

Summarize your team's understanding of the scope of the project and what you are expected to provide to your client during and at the completion of your project. This will be a reference document that your team will use to ensure that your project stays on track and that you meet all of the deliverables for your project.

**Note:** This document will be continuously updated following client meetings and follow-ups

**Goals/Scope:** The Center of Community Engagement's main goal is to understand the need of service providers such as the non-profit staff, social workers, and community organization representatives to help recommend a platform that connects community members with essential resources for current and future service projects. Our team is expected to conduct interviews, surveys, and focus groups to develop detailed user personas in order to provide strategic recommendations for this platform. Throughout the project our team will meet consistently with the client, deliver research reports, a needs assessment summary, and a final presentation outlining key findings to help develop the platform.

Project Definition & Outcomes	
Project Name	The Center of Community Engagement User Persona Staff Population
Research Goals (Team)	Identify the best methods of research and interviews for community resource holders to accurately analyze workflows for user persona creation
Research Goals (Client)	Effectively carry out and present user research of staff and stakeholder workflows and needs to come up with recommendations for a platform to connect stakeholders and volunteers to resources
Define Tasks and Activities	
Review Existing Information	Conduct a review of existing information and gather more from clients

Establish Research Methods	Discuss what specific research methods we want to implement. Ex: Contextual Inquiry, Interviews, ...
Recruit Participants	If needed, find participants outside of primary client contacts to be included in the research phase.
Interview and Survey	Using the research methods we deem effective for the staff population, we will interview and survey this population as needed in order to understand their workflows and what they would need from a platform that connects them to resources for the Center
Compile and Review Data Collected	Team will review and compile findings from interviews and surveys to develop personas, utilize for platform research, and use in the final stakeholder engagement report
Research Platforms	In order to suggest effective platform recommendations, using the staff and stakeholder feedback, the team will find platforms that work with client needs
Check in with Client Consistently	After establishing a set project schedule, the team will ensure that we meet with the client regularly on a weekly/bi-weekly basis in order to stay on top of client needs and feedback
Project Deliverables	
User Research Plan	A structured approach outlining research methods, target demographics, and data collection strategies.
Service Provider Persona Profiles	Detailed representations of key service provider groups, including their roles, challenges, and technology preferences
Stakeholder Engagement Report	Summary of findings from interviews, surveys, and focus groups with service

	providers
Needs Assessment Summary	Insights into how service providers currently share information and what barriers they face
Recommendations	Suggestions for platform design along with compiling all information for final presentation and the final report that details steps the client should take based on the information provided
Things to Consider	
Current Constraints	<ul style="list-style-type: none"> <li>• All deliverables and presentation must be completed by May 13, 2025</li> <li>• 4 staff members for user interviews</li> </ul>