Updating and installing software is presumably done on an ad-hoc basis by our client himself since he currently operates the APWCR using his personal laptop.

Technology Planning

The APWCR currently has no technology planning. The only technology the organization utilizes is their website and applications for communication, such as WhatsApp. The website does have a yearly subscription cost that is paid for by George. Going forward, George will be the one who updates, maintains and pays for the website.

Communication

External communication with the APWCR is done through George's email account. The APWCR and George both have Facebook accounts that are used sporadically to give updates on the organization's work. Internal communication is more difficult since George is the only member of the APWCR currently in the US. The majority of the APWCR Board of Directors and volunteers are still in Cameroon or Kenya. Communication between George and those not in the US is done through email, WhatsApp, and occasionally Facebook Messenger. We do not know how many of the staff in Cameroon and Kenya have email accounts or if they all share one APWCR email account. George has access to the web and has WiFi at his apartment in the US. It is unclear what level of web accessibility the organization in Cameroon has. However, it is assumed that the APWCR in Cameroon had or has access to the web because they have a Facebook page and a website. Prior to 2017, the APWCR kept paper records of their donors, funders, and volunteers. Post-2017, no records of any donations or funding were kept since George began to set up the APWCR in the US. <mark>Therefore, no established systems for ensuring data security or for sharing files internally.</mark>

In the past, reports of funded events have been published on the website to inform partners and donors of how the events went. However, there are no new reports and the current

reports date back to 2014. As of now, there is no established communication with donors. When the APWCR's main operations were all in Cameroon, information was passed along either verbally or on paper. No electronic information systems have ever been used at this organization.

The APWCR faces issues in updating their donors, partners, and the general public since there is no system in place to do so. The organization also faces issues in having a central system to manage all documents because all previous operations were summarized on paper or were not documented. The current system of information management creates the potential for a wide range of issues, especially since George is in the US while the majority of his organization is in other countries. The organization would benefit greatly from digitizing its information and important documents with some type of shared repository application that would allow APWCR members in different countries to update and see the same information. Digitizing the APWCR operations would help reduce errors, repeated actions, and the overall time to do anything requiring documentation or old records.

Information Management and Business Systems

Currently, the APWCR has no stored information. However, the information that is most critical to the APWCR moving forward is donor information, such as donor name, donation amount, and a link to a printable receipt of the donation. Before our client relocated its main operations to the US in 2017, the APWCR's financial officer tracked donations on paper with who donated, the amount, and for what activity it was going towards. A receipt was given to the donor if they wanted one. Our client has stopped soliciting donations since 2017.

The APWCR has previously never had a database system to keep track of donation or payroll information. Because the APWCR headquarters were relocated to Pennsylvania, George requires a method to track donations due to US tax laws for nonprofit organizations. One of our goals for this project is to implement a database system for the APWCR website so that our client can check the donation history. Using a database, the APWCR will be better able to track who has donated how much, see when a donation has been made, allow donors to donate via credit card, and greatly reduce the likelihood of any errors in reporting donation financials.

Community Partner Project Opportunity
Project Opportunity

As of now, there is no active system to accept donations on the APWCR website. Nonprofits like the APWCR need donations to hire employees and fund their activities. Since the APWCR no longer has the plantain/cassava farm in Cameroon to generate revenue, they need a different stream of revenue. The current website has an embedded PayPal donation system, but it did not work from the start since it was never linked to the organization's charity bank account. The APWCR also used to have a Global Giving donation link, but that has long since been deactivated. Having a donation system will remove the need for George to manually deposit donations, and it will simplify the process of keeping track of financials.

The APWCR also faces the problem of having an outdated website that no longer represents all the efforts of the organization. The website does not show an accurate

representation of the international efforts of the APWCR. Additionally, the website has no cohesive social media accounts and no links to social media. To increase the number of donors the APWCR receives, a professional, updated website is essential. The organization has no solution for this issue as the website was built by someone no longer with the APWCR and the George, who will be maintaining the website going forward, has no experience with updating the website. Due to this, the site has remained unmaintained for the last 6 years. The current state of the website hurts the APWCR because an organization's website is often the first place people go to familiarize themselves with that group. Additionally, the lack of linked social media accounts hurts the APWCR because increased social media presence and visibility can lead to an increase in potential donors. The APWCR currently also lacks site analytics capabilities, so there is no way for George to gauge the visitor traffic on the website.

Without an updated website and active donation system, the APWCR faces challenges drawing public attention to its work and receiving enough revenue to support its current and future projects. These two main problems are critical to solve because an updated website detailing the APWCR's projects and charitable work is the main driver to convince its website visitors to donate to the organization. A revamped website with a donation system will provide the APWCR with a greater ability to spread its name on social media and generate the funds needed to support its mission of research, education, advocacy and developmental programs for women, children and youth.

Proposed Project Vision

We strive to build a new end-user facing web application using a website builder (e.g. Squarespace) in order to better market the APWCR, elicit donations, and provide an accounting system for donations. Donors would use the website to make donations, potential volunteers would use the website to sign up, potential donors and partners would browse the website to gain information on APWCR, and internal APWCR employees would use the website to gain insights on website analytics and donation history. With no developers, George is the system maintainer after the transition. This solution provides a smooth transition for George, who has no coding knowledge, to be able to update the website accordingly when we leave.

Alternative solutions we considered included building a custom web application from scratch or updating the existing Weebly website. A custom web application is not usable for George as he would not be able to make changes to the website in the future. Updating the existing website would require many changes since George essentially wants to discard the old website and start anew; thus, building a new website for APWCR from a website builder is an optimal solution. It provides us the flexibility to redesign the website completely, has built-in credit card processing solutions for donations, has social media page embedding capabilities, and provides admin access to see donation history and site analytics. It is essentially an all-in-one solution which makes it easier on George to maintain and eventually train others.

Expected Outcomes

Before designing the website, we want to conduct research on Squarespace's pricing model for the website functionalities such as donations and analytics. We will discuss our findings with our client and get a go-ahead from him.

From there, we want to take an agile design and development approach to implement the new APWCR website. George has many ideas for the layout of his website, but they are rather abstract, so we want to present many iterations of the website design to him to elicit his feedback before going ahead to implement it. When we have a page of the website determined in design, we will start implementing that page on Squarespace while continuing to discuss the design of the other pages.

Agile Model

Source: http://tangosource.com/blog/the-web-design-process-in-agile-methodologies/
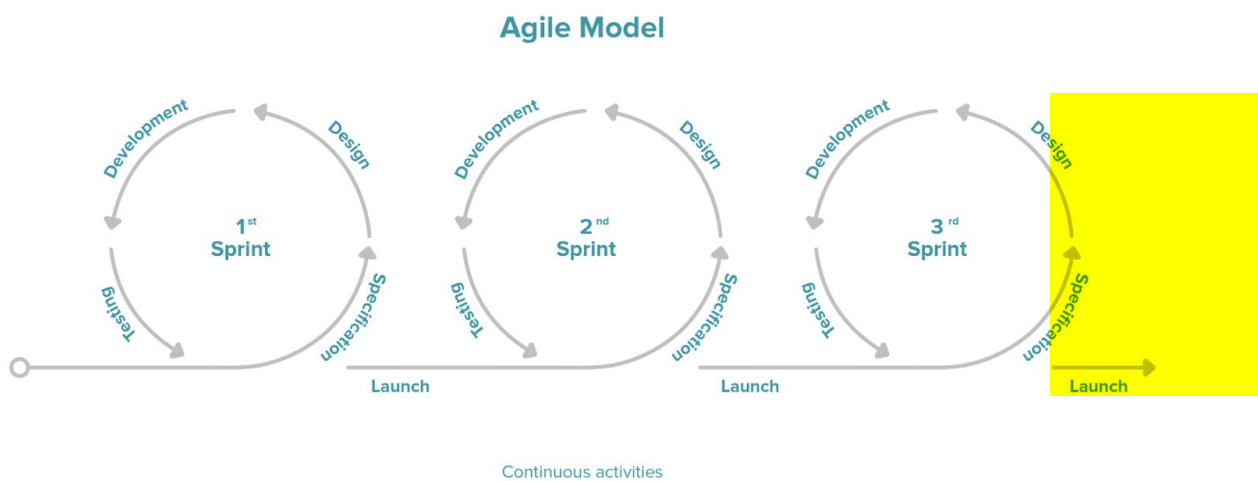
We will test each page as we develop them, and have a holistic website quality assurance testing session with our client at the end. Along the way, we will hold training sessions with George to show him how to update certain elements of the website, such as images and text. We will also train him in using Squarespace to obtain donation history information and view website analytics.

Use Case Prioritization

Use Case	Priority	
As the CEO, I want to see a website template of the proposed design so that I can see if what they design is what I have in mind.	Essential	
As a donor, I want to donate online to the APWCR so that I can help their cause.	Essential	

As an admin, I want to have a robust accounting system so that I can keep track of all APWCR donations.	Essential
As a donor, I want a receipt for my APWCR donation so that I can submit it for a tax return.	Essential
As an admin, I want to have social media accounts so that I can better market the APWCR to the global community	Essential
As a potential volunteer, I want to be able to easily sign up as a volunteer online so that I can receive information on how I can help the APWCR.	Essential
As an admin, I want to be able to see website analytics so that I can see which pages garner the most visitors.	Essential
As an admin, I want the APWCR's background, mission, and images on the website so that I can better market APWCR to the public.	Nice-to-have
As an admin, I want volunteers to attach their CV as part of the volunteer application form so that I can see where their interests/skills can help APWCR.	Nice-to-have
As an admin, I want social media accounts linked on the website so that visitors can easily engage with APWCR through other means.	Nice-to-have
As an admin, I want a redesign of APWCR's logo to better represent APWCR as an international nonprofit.	Nice-to-have
As a potential donor, I want to see abuse reports of women and children on the website so that I can see what cause I am supporting.	Nice-to-have
As an admin, I want to have a staff page with staff headshots and bios so that people can see the faces of APWCR.	Nice-to-have
As an admin, I want to have info about APWCR's partners on the website to demonstrate the success of our partnerships and elicit interest from other potential partners.	Nice-to-have

Our Approach to the Opportunity

Steps	Expected Outcomes	Key Performance Indicators
1. Understand our client's main pain points and needs	Prioritized list of features determined by our client	Our client feels that we covered all of his needs
2. Select a website platform	A table comparing different	Our client is satisfied with the

that will fit our client's needs	website platforms and a final selection of the website platform	website platform
3. Create initial lo-fi prototypes of the website's most essential pages	Lo-fi prototype of initial website design	Positive feedback from user testing with our client
4. Iterate on website design and create hi-fi prototypes	Hi-fi prototype of final website design	Positive feedback from user testing with our client
5. Implement and test static website pages on Squarespace	Viewable static web pages on the website	Successful viewing of web pages by third party user/potential donor
6. Implement and test donation system on Squarespace	Donation link works and people are able to donate to APWCR as well as receive a receipt	Successful donation transaction made on website
7. Train our client in using Squarespace to update the website, see donation history, and view analytics	Our client can update and maintain the website without us there	Successful change of image and text on website by our client Successful downloading of a csv file of the donation history
8. Create documentation on updating the website and accessing donation history/analytics	A digital pdf containing instructions for updating the website	Our client is satisfied with his understanding and the thoroughness of the documentation

We plan to address the sustainability needs of our client by providing George with the necessary documents and training. Once we have created the website, we will meet with George to train him on how to use the website builder to update and maintain the website in the necessary ways. We will also show him how to use all of the website's functionality and how to use social media in an advantageous way. We will create detailed documents for each thing we show him so that he may refer to these in the future or use them to teach someone else how to maintain the website. We plan to set up training sessions with George roughly halfway through our project once we have completed aspects of the website to ensure that we have enough time to properly teach him everything he needs to know.

Feasibility

One of the main challenges of creating a functional technology solution for our client is making it as maintainable and sustainable as possible. We expect to have sufficient time and resources to complete the proposed features of the new website since many of the more technically-involved tasks, such as a database and website analytics, can be achieved directly through website builders such as Squarespace. Creating the proposed features also aligns well with our technical skills and abilities.

However, we will need to implement them in a manner that will be maintainable by our client. After we deploy the website and conclude our partnership with the APWCR, the website will be maintained by George. He does not have any experience with updating websites, and this will dictate many of the decisions we make regarding the website's implementation. We expect that George will need to update the website's information regarding staff, current projects, human rights resources, partner organizations, and visual media. To facilitate the maintenance process, we will write documentation for George that details how each of the subpages can be edited.

Our proposed system has a medium complexity since many of the features are tools already directly integrated in website builders, but there could be additional challenges that stem from the iterative process of designing the user interface. Whereas the complexity is not very large, the scope of our system is quite grand since in addition to creating a new website, we need to ensure that George has full knowledge of how to update and edit the website. Even if the website is built to all of the specifications, it cannot be considered a success unless George is able to maintain it in the future.

Based on our client's needs and project requirements, we estimate that we will need to each put in eight hours per week of independent design and development work. We also estimate that we will need an additional five hours per week for group, client, and advisor meetings. As we near the completion of the project, we expect that we will need to designate fewer hours to development and instead focus that time on creating documentation and training George on maintaining the website.

Risk Analysis

The most serious threat to our recommended project would be creating a product that is not sustainable or usable for George, who will be maintaining the website going forward. This risk is very realistic to our project as the last website the APWCR had was not sustainable and consequently has not been updated since its creation. We estimate the likelihood of this risk occuring to be high. Having a website that is unusable after the project is over is also a huge risk to the APWCR as they are relying on the website to attract donors and volunteers, as well as providing a professional and legitimate page for their organization as they begin work on establishing a US office, making the magnitude of potential loss high. To mitigate this risk, being proactive is key. Working with George from the beginning of the project to ensure he understands the technology being used at every step will be essential to ensuring the sustainability of the solution. Creating detailed, robust transition materials will also be a necessary step in our plan to eliminate this risk. Having a reference guide will allow George to refresh his memory and teach others how to update and maintain the website if he chooses to.

Another risk that we foresee being a possibility in our project is that we are unable to complete all the tasks that George wants. The likelihood of this risk occurring is medium. George is currently unable to update his website and therefore is looking to completely start over. He is also looking to have a working donation system that will keep track of all donations. Thirdly, George would like us to create and link social media accounts to the website. Within each of these main tasks are many more things we need to accomplish in order to fulfill George's vision. If we are unable to accomplish everything George wants us to, we run the risk

of creating a solution that does not solve the main pain points of the organization. Because of this, the magnitude of potential loss is high. Our risk management plan is to meet with George early on in the planning stage and have him prioritize his needs so we can ensure we complete the most important tasks. We also plan to share with George our timeline and class deliverables to give George a reasonable expectation of what we can accomplish in the time given.

A third issue we run the risk of encountering is delivering a product that has all the functionality the APWCR wants but does not meet the organization's design goals. The likelihood of this happening is medium to high because the aesthetic of the website is among one of the most important things to the APWCR. Another aspect of the project that adds to the severity of this risk is that George has an abstract model of a website in his mind. Not knowing what he wants or changing his mind throughout the design process can potentially add unintended complexity. Since the overall look and feel of the website is one of the most important goals for this project, delivering a product that lacks in this area would be useless to our client, which makes the magnitude of potential loss high. To mitigate this risk, we will ask George to send us websites that he likes the design of in order to gain a sense of what he wants. We will also wireframe extensively to ensure that our design is what George wants before we begin development. We will also wireframe multiple different designs to present to George so we can provide him with different perspectives that he can pick and choose elements he likes from.

A fourth risk that we could run into would be the cost of implementing our solution. The APWCR already faces a lack of resources, especially financial, so we face a strict budget. This could possibly be an issue if we find a website builder that would best support the desired functionalities and would be the most sustainable option, but costs too much to be a realistic solution. The likelihood of this occurring is low to medium since there are many website builders available. If our desired website builder is too expensive, that will increase the complexity of this project as we will have to find work-around solutions for functionalities or design options that are not supported by the website builder we choose. This potentially could cause us to be unable to fulfill some of the needs of the APWCR, or spend too much time on alternatives to finish all critical aspects of the project. Because of this, the magnitude of potential loss is medium to high. To handle this risk, we will compile a thorough analysis of all the possible website builders available to us for this project. This will include a cost analysis where we break down the most cost effective solutions. We will then present this to George before we begin development so we can choose the best solution and manage expectations if the chosen website builder can not support all of the desired functionalities.

Our final top five risk we foresee being a possible issue is the cultural differences we have with the APWCR and with George. This is a serious risk because the APWCR was previously based in Cameroon but none of us know anything about the culture in Cameroon. The likelihood of this risk is medium to high, especially in the beginning of the project as we build our relationship with our client. If we do not address and deal with this risk, there is a possibility that we unintentionally offend or disrespect our client. Offending our client can result in unsatisfactory work and an overall experience that is not desired by any party, making the magnitude of potential loss very high. Our abatement strategy is to encourage open and honest communication between us and the APWCR. We will also be as accommodating and

understanding as possible since we realize that customs are different in Cameroon compared to the US, and George may not be aware of some US customs. We strive to gain an understanding of our client by not only having task-oriented conversation, but also having person-oriented conversation. We also plan to deal with any issues in a very respectful and helpful manner, keeping in mind that our overall goal of the project is to deliver an exceptional solution and experience to our client.