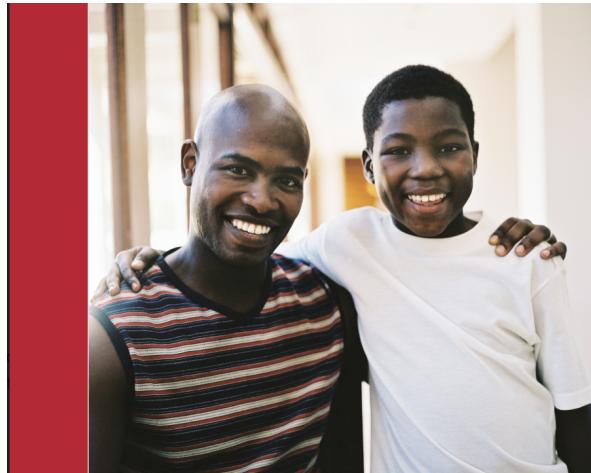


Amachi Pittsburgh



Partner: Johanna Sharrard

Team: Michael C., Mira M., Justin W.

5 May 2021

TABLE OF CONTENTS

TABLE OF CONTENTS	2
COMMUNITY PARTNER BACKGROUND	3
Background	3
Programs	3
Technology	4
COMMUNITY PROJECT PARTNER DESCRIPTION	6
Project Opportunity	6
Project Vision	7
Project Outcomes	9
Final Project Deliverables	13
RECOMMENDATIONS	15
Sustainability	15
Steps	15
Future Work	15
ABOUT THE TEAM	17
APPENDIX	18

COMMUNITY PARTNER BACKGROUND

Background

Amachi Pittsburgh's mission is to provide assistance for children of incarcerated parents. Located on Forbes Avenue in Uptown Pittsburgh, in the vicinity of Duquesne University and the Allegheny County Jail, it is the only organization in Pittsburgh that provides support to the children of incarcerated parents, and it places a strong emphasis on anti-racism in its programming.

Providing holistic support including but also extending beyond mentorship, Amachi Pittsburgh offers three primary services. Their mission, as stated on their website, is as follows:

“The mission of Amachi Pittsburgh is to empower young minds to overcome the challenges of parental incarceration and to reach their full potential through one-on-one mentoring, family strengthening and reunification support, and leadership development and youth organizing.”

The Amachi initiative was developed in Philadelphia in 2000 to provide children impacted by incarceration with a new path by offering the guidance of supportive and dedicated mentors. Since the founding of the organization, there have been at least 350 Amachi-founded models in more than 250 U.S. cities and all 50 states. These programs have served more than 300,000 children across the country.

Programs

Amachi's program is built on three major services. To begin with, they provide one-on-one mentoring. The mentoring program focuses on helping youth strengthen their relationships with others and challenging them to succeed in academics with strong values. Due to COVID, these meetings are conducted on Zoom. Spreadsheets are currently used to maintain data about mentor-mentee matches, but the organization would like to integrate a database for mentor-mentee matches called Innovative Mentoring Software (IMS).

Secondly, they provide family strengthening and reunification support. Intended to strengthen ties and reduce trauma for children as their parents are re-entering society, this includes strengths-based classes in the home and community as well as parenting classes. Family engagement and support provides the resources for parents who are no longer incarcerated and additional resources for reunification support.

Finally, Amachi Pittsburgh has founded the Amachi Ambassadors Youth Leadership Development, a program to empower constituents to raise awareness and become agents of change through their stories. In this program, individuals aged 13-18 are trained to produce educational materials, facilitate workshops, and build a movement for school reform, to facilitate children's understanding of civic engagement and social justice issues. The goal is to encourage younger individuals to take an active role in the world.

Research studies have shown that “Mentored youth are 46% less likely to get involved with drugs or alcohol” and “86% of mentored youth go on to higher education” (Public/Private Ventures study of Big Brothers Big Sisters). Amachi hosts resources to train and guide its mentors, parents and family members, and youth through Amachi University. Amachi Pittsburgh claims to have a “92% success rate of helping at-risk youth avoid the criminal justice system.” The organization filed a 2012 report “What We’ve Learned from the Children” that documents the personal experiences and perspectives of parents and children through various past focus groups.

Technology

Currently, there is no specific role for technology management at Amachi Pittsburgh. The program associate has been identified as the most “tech-savvy” member on staff who manages most, if not all, of the spreadsheets currently used by individual team members at Amachi. Amachi Pittsburgh has plans to hire a technology and development specialist in 2022, and one of the responsibilities of this role will be maintaining the website. Unfortunately, there will be an imminent gap period between the time of hiring and the completion of our team’s solution. The Manager of Executive Affairs envisions carrying out “1-hour a month” updates using documentation we provide until development staff is hired. Everything non-IMS will generally fall under her supervision during this time period.

The website is set up using WordPress and GoDaddy. However, maintaining it is not a priority for staff. IMS and Salsa are also both important tools for technology management; IMS is used to manage the mentor application process, and Salsa is used to run fundraisers, process donations, and manage affairs with external stakeholders, such as donors.

COMMUNITY PROJECT PARTNER DESCRIPTION

Project Opportunity

One of the most emphasized pain points in our initial interview with Johanna was the Amachi Pittsburgh website. She mentioned that it was “noisy”, and that it’s disorganization and confusion was not a proper reflection of the way people perceive the organization in real life, nor was it the image of the organization that they wanted to express. Our interview with Amachi Pittsburgh board member Colleen Fedor found that the website “does not emphasize core services” and that she “does not understand the website’s navigation choices.” With no dedicated staff to maintain the website, the organization had trouble adapting it to reflect their current image. The staff had stated they would have liked to learn more about people who are potentially interested in getting involved as mentors in their program. Johanna added that the website is one of the main ways she wanted to see the organization grow in the next year.

The previous website resulted in the wasted time of potential donors, mentors, and more, and may have resulted in decreased donations and interest in mentorship, simply because people didn’t know how to make sense of the interface. Thus, the process for users to navigate the site for what they needed was unnecessarily inefficient. If Amachi were to reach a broader audience, perhaps by utilizing social media such as LinkedIn or Facebook, it would be able to gain more traction and awareness for the cause of social justice. According to Mentor Marisa White, Amachi’s low turnout at some events “is the result of not advertising upcoming or past events and activities year round.”

Amachi’s staff internally struggles from ineffective communication and sharing of information between its members, and its team is composed of only eight employees. Currently, each employee utilizes his or her own spreadsheet to track progress of personal tasks. Communication between staff and mentors are also conducted through personal email. These means are efficient on their own, but are not useful for coordinating efforts between staff toward a goal. This has led to a large amount of documentation that is hard to find for team members or lost in translation, and thus, members lose time working to retrieve information from this disconnect. This system further relies on individual staff members for accomplishing their goals; if one staff member

were to go on a temporary leave of absence, then it would be difficult for another staff member to pick up on his or her work. Amachi's struggles with a decentralized communication system within its current eight person team will only grow more complex as Amachi's team size increases.

Amachi's Manager of Executive Affairs is currently implementing Sharepoint to propel collaborative work. However, most of the Amachi team is inexperienced and unable to utilize Sharepoint to its full potential. Amachi is also looking to hire a development person to manage the website, but they have yet to determine when this will happen. Amachi plans to have an internal database (IMS) and external database for donors such as community partners (SALSA). Our team decided to find ways to account for this in the website's early design stages.

Under Amachi's new 2021-2025 Strategic Plan, Amachi would like to place emphasis on priorities for staff members and help individuals focus on the organization's vision. Implementation under "Year 1" will work on capacity building and a unified development and communications strategy to better document outreach by the end of 2021.

Project Vision

The goal for our website was to simplify the user experience of the website and make it easier for different stakeholders to fulfill their needs (see User Stories, Appendix A), while exuding a brand that more closely matched how people see Amachi, and how Amachi sees themselves. To provide Amachi with a better understanding of people interested in their programs, we aimed to integrate data analytics so the organization can better understand who their website visitors are. We also planned for the website to integrate Salsa for donations as well as the IMS database, so that website users could access mentor applications, event sign ups and donation forms through the website that directly link with IMS and Salsa. We also intended for the website to be simple to maintain with very minimal training needed due to the uncertainty of when the technology specialist would be hired.

One key stakeholder we identified was the client's end users, which most often would either be families interested in learning more about/partaking in services offered by Amachi Pittsburgh, prospective mentors interested in learning more about the organization and applying to become a mentor, or donors interested in learning more about the organization and donating. End users also

consist of current mentors using the website to access mentor resources, such as training resources or activity ideas. Another key stakeholder we identified was the Amachi Pittsburgh organization as a whole, where the design, functionality and ease of navigation of the website would be important factors in helping attract more families and donors to the organization. A third stakeholder we identified was the employees/managers that would be responsible for managing the website moving forward after this semester, where how well we were able to train employees to manage it, or how well documented and clearly structured our implementation of the website is would be important factors on whether Amachi would be able to maintain and continue using our website in the long run.

We expected that our website with a more streamlined design would bring value to the interested family, prospective mentor, and donor end users by allowing them to more easily navigate the website and learn more about the organization, sign up for events, or donate. The new website design would also benefit the mentor end users by better organizing and allocating all mentor resources into a single location (previously scattered throughout the website). With the old website, employees did not understand how the website was implemented, and did not know how to easily update it. We expected that our more streamlined design along with our detailed implementation would make it easier for these employees to understand how to make changes and keep the website updated.

One website solution we considered was building an application from scratch using Ruby on Rails, which would have been more customizable to our client's needs, especially those regarding scheduling and data management. While considering this possible course of action, we expected that the documentation of the custom implementation of the website, and our plan to train employees on how to manage it moving forward, would help Amachi employees/managers more easily update and maintain the website after this semester. However, we decided that maintaining a Ruby on Rails web application would require extensive training for the Amachi employees who interact with it. Considering almost all Amachi employees have very little to no working experience with web applications, we decided not to consider other alternative solutions.

An alternative solution we considered was the use of a third party tool to build the website, such as WordPress or Squarespace. At the time, we noted that this solution would make it more difficult to integrate the IMS database onto the backend should we choose to do so. However, in discussions with our client it was stated that such integration would be minimal, and would only require linking to third party application or donation forms hosted by IMS or Salsa. We also noted that should we use a third party tool to build the website, it would be much easier to maintain and quicker to modify by an employee at Amachi Pittsburgh regardless of the individual's technical skills. The importance in ease of maintenance and updatability was emphasized by our community partner, something a third party website building tool would be much better at than a custom ruby on rails application. This solution would allow employees to use user-friendly tools offered by the third-party website builder to make changes, and would not require the technical expertise necessary to make changes to the website's code as a custom ruby on rails website would require. This would allow for more employees to start contributing towards a well-rounded website experience immediately after the solution's full implementation. Additionally, as the previous website was built using WordPress, employees may already have an established familiarity with using WordPress to update and maintain the website, which we expected would lead to less resistance and a smoother transition to the new website should it be built using WordPress. After considering the advantages and disadvantages of this approach, we decided to use WordPress to build the new website for the previously stated reasons.

Project Outcomes

Outcomes Related to New Tools

Our main outcome was the development of a new WordPress website hosted on GoDaddy that focused on keeping a clean design and aesthetic to better represent the core mission and programs of Amachi Pittsburgh. While we considered many different website building and hosting tools, the research of which can be found in the "Project Vision" section of our proposal (Appendix I) and a deployment pro-con document (Appendix J), we decided to use the same tools Amachi's previous website was built on: WordPress and GoDaddy. As the sustainability and ease of maintenance was a key priority of the new website, and Amachi already had established familiarity with these tools, we decided that using a new tool to build the website

should only be done so if necessary. As the client had no issues with GoDaddy or WordPress, and other tools did not present any significant advantages in terms of features or ease of use, we decided to use these same tools to build the new website.

Configuration Outcomes

While we did not use any new tools to implement the website, we did make many changes in the configuration of WordPress through the use of plugins to facilitate a better design, easier maintenance, and the ability to easily create a staging site directly on WordPress. We utilized the SiteOrigin Page Builder WordPress plugin to more easily design and layout the website's design. This plugin breaks a page down into a series of rows and columns where blocks of content (text, images, buttons) can be created and dragged and dropped from each row/column to another. The plugin provides an easy to use user interface that makes it easy to change content with minimal technical expertise, a feature that was important in fulfilling our goal of sustainability and ease of maintenance. We also utilized WP Staging Pro, a plugin that allowed us to create a staging site directly on WordPress without needing to go through the more technical process of setting up a staging site through GoDaddy. The option of setting up a staging site on GoDaddy required that we pay for an additional domain to host the staging site, and WP Staging Pro also allowed us to easily push our production site to the live site. The easy to use UI allowed us to setup and deploy the staging site with minimal technical expertise, a feature that was similarly important in fulfilling our goal of ease of maintenance for Amachi moving forward. Finally, we configured the MonsterInsights plugin with the website to provide detailed data analytics for the website to help the organization better understand their visitors and areas of interest in their organization.

Content Outcomes

In creating the redesigned website, we sought to reorganize and prioritize the content of the previous website to more clearly emphasize Amachi's core mission and programs. Much of our redesign was aimed at addressing the use cases (Appendix A) we created that addressed the pain points we identified in discussions with the client (Appendix D, *4 Main Pain Points*) and stakeholder interviews/user testing (Appendix C, *User Testing Report*). Our redesigned website included the creation of the following pages:

- A home page that briefly states the core mission and purpose of the organization, along with relevant statistics, a testimonial and buttons with links to the three core program pages. This homepage redesign is aimed at addressing pain points regarding the old website's cluttered home page and the difficulties new visitors have in learning about what Amachi does.
- We created a simplified navigation bar that only includes five core sections that try to target a specific stakeholder and their common use cases. These sections include:
 - Home
 - About Us
 - Get Involved (drop down when hovered over)
 - Mentorship Program
 - Ambassador Program
 - Family Strengthening Program
 - Events
 - Contact Us
 - Resources
 - Donate

This redesign was aimed at addressing the overly cluttered and unorganized navigation bar from the old website where visitors had trouble using it to navigate the website and find specific information/pages.

- An “About Us” page was created that includes information on Amachi’s mission and what they do, and a list of Amachi staff and their contacts.
- Three programs pages for each of the three programs: “Mentoring Program”, “Ambassador Program” and “Family Strengthening”. Each of these pages include general information about what the program is, pictures of events/people associated with the program, and buttons that link to pages with more in depth information on how one could get involved.
- A “Become a Mentor”, “Become a Mentee” and “Become an Ambassador” page that each give more in depth information on how one could get involved with the page’s respective program, reasons to join the program, requirements, and links to application forms.

- An Events page that displays upcoming and past events, with the upcoming events displaying a button that redirects to a third party registration page.
- A Contact Us page for visitors to reach out to Amachi with any questions or requests.
- A Resources page where parents and mentors can access resources provided by Amachi.

We also integrated Amachi's 3rd party internal and external databases (IMS and Salsa) into the website. Integration with IMS included redirecting to an IMS mentorship application form when the "Mentor Application" button is pressed. Integration with Salsa included having the event registration and donate buttons redirect to Salsa registration and donation processing forms.

Capacity Building Outcomes

While we were responsible for almost all elements of the development of the website, from choosing the tools we used to adding the content/features to the website using these tools, we did write up extensive documentation (Appendix H) on how to use the tools and personally trained Jo, Amachi's contact person, in how to complete various tasks. As part of this training, we had Jo complete a variety of tasks, such as adding, removing, editing and reorganizing events and announcements, and editing content such as images, text and buttons. After this training, Jo was able to make a number of small changes and updates on her own in the following days to the About Us and Announcements pages.

Top-Level Outcomes

The new website has largely been received well by Amachi and the various stakeholders we interviewed. The most notable improvement has been the cleaner aesthetic and better organization and prioritization of information on the new website. When conducting initial stakeholder interviews to gauge pain points with the old website, some of the criticisms/negative impressions included:

- Multiple staff members felt the website did not emphasize the core services and brand of the organization, with one stating they find it "aesthetically terrible" and that they "try to stay away from it".
- Across stakeholder groups, users did not understand the navigation choices.

- The website was cluttered with too much information that overwhelmed and confused visitors.
- One of the stakeholders was unable to find an events page and stated that they wished there was one, despite an events page already existing on the website.

The new website's design and layout sought to mitigate these pain points by better organizing and prioritizing information on pages, and redesigning the structure and navigation of the website. In our followup stakeholder interviews and user testing, this redesign seemed to successfully mitigate these pain points, with the feedback largely being positive regarding the new layout and design. Stakeholders liked the design and layout of the new home page, and noted that they liked the information and images we included on the home page and found that they effectively communicated the mission, purpose and three core programs of Amachi while maintaining a clean and uncluttered design. All of the stakeholders also noted that the navigation was much improved. Additionally, both the parent and mentor stakeholders we conducted user testing on were able to complete the same tasks significantly faster on the new website:

- The parent stakeholder was able to complete the task of “find resources for parents” in ~ 30% of the time it previously took.
- The mentor stakeholder was able to complete the task of “find information about how to become a mentor” in ~ 30% of the time it previously took.

There were also no moments of confusion where the user was forced to pause while completing a task as there were while completing the same task on the old website. More detailed metrics and impressions from the stakeholder interviews and user testing can be found in Appendix C.

Final Project Deliverables

Our final project deliverables consist of the deployed site, our documentation for website maintenance, and our user testing report. The deployed site can be visited at <https://amachipgh.org/>. The documentation for website maintenance includes a step-by-step guide designed to be followed by anyone, technical or non-technical. This documentation was demonstrated to our client contact, who is non-technical, and she had the opportunity to test out the documentation in front of us and ask questions. Once the developer is hired, they can use the documentation to continue to keep the website up-to-date. Our user testing report demonstrates

the anonymized findings from both rounds of stakeholder interviews. This includes the quantitative metrics that demonstrate that the time taken per tasks decreases for two key stakeholder groups. This also includes general qualitative insights from two rounds of stakeholder interviews, one taking place before website redesign and one taking place after.

RECOMMENDATIONS

Sustainability

Our team recommends that Amachi hires or trains one staff member whose role will encompass website maintenance for the foreseeable future. The website should be updated by this employee at a minimum of twice each month to account for updates from weekly and monthly events. This will best ensure that Amachi continues to be well represented by its website past our team's partnership. In addition, an updated website will act as an "eighth staff member" by efficiently communicating Amachi's core values; Potential donors, mentors, and staff members will save time searching for information with an improved, straightforward interface and this will prompt interest in donations and mentorship.

Our client interviews and research have identified that the website is unnecessarily cluttered, difficult to navigate, and poorly represents the organization's values. Our client recognizes that no current staff are experienced in UI or UX for any type of website work, and there is no dedicated staff member to maintaining the Amachi website. This lack of coordination has resulted in content outdated up to 6 years remaining on the site. Amachi should look to follow our documentation for adding additional content to the website and continue to use our solution using WordPress.

Steps

We have familiarized the Manager of Executive Affairs with our WordPress documentation and our site layout, so she will be the best person to onboard a new staff member regarding the website. We expect this process to take place at the onset of the new technologist staff hire in early 2022. Amachi must make clear the requirements for updating the website in addition to the past issues associated with the website such as outdated content and poor representation of the organization. Our documentation is written in one comprehensive Google Doc shared with the Manager of Executive Affairs called "Documentation for Amachi Site". This should be shared with the new staff member immediately, and it outlines step-by-step descriptions paired with screenshots of the updated website for nearly all types of modifications to the website. This encompasses integrating IMS, adding photos, viewing analytics, and adding text content.

Future Work

We suggest that a future IS team follow similar best practices using frequent communication with the client to coordinate production site changes and new feature integrations. However, they may want to ensure that a list of action items or project plans is frequently shared so that the client views the status of their requests. This was a point of confusion via Slack communications; the client was unsure if our team had either forgotten, had questions, or was unable to complete different requests. We would also have liked to implement some more functionality for internal staff communication, where a client pain point was a lack of centralized communication. With

the addition of a dedicated technologist to the staff in 2022, these more complex integrations might be much more feasible to maintain.

ABOUT THE TEAM

Our team collaborated on the majority of our deliverables by synchronously working on items such as sprint reports, presentations, client requests, and deliverables pre-deployment of the redesigned website. Our team members also committed more independent efforts on categories of action items consistently as well.

Michael documented our community partner relationships weekly and compiled the team's sprint reports. He has also taken responsibility to transition the solution to the client while overseeing development of the ambassador, mentor, and mentee pages.

Mira documented a majority of the steps for our client transition and worked on identifying the team goals and accomplishments weekly on our sprint reports and project plan. In addition, Mira consistently took notes for community partner and mentor meetings. Mira oversaw development of our website home, events, contact, and mentorship program pages along with SALSA and IMS integration.

Justin coordinated with our community partner to integrate our approach to building a production site and pushing changes to the live site using WP Staging Pro. He also worked on documenting our team's weekly blocks and problems. Justin focused on website design through custom CSS and mobile responsiveness while overseeing development of the about, family strengthening, and resources pages.

APPENDIX

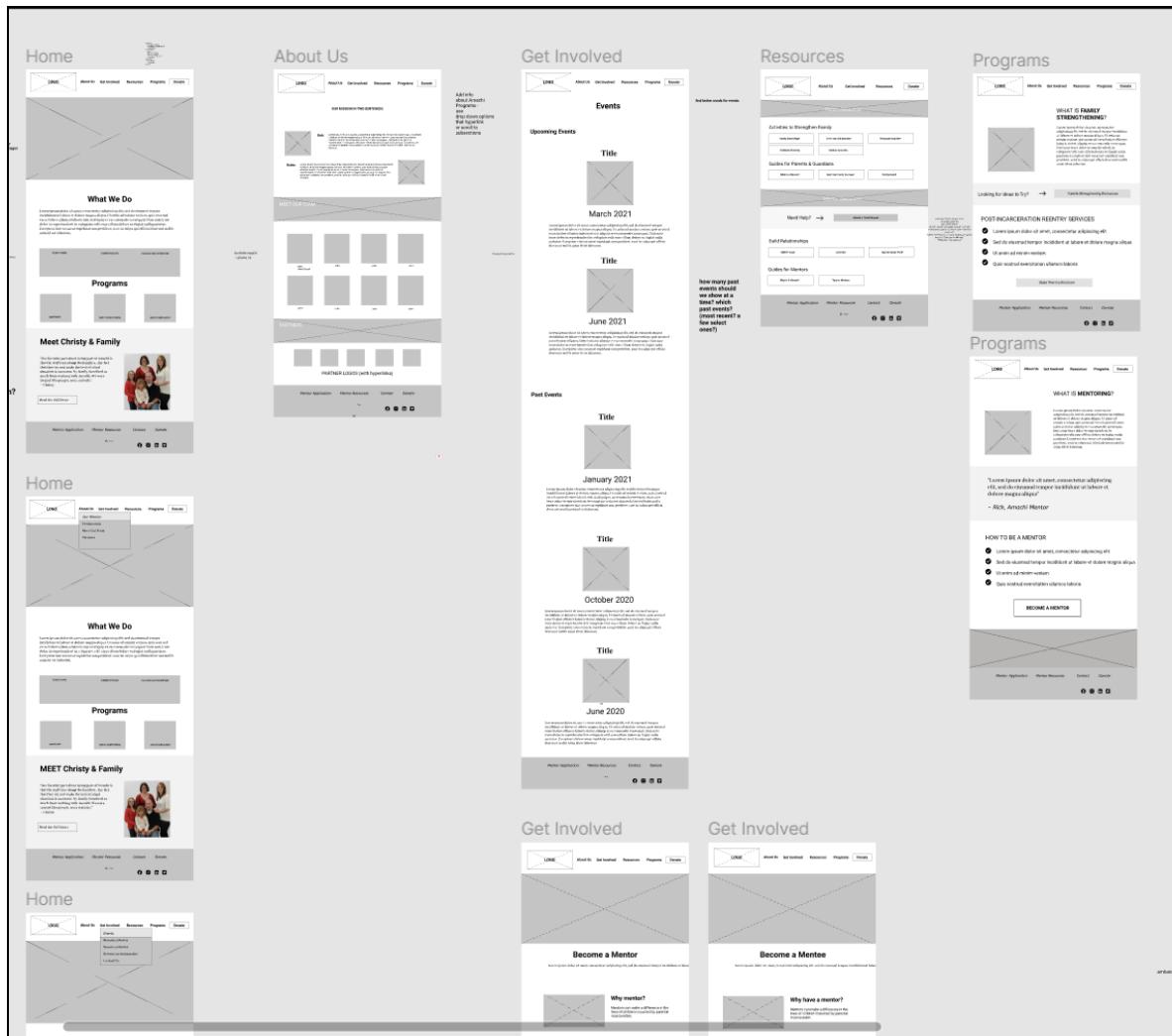
A. USER STORIES

Use Cases	Priority Level
1. As a prospective mentor, I want to learn more about the mentorship program so I can decide whether to get involved.	High Priority
2. As a prospective mentor, I would like to access and fill out an application form through the website.	High Priority
3. As a potential donor, I want to learn more about the work Amachi does and donate money through the website so that I can contribute to Amachi's cause.	High Priority
4. As the mother of a child with an incarcerated father, I want to sign my child up for the mentorship program so that my child can receive supporting resources.	High Priority
5. As a guardian of a prospective mentee, I would like to read about the experiences of past Amachi mentor-mentee pairs to learn more and see if my child would benefit from the mentorship program.	High Priority
6. As a guardian of a mentee, I would like to view and learn about upcoming events so I can decide on which my child should attend.	High Priority

<p>7. As a guardian of a prospective mentee, I would like to contact people at Amachi to learn more about their programs</p>	<p>High Priority</p>
<p>8. As a mentor, I want to send a message to my mentee from the website so that I can chat with her outside of meetings.</p>	<p>Medium Priority <i>*Note: nice to have, but the mentor would be able to do this through the IMS software</i></p>
<p>9. As a mentor, I want to use the website to access and fill out a timelog form.</p>	<p>Medium Priority <i>*Note: nice to have, but the mentor would be able to do this through the IMS software</i></p>
<p>10. As the Match Specialist staff member, I'd like to view outreach between the Mentor Specialist and a specific mentor to better gauge future matches.</p>	<p>Medium Priority</p>
<p>11. As the Manager of Executive affairs, I'd like to view the day's form inquiries from potential mentors to determine if there's a need to expedite communication response times.</p>	<p>Low Priority</p>
<p>12. As a potential donor, I'd like to quickly access resources or links to Amachi's partners' information to identify Amachi's reputation.</p>	<p>Low Priority</p>

User stories for stakeholder groups categorized by priority.

B. LO-FI WIREFRAMES



Lo-fidelity wireframes utilized in initial stakeholder interviews.

C. USER TESTING REPORT

Background

We conducted two rounds of stakeholder interviews with three major stakeholder groups: parents of incarcerated children who were seeking out Amachi's programs, mentors with Amachi, and employees / staff of Amachi. The first round of interviews were conducted to understand the stakeholders' relationships with Amachi, to learn more about the organization in general, and to identify pain points across stakeholder groups that could be solved with our website redesign. The second round interviews were conducted to evaluate how well the redesign mitigated these pain points, and to discover new opportunities to further improve the website design. These opportunities were acted upon and incorporated into the final website. This document begins by discussing the quantitative findings across both interview rounds. We then provide a breakdown of the qualitative findings from each interview round.

Metrics

We interviewed a parent and a mentor in both interview rounds, and asked them to complete a task relevant to their relationship with Amachi. We recorded the number of clicks per task and the number of seconds it took, excluding any time spent thinking aloud. For both the parents and mentors, the task time decreased substantially with the website redesign. Further, the mentor needed one less click to perform the task.

Parent

- Task: Find resources for parents
- Before: 2 clicks, 37 seconds
- After: 2 clicks, 11 seconds

Mentor

- Task: Find information about how to become a mentor
- Before: 2 clicks, 23 seconds
- After: 1 click, 7 seconds

Round 1 Interviews - Major Insights into Stakeholders' Impression of Original Amachi Website, and the Organization as a Whole

- Across stakeholder groups, users do not understand the navigation choices
- Across stakeholder groups, users find that there is too much information, and are overwhelmed by it
- Parent sees organization as a family
- Parent learned about Amachi in church
- Parent wished there were events on the website; was not able to find events, even though there was an Events page
- Parent wished there were specific stories on the website; was not able to find the Testimonials page, even though it did exist

- Parent thinks a lot of people in Pittsburgh would benefit from Amachi's programs, but many people don't know about it
 - While she was there, most families joined as a result of current families involved (like her) that talked about the org and recommended it on social media.
- Parent likes the Collaborating partners section, nice to see other orgs in Pittsburgh that parents could use to potentially reach out to
- Mentor rarely visits the website
- Mentor finds that the page on the website with activity ideas is helpful
- Multiple staff members that were interviewed felt that the website did not emphasize the core services / brand of the organization
- Staff member hates the website and "tries to stay away from it", finding it "aesthetically terrible"
- Staff member feels there should be a bigger emphasis on "getting involved" with the organization

Round 2 Interviews - Major Insights into Stakeholders' Impression of Our Redesign

- Staff member notes the navigation is much improved
- Staff member likes that "What Amachi Means" is incorporated into the home page, because that's one of the first questions people ask
- Staff member thinks it makes more intuitive sense to integrate the "Sanctuary Model" page into About Us *
- Parent likes seeing pictures of the children with mentors / ambassadors
- Parent wishes there was more detailed information in each of the program-specific pages (e.g. Mentorship Program, Ambassador Program) *
- Mentor likes the way the website looks, finds it clean
- Mentor likes the Resources page, this would be what drives him to the website
- When people ask about what he does at Amachi, mentor would like to point them to this website
- Mentor thinks that, under the "Get Involved" dropdown in the navigation bar, "Become a Mentor" should be at the top rather than "Events" *

* - Implemented after second round interviews (and present in the current site)

User testing was conducted in two rounds with a report summarizing findings.

D. 4 MAIN PAIN POINTS

Pain Point	Pros of focusing on this pain point	Cons of focusing on this pain point
1. Noisy, disorganized website	<ul style="list-style-type: none"> Highest priority concern for client Can result in increased donation and participation in programs 	<ul style="list-style-type: none"> Will be difficult to sustain for the next year, as the technologist will be hired in 2022 A major problem is that the website is rarely updated, but this will continue to be a problem after we update it, unless more emphasis is placed on website maintenance (not within Amachi's budget)
2. Need help to integrate IMS System	<ul style="list-style-type: none"> Very easy to integrate, just need to link to the portal The client already has plans to pay for this service 	<ul style="list-style-type: none"> We cannot control bugs on the IMS-side of things
3. Intra-organizational communication is inconsistent	<ul style="list-style-type: none"> Can help improve efficiency for organizational operations Can improve employee satisfaction within Amachi 	<ul style="list-style-type: none"> May not be the best use of our expertise, as the three of us have taken more technical or design focused classes, and less business focused classes Creating software for consistent organization may be doing too much for too little returns, our time may be better invested elsewhere
4. Sharepoint is not used for its full potential	<ul style="list-style-type: none"> Can improve intra-organizational communication Can help improve efficiency for organizational operations Can improve employee satisfaction within Amachi 	<ul style="list-style-type: none"> May not be the best use for our expertise May be something that has to, or can, happen organically

Primary client pain points identified in the table with pros and cons.

E. METRICS TO EVALUATE SUCCESS

Metrics:

https://docs.google.com/document/d/1Gi8jD9NGe0zWYff8_v-nZIJ_U-5XBA2WZ1U1cKo8rx0/edit

F. WEEKLY ACTION ITEMS

Project Plan:

<https://docs.google.com/spreadsheets/d/1WynQYpway1bGUBp8mzRTRyCHBK47aGiRR7FAPYODKT0/edit#gid=0>

Meeting Agendas:

https://docs.google.com/document/d/1UADm5LXNLaFaiic5_Z2g-iWdpwPlFgtMf_8hzf9dax8/edit

G. SOLUTION SCREENSHOTS

Screenshots of the Redesigned Home Page.

MEET OUR TEAM

Anna Hollis
Executive Director
412-281-1288, Ext 6
ahollis@amachipgh.org

Johanna Sharrard
Manager, Executive Affairs
412-281-1288, Ext 1
jsharrard@amachipgh.org

Kymberly Harper
Program Director
412-281-1288, Ext. 2
kharper@amachipgh.org

Wendy Paddock
Program Associate
412-699-3036
wpaddock@amachipgh.org

THE SANCTUARY MODEL

The Sanctuary model is a set of ideas for organizations like Amachi to engage with our community in a more trauma-informed way to promote healing and cultural change. This model gives us tools to build a community of caring that recognizes and manages trauma first within ourselves and then with our families and the Amachi network as a whole.

Screenshots of the Redesigned About Us Page.

Amachi
PITTSBURGH

Home About Us Get Involved Resources **Donate**

Become A Mentor Today

Mentor Application

GUIDES FOR MENTORS

What is a Mentor? SMART Goals Special Needs Youth Tips for Mentors Activity Ideas

Screenshot of the Redesigned Resources Page.

H. TECHNICAL DOCUMENTATION

Amachi Site Documentation:

https://docs.google.com/document/d/1WbprofZ0_pSf_Iu4ZmaslbvzaGf-lMpNd-s4FDe4ox8w/edit

I. DEVELOPMENT TOOLS RESEARCH

“...One website solution is building an application from scratch using Ruby on Rails, which will be more customizable to our client’s needs, especially those regarding scheduling and data management. The documentation of the implementation of the website, and our plan to train employees on how to manage it moving forward will help Amachi employees/managers more easily update and maintain the website after this semester. However, maintaining a Ruby on Rails web application will require some extensive training for the Amachi employees who interact with it. Almost all current employees have very little to no working experience with web applications.

An alternative solution is to use a third party tool to build a website, such as WordPress or Squarespace. This solution may make it more difficult to integrate the IMS database onto the backend should we choose to do so. However, our client did state that backend integration with the IMS database would not be an important feature. Should we use a third party tool to build the website, it would be much easier to maintain and quicker to modify by an employee at Amachi Pittsburgh regardless of the individual’s technical skills. The importance in ease of maintenance and updatability was emphasized by our community partner, something a third party website building tool would be much better at than a custom ruby on rails application. This solution would allow employees to use user-friendly tools offered by the third-party website builder to make changes, and would not require the technical expertise necessary to make changes to the website’s code as a custom ruby on rails website would require. This would allow for more employees to start contributing towards a well-rounded website experience immediately after the solution’s full implementation. Additionally, as the current website was built using WordPress, employees may already have an established familiarity with using WordPress to update and maintain the website, which may lead to less resistance and a smoother transition to the new website should it be built using WordPress.”

J. DEPLOYMENT OPTIONS RESEARCH

GoDaddy

There are two types of plans to consider: *Shared hosting* plans and *WordPress hosting* plans. Shared hosting plans are the cheapest, but lack much of the functionality of the WordPress hosting plans.

Pricing information:

- *Shared hosting plans*
 - \$1.00 per month
 - https://www.godaddy.com/offers/web-hosting/cheap?isc=hostmwp01&gclid=Cj0KCQjwi7yCBhDJARIAMWFScPRsMmWdf7P6fKKCpaENfpIrtSawlF0JOrYEgvzsSc4Vz1FVS6BvMaAmOhEALw_wcB&gclsrc=aw.ds
- *Wordpress hosting plans*
 - Basic - \$1.00/mo, Deluxe - \$9.99/mo, Ultimate - \$12.99/mo
 - https://www.godaddy.com/offers/wordpress-hosting?rp_affiliates=affiliates&isc=cjcwph1&AID=10378493&utm_source=cj&utm_medium=affiliate&utm_campaign=xx-xx_corp_affiliate_10378493_001&utm_content=Brin+Wilson_4480290&tgt=7748143&cjdata=MXxOfDB8WXww

Pros

- Current website already hosted here
 - Unsure which GoDaddy plan Amachi is currently using.
- Wordpress hosting plans include **SSL certificate** (don't if using shared hosting plan)
- Schedule **automatic backups**
- **Staging sites** for development available for Deluxe plans and higher
 - Staging sites are private copies of a website used for testing purposes before deploying changes to the real website.
- Wordpress updater tools and integration available for wordpress hosting plans
- User friendly **dashboard**
- Control panel for server/file management
- Schedule **automatic backups**
- Free domain registration
- Free business email (for 1 year)

Cons

- Lower-priced plans (shared hosting) do not include free **SSL certificate**
 - Current website does have an SSL certificate though, indicating the current plan includes it.
- Shared hosting plans and wordpress hosting plans less than Deluxe do not include **staging sites**.
- For similar functionality and wordpress integration, plans are more expensive.

BlueHost

BlueHost has 3 core wordpress hosting plans:

- Basic - \$8.99/mo (\$2.95/mo for first 36 months)
- Plus - \$11.99/mo (\$5.45/mo for first 36 months)
- Choice Plus - \$16.99/mo (\$5.45/mo for first 36 months)
- https://www.bluehost.com/wordpress-wordpress-hosting/?utm_source=google&utm_medium=brandsearch&gclid=Cj0KCQjwi7yCBhDJARIIsAMWFScP9vdaaZh nETDuNq8tNyfro8h9ZgmQHY3sK3reKcBeMc-jG1iyETAoaAhpIEALw_wcB&gclsrc=aw.ds&utm_campaign=affiliate-link_searchbrandpromo_PPC

Pros

- Has many of the same basic web hosting features GoDaddy has
 - Free domain registration
 - Free business email for 1 year
- Cheaper plans
 - The basic plan is most similar to the Deluxe GoDaddy plan
- Tighter integration with WordPress
 - 1-click wordpress website installation
 - Includes some wordpress management features
 - Automatic wordpress software updates
 - Automatic wordpress theme updates
 - Automatic wordpress plugin updates
 - One of the recommended hosting options by wordpress
 - User interface said to be better and easier to use, although we have not been able to test it ourselves
- **Staging sites** available for all plans
 - Especially helpful for us for developing the website, but may already be available on GoDaddy depending on the plan Amachi currently uses
- User friendly **dashboard**
- Control panel for server/file management

Cons

- Switching from GoDaddy to BlueHost should be doable on our end, but the process may present some unforeseen difficulties/problems

Takeaway

Both deployment options are perfectly suitable for deploying and hosting our website. Depending on the current GoDaddy plan being used by Amachi, it may just be easier to stay on that same plan if it is a Deluxe plan or higher. GoDaddy deluxe plans and up contain almost all of the same features offered by BlueHost at a slightly higher price. The core advantages of BlueHost over Godaddy are that its UI is said to be easier to navigate and understand, and it is very tightly integrated with wordpress.