Grapes - ENSE 271 Regina Food Bank Project Overview

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Project Background:

The Regina Food Bank (RFB) is a community organization which relies on individual, corporate and foundation support to help feed people in need, educate about hunger issues and address root causes for hunger. The call operators at the RFB are constantly taking calls to book appointments for people in need of food; preferences will be recorded and considered when choosing a hamper. The individual can either pick up the hamper or have it delivered. However, as the COVID-19 pandemic hit operations, the RFB began to escalate in call volume resulting in high stress levels and individual's uncertainty of the RFB running out of Food, if one does not book/call early. The RFB have a CRM (Customer Relationship Management) software called "Link2Feed" which is a standard table stake software for managing CRM activities. It allows for individuals to phone in to make an appointment for their hamper. This ultimately was not a viable solution as L2F was better suited for real time signup.

Project need/opportunity:

The operators at the RFB are currently struggling with a high call volume and are concerned on how the information from individuals can be retrieved without the rise of duplicates. Since these operators are not robots, we must consider high stress levels and other amenities which will inhibit their ability to take calls. Although the RFB has "Link2Feed" to maintain the call volume (call queues), this project would provide a more efficient and organized method to manage individuals' information. In addition, individuals' will be able to give preference for their hamper. Our application will have the ability to allow 24/7 booking within the designated operation hours. Also, this project is to provide operators ease of entry by receiving individuals filled out details thus only thing left to do is getting the hamper ready and awaiting delivery/pick-up.

NorthStar & Carryover Customers:

We consider the NorthStar customers to be the chronic users of the RFB. The carryover customers would be the operators, episodic user, and any foundations working with the RFB. This is because the chronic users are the regular individuals who call to make an appointment for a hamper thus, they will require constant appointments being made. With a more efficient

process in place, the operators will have an easier time organizing individual's information preferences, thus eradicating excess time wasted on call, and reducing stress levels (hopefully).

Project Assumptions:

1. We have use WordPress.
2. We do not have to deliver a fully functional product (site will not be involved internally - -server side).
3. We must deliver a complete design and a non-integrated WordPress site.
4. Our completed design must be an MVP (Minimum viable Product) entailing a usable WordPress site which provides value but can be expanded on in the future.

Project Constraints:

1. Communication with clients (the RFB) with the assumption of ~10 mins per week
2. The only tech stack we can use is WordPress, we must take time to learn WordPress.
3. Since there is no budget (we should not pay for a plugin), we are limited to the plugin we can use to better our site. Thus, the free plugins we can use might not ensure a good quality for the site. Plugins do not have much leeway with appearance.
4. WordPress site needs to remain simple and light.
5. Not much data to go off on.