

Needs Analysis

Austin Community Family Center

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Introduction

The Austin Community Family Center(ACFC) is an organization located in the Westside of Chicago that focuses on providing a safe environment and programs to their community members. The ACFC's programs focus on building healthy minds, bodies, and spirits through education. The organization extends their services to youths, families, adults, and seniors around the Austin community. They hope to become a valued asset to the community through the support of its members and Westside stakeholders.

In order to understand how to accurately help the organization, a needs analysis is required in order to identify and evaluate the needs expressed by the ACFC. Through this process the team will be analyzing the problems of the ACFC and possible solutions to the problems. By generating questions for the organization, creating personas, and user stories the team will explore technical ideas that can resolve any situations ACFC may have.


Problem Statement

The Austin Community Family Center seeks to become a valuable asset in the Austin Community, but a few things are required in order to accomplish this. To establish themselves as a community outreach program, the community center wishes to construct an online presence beyond their Facebook page.

The Austin Community Family Center was established to foster a sense of community in Austin. Though after conversing with ACFC representatives, we have learned that the ACFC has not been reaching its full potential, causing them to resort to word of mouth and fliers for exposure. The ACFC seeks a website to help manage their community and gain traction in Austin. How might we be able to provide a website that can help the ACFC get exposure and simplify their everyday tasks? We can better improve their Facebook page by creating a site designating toward their goals. This would allow them to customize what they would like to advertise and display their content.

Personas

In order to get an idea of what the ACFC leaders are looking for, we asked a series of questions regarding what they do, who their audience is, and what kind of issues they have. We learned that their target demographic is youths between 5 and 18 years old, as well as parents and seniors. The ACFC faces communication difficulties, and they wish to reach out to the community more efficiently. Currently, they notify the community of events through flyers, newspaper publications, and word of mouth. Another one of the top issues they face at the moment is, as ACFC representative Cornelius Coe described, “funding an ACFC operating budget”, which is like a “basic start-up funding that includes salaries, rent, utilities, computer, etc.” The following personas and user stories are representatives of the ACFC target audience, and we hope that constructing a website that is properly fitted to their demographics will make it easier for them to handle the aforementioned issues.

Persona:	Financial Advisor
Photo:	
Fictional name:	Nicole Crawford
Job title/ major responsibilities:	Father/ Insurance Adjuster, Manager
Demographics:	<ul style="list-style-type: none"> ● Dating ● 27 years old ● Has 2 nieces
Goals and tasks:	<ul style="list-style-type: none"> ● Watches her nieces on the weekends ● Wants to have kids of her own ● Wants to become active in the community ● Works at the community center as a financial consultant and with other members of the community trying to establish various partnerships.
Environment:	<p>Enjoys a relaxing environment where she can help people understand the importance of money and saving early.</p> <p>Likes to work at the center and looking for potential liaisons to cooperate with the center.</p>



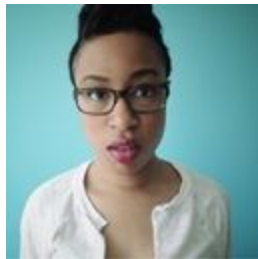

Persona:	ACFC Parent
Photo:	
Fictional name:	Tyrone Daniels
Job title/ major responsibilities:	Father/ Insurance Adjuster, Manager
Demographics:	<ul style="list-style-type: none"> ● Married ● 33 years old ● 2 kids
Goals and tasks:	Hard worker. Wants to be there for his employees. Wants his kids to have a safe place to hangout while he is at work.
Environment:	Enjoys computers, but is not a “Bill Gates”. Likes websites that are user friendly and are easy to navigate.
Persona:	ACFC Veteran Volunteer

Photo:	
Fictional name:	Jackson Perry
Job title/ major responsibilities:	Gym Receptionist
Demographics:	<ul style="list-style-type: none"> ● 46 years old ● Married ● Father of two children ● Has a High School Diploma
Goals and tasks:	<p>He has intimate knowledge of the operations of the center and its workings. One of his concerns is having a specific space online to direct members about services and events other than their Facebook page.</p> <p>Spends his work time:</p> <ul style="list-style-type: none"> ● Checking in members into the weight room and basketball court. ● Setting up areas for upcoming events, and ● Training new volunteers.
Environment:	He is comfortable using a computer and refers to himself as an intermediate Internet user. He is frequently

	connected to various members and is focused on helping them get more connected to other members.
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Persona:	ACFC College Student Volunteer
Photo:	
Fictional name:	Nicole Murphy
Job title/ major responsibilities:	Managed Investment Data Intern, MORNINGSTAR
Demographics:	<ul style="list-style-type: none"> ● 26 years old ● Engaged ● Mother of a two year old child. ● Has a Bachelor's in Computer Science.
Goals and tasks:	She is focused on assuring all the children in her afternoon program have reliable resources when completing homework assignments. One of her main concerns is bringing awareness of the importance to technology and the benefits furthering a child's education.

	<p>Spends her work time:</p> <ul style="list-style-type: none"> ● Works with sales and service teams to meet Data Operations deadlines. ● Reviewing and editing Standard Operating Procedures for various processes. ● Completes and audits reports at the end of the month.
Environment:	<p>She is comfortable with using a computer and friends are always asking her to fix their computer. She is connected to different outreach programs as well who are willing to lend a helping hand when there are technical problems or assistance.</p>

Persona:	Active Community Member
Photo:	
Fictional name:	Michael Webb
Job title/ major responsibilities:	High School Student

Demographics:	<ul style="list-style-type: none"> ● 17 years old ● Older brother. ● Part time job
Goals and tasks:	<ul style="list-style-type: none"> ● Complete high school. ● Play basketball and do lifts ● Go to more center events and to see if they have any available for high school students.
Environment:	<p>Michael is very enthusiastic about sports like football and basketball. He likes to practice both sports at high school and at the community center whenever the center is open. He also aims to go to a university. He found out about the center through a friend who goes to play basketball. He likes that different people go there and he can meet more people.</p>

User Stories

As a volunteer, I want to be able to access the list of upcoming events so I can inform our members about these events and have something they can find on their own to get them interested in the community center.

Questions for the Client might include:

- Is there a pre-existing list of events?
- How frequently are events added or dropped from the list?
- How much advanced warning does the center require for renting out space?
- Would renting out space infringe on previously planned programs/activities?
- How is information on upcoming events dispersed?
- How is information on cancelled events/activities dispersed?

Acceptance criteria:

- Events should be listed immediately upon booking.
- Event holder information should be listed and easily accessible.
- Listings should be categorized by month, in chronological order.
- If an event may impede on previously planned activities, there should be a notice of said change.

As a working father with a spouse that also works, I want to be able to sign my children up so that I can have them doing activities when they aren't in school.

Questions for the Client might include:

- Is there a specific age group intended for said event?
- Is there a maximum limit for participants for specific events?
- Are there any required skills/equipment required?
- What time does said event start/end?
- Is this a recurring event, or is it a one time event?
- If recurring, how will parents/guardians be notified?
- What information about the participant is required?

Acceptance criteria:

- Signup form should have all mandatory information fields completed.
- A maximum participant warning should be displayed if needed.

As a new investor, I want to know the programs being offered at this organization so that I can be able to access the information online and present it to other outreach programs around the city who are interested in providing financial assistance.

Questions for the Client might include:

- How is information being displayed presently for the community to be aware of the activities being offered?
- Is there a specific time in the year, where the organization can organize an open house to potential funders?
- How do you interact with funders after investing?
- How do you know how much money you need and could you scale your business with less?
- Are there forms of connecting with members from the organization, who have used your services?
- Can you refer to us about other organizations you have worked with in the past - either a negative and positive experience?

Acceptance criteria:

- Construct a temporary social media account highlighting after school program schedule with the staff members contact information.
- Open houses provide better opportunities for potential funders for the organization.
- An investor cannot communicate with members of the organization without having a means of contact.
- Construct an open registry with contact information of the agencies who have provided fundings.
- Compile an estimated budget for future fundraisers.

- Send an email informing the investors what a great difference their investment has made to the organization.

As a financial advisor for the center I want to be able to have an online place where the center can distribute information and contacts so that I can communicate with more sponsors and raise donations.

Questions for the Client might include:

- How are donations procured?
- How are partnerships formed?
- How informed are community members of the center receiving donations?
- How is information on the center dispersed?

Acceptance criteria:

- A contact information page of selected workers at the center.
- A donate page or button that will let others the center accepts them.
- Promotion of sponsors and partnerships of the center.
- Donation categories of what is needed at the center.