

| System Request - LOLA Web Redesign | |
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| Project Sponsor | Dr. Robert M. Barker |
| Business Need | Increase donations, Decrease time managing class registration, Improve access to donor, student and volunteer information to assist in outreach and grant writing, Decrease time managing art resources, Decrease time managing volunteers |
| Business Requirements | Ability to donate, Sign up and pay for classes, Capture student, donor and volunteer data, Produce reports to assist in grant writing, Volunteer management system, Manage gallery, Class surveys |
| Business Value | More people signing up for classes due to easier to use website and outreach - \$1,750, Time gained by easier class & volunteer management system to write grants - \$6,500, Money gained by efficient donation system - \$10,000 |
| Special Issues or Constraints | Planning must be done by end of the semester, Due to location, no guaranteed Internet access, System must be easy to use as IT skills of users is not high. |

Problem statement

LOLA is a local non-profit art organization in Land O' Lakes, WI. We want a website that can handle all of the basic functions, such as scheduling classes, making a donation and managing events. This would be in a perfect world.

Today, The LOLA website isn't perfect and it has some flaws that could be fixed. As of now users are not able to schedule classes directly from the site. Currently users have to call or go directly to LOLA in order to register/sign up for classes. This is causing employees/volunteers having to be on call for people to register for a class. This makes it hard for users to easily sign up for classes at LOLA. Secondly, there is currently no easy way for LOLA to write grants. This is making it hard for LOLA to get funding for what they want to do and what they want to achieve as an art organization. Lastly, there is a spot for donations on the site, but it is unorganized and it is confusing for users. There is a small Pay-Pal button that users can click in order to donate, but it is very small and users might not see it.

As to any problem, there is always a solution. For the scheduling of classes, we would add a specific tab on the site that would allow for users to search for a class, enter their information, register and pay for the class. This would give users more scheduling options. It would be user friendly and would allow for less confusion at LOLA. This would allow for LOLA employees/volunteers more time for other business practices, such as Grant writing and community outreach, Instead of having to register people for classes. For Grant writing, we would add an easily accessible database that would allow LOLA to gather the information required for certain grants. This would also allow for LOLA to access data that could potentially help with community outreach. This would make Grant writing much easier and more Grants could be written with the saved time. For donations, we would add more options for users in

order for them to donate. For example, we would add a place where you can just donate directly on the site without having to use pay-pal. This will give users more options and will make things less complicated for the users. Having this tab will bring in more donations in which can be used for different areas at LOLA. For example, the extra donations could be used for classrooms and class materials.

In conclusion, LOLA has a troubled and unorganized website that we are trying to make better and more organized.

Business Case

Getting around 50 more people to take classes should not be hard with expanded outreach and a better organized website. This is if one more person comes to every other class they offer. If this happens this will generate around \$1,750.

Reducing the time it takes to manage classes and volunteers as well as the ability to generate reports to facilitate easier grant writing should lead to at least one grant getting approved per year which could bring in around \$6,500.

A more efficient and prominent web donation system should increase donations by 10% which would lead generate around \$10,000.

Feasibility Considerations

Technical Feasibility

Familiarity With Functional area: The analysts are familiar with LOLA and their needs. The system we are proposing is not complicated but there might be some risks when it comes to the users being able to easily use the system with minimal training.

Familiarity with Technology: LOLA is not used to using a system like the one we are proposing so there are risks associated with them not being able to easily use the system with minimal training. Being able to use the web should be all that is needed to be able to use the system.

Project Size: This is a small project so the risks with this are low. It will take a few months to complete the project. It does not have to be integrated with other systems so this makes the risk less.

Compatibility: Since most of LOLAs data is in spreadsheets and on paper the risks of compatibility issues should be low since the database will have to be developed from scratch.

Economic Feasibility

| Development Costs | |
|-------------------------------|-------|
| Development Team Salaries | \$0 |
| Consultant Fees | \$0 |
| Laptop | \$700 |
| Annual Operating Costs | |
| CMS Fee | \$300 |

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| Payment System Fee | \$200 |
| Annual Benefits | |
| More people signing up for classes | \$1,750 (Around 50 more people taking classes) |
| More time spent writing grants with better data | \$6,500 (Getting 1 grant per year) |
| Money gained by efficient donation system | \$10,000 (increased donations by 10%) |
| Intangible Costs and Benefits | |
| Increased community outreach | |

Organizational Feasibility

Project champion: Beth and Stacey

Senior Management: Beth and Stacey

Users: Members of LOLA staff, LOLA Lovers and people signing up for classes

Other Stakeholders: Volunteers and donors.

The project is strategically aligned with the business because redeveloping the website will allow LOLA to operate more efficiently and get more done with less work.

LOLA Web Redesign Vision (Small Project)

Version 1.3

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Revision History

| Date | Version | Description | Author |
|-----------|---------|-------------|----------------|
| 1/15/2015 | 1 | Draft 1 | Spencer Kerber |
| 1/20/2015 | 1.2 | Draft 2 | Spencer Kerber |
| 1/24/2015 | 1.3 | Final Draft | Spencer Kerber |
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Vision (Small Project)

1. Introduction

The purpose of this document is to collect, analyze, and define high-level needs and features of the Land O'Lakes Area Artisans website. It focuses on the capabilities needed by the stakeholders and the target users, and why these needs exist. The details of how the Land O'Lakes Area Artisans website fulfills these needs are detailed in the use-case and supplementary specifications.

1.1 References

"LOLA - Home." LOLA - Home. N.p., n.d. Web. 14 Jan. 2015.

2. Positioning

2.1 Problem Statement

The project will be updating the existing Land O'Lakes Area Artisans website with new features and improvements of existing features. The current website lacks the processes that other similar organization's websites are capable of. The new system will allow online registration for classes and an improved donation system among other improvements.

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|--------------------------------|---|
| The problem of | The outdated and underutilized LOLA website |
| affects | The board of directors, artists/instructors, students, volunteers and donors. |
| the impact of which is | Essential business processes are slow, inefficient, and costly. |
| a successful solution would be | Improve current features and add new features to the LOLA website to streamline business processes and attract new students and donors. |

2.2 Product Position Statement

For potential students who want to enhance the role of art in their lives, the new Land O'Lakes Area Artisans website is a tool that provides an easy and online way to connect with the local art community. Unlike the previous Land O'Lakes website the new and improved site will provide new and useful features such as online class registration and an improved donation system as well as a number of new features.

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|--------------------------|---|
| For | LOLA students, artists/instructors, and employees |
| Who | Attend classes, teach classes, or oversee business processes |
| The Land O'Lakes website | is a tool |
| That | Enables necessary features to manage the LOLA website |
| Unlike | The existing outdated website |
| Our product | Provides many desired features such as online course registration along with improvements of existing features. |

3. Stakeholder and User Descriptions

3.1 Stakeholder Summary

| Name | Description | Responsibilities |
|--------------------|---|--|
| Board of directors | The board of directors | Staff members are responsible for maintaining the system website, monitoring the project's progress, approving the project, and approving funding. |
| Administrators | Administrators organize classes, update the website, hire artists/instructors, and assign volunteers. | Administrators are responsible for overall business and website upkeep and management. |

3.2 User Summary

| Name | Description | Responsibilities | Stakeholder |
|-------------------------|---|---|----------------|
| Students | Students are the primary end user of the website; they register and attend classes offered by LOLA. | Students are responsible for registering themselves for classes. | Self |
| Administrators | Administrators | Administrators are responsible for providing up to date information about classes and events. | Self |
| Artists/ Instructors | Artists/instructors instruct the classes offered by LOLA. | Artists/ instructors are responsible for providing administrators with correct class information. | Administrators |

| | | | |
|------------|---|---|----------------|
| Donors | Donors provide monetary donations to the LOLA organization. | Donors are responsible for making donations online. | Self |
| Volunteers | Volunteers staff and support the LOLA organization during events and classes. | Volunteers are responsible for signing up for events and volunteering services or time. | Administrators |

3.3 User Environment

The current user environment is administrators performing most business functions involving students, artists/instructors, and donors over the phone or in person. The upgraded Land O'Lakes Area Artisans website will replace this by allowing students, instructors, and donors to use the website to fulfill their needs rather than having to call or visit in person. This will save a large amount of time for LOLA administrators and allow them to spend more time in other activities benefiting the organization. Currently all the organization information is stored on one windows laptop running excel. This system is very susceptible to security breaches and data loss. In the future the ideal platform would include a secure backup of all user information. The new features of the website also create much more data to store than the current website. This will need to be addressed by supplying more data storage space through the use of cloud computing or an external hard drive.

3.4 Summary of Key Stakeholder or User Needs

| Need | Priority | Concerns | Current Solution | Proposed Solutions |
|-------------|----------|--|--|---|
| Scheduling | Primary | There is no online system to schedule classes or events. | All scheduling is done by hand then posted online. Students are currently not able to register for classes online. All class registration is done over the phone or in person. | The new system will allow administrators to schedule classes and events online. It will also allow students to register for classes online. |
| Overbooking | Primary | There is no safeguard against overbooking classes. | Currently there is no system to prevent overbooking of classes. | The new system will alert administrators when classes have reached capacity and close registration options for that class thereafter. |

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|-------------------------|-----------|---|--|--|
| Online payment options | Primary | There is no way for students to pay for classes online. | Currently there is no way to pay for classes online. Online donations are possible, but they are limited to one time payments using PayPal. | The new system will allow for students to pay for classes online. It will also enhance the donation process to allow donors to sign up for recurring payments. |
| Feedback | Secondary | There is no procedure for providing feedback on classes or events. | Currently the only form of student feedback is through contacting LOLA through private email. | The new system will allow students to fill out course evaluations reviewing classes they have taken to provide LOLA with class specific feedback. |
| Donor management | Secondary | LOLA has no way of tracking donors using its current system. | LOLA has no way of tracking donors using its current system. | The new system will allow administrators to show donors the monetary funds needed for specific projects. It will also allow administrators to see donation dates to help with estimating when future donations will occur. |
| Volunteer management | Secondary | There is no way for LOLA to assign or manage volunteers. | The current system has no volunteer management features. | The new system will create a volunteer portal which will allow people to sign up to volunteer for specific events and allow administrators to assign volunteers. |
| Grant report production | Tertiary | The system now has no information regarding grant information. | All grant report creation is done offline. | The new system will allow LOLA to create reports for grant opportunities highlighting LOLA's achievements and action in the community. |
| Outreach limitations | Tertiary | The use of email and other electronic forms of advertising events is underutilized. | Currently the main format of community outreach is word of mouth. Though LOLA does send emails regarding events, they are not personalized to specific user information. | The new system will allow LOLA to send subject specific emails to students who have shown interest in that subject in the past. This allows for more precision when advertising classes or events. |

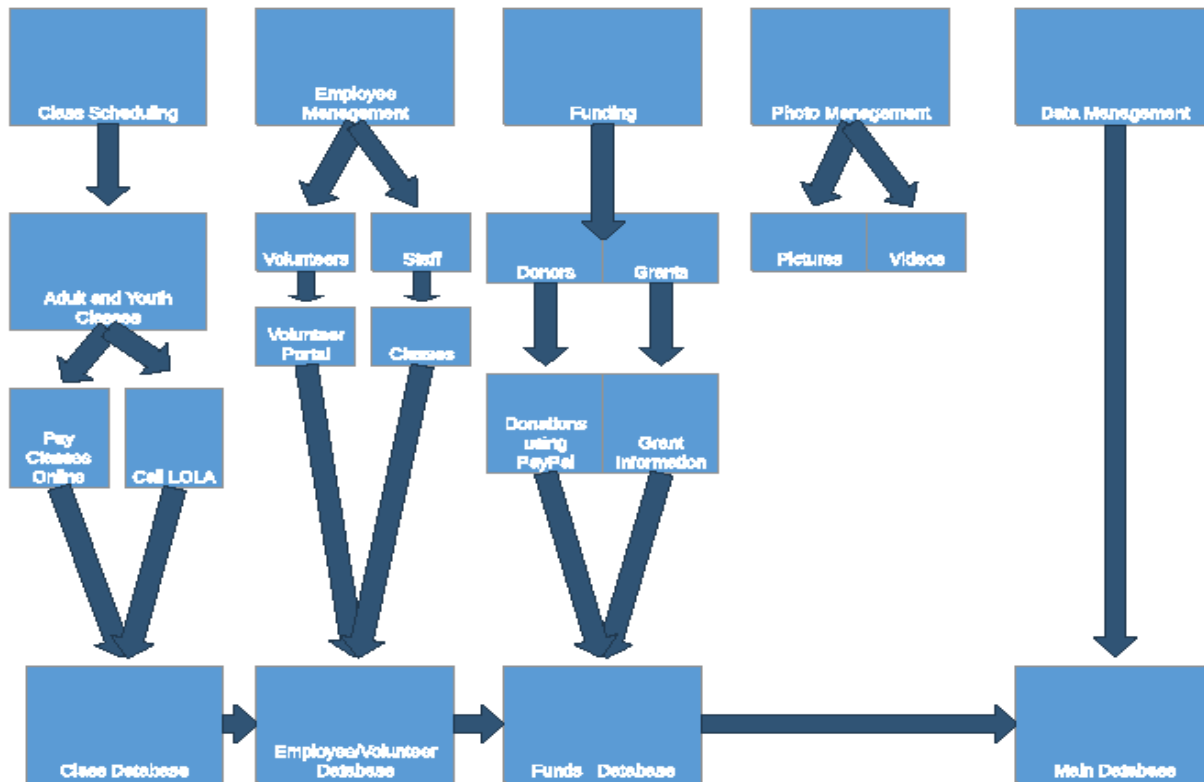
| | | | | |
|------------------|----------|---|---|--|
| Library tracking | Tertiary | A more efficient way of tracking library items is needed. | LOLA currently does not use its website to manage the art materials in its library. All transactions are done by the patron using the honor system. | The new system will allow LOLA to see item information such as checked out status. |
|------------------|----------|---|---|--|

3.5 Alternatives and Competition

The alternative to upgrading the website would be continuing to use the current website as is or ending support for the website all together. Either option would result in potential capital lost through a lack in internet presence.

4. Product Overview

4.1 Product Perspective



4.2 Assumptions and Dependencies

Assumption include a work environment with a pc and a user with minor website management skills. Administrators will need more data storage than the current version of the website demands. An external hard drive or use of cloud storage is recommended. The website will be created using WordPress software.

5. Product Features

5.1 Ability to donate

Donors need to be able to make online donations in a single payment form or recurring payment form.

5.2 Online class registration

Students need to be able to browse current classes offered and register for classes online

5.3 Capture of student, donor, and volunteer data

The administrators need to be able to view and capture information regarding students, donors, and volunteers to provide specialized advertisement material.

5.4 Grant information reports

The administrators need to be able to create reports about community involvement to assist in grant writing.

5.5 Volunteer portal

Volunteers need to have their own portal with login information to register for events.

5.6 Photo gallery management

The administration needs to be able to organize the photo gallery by date or event.

5.7 Course evaluations

Students need to be able to provide course evaluations online after completing a class.

5.8 Library tracking

The administration needs to be able to track library transactions online.

5.9 Online tuition payment

Students need to be able to pay for tuition online.

5.10 Donation information posting

Donors need to be able to see what projects their donations are being used for and how much money is needed to fulfil the project.

5.11 Course reviews

Students need to be able to see approved course evaluations before registering for said course.

5.12 Functional calendar

Students need to be able to see a calendar of scheduled events.

5.13 Volunteer management

The administrators need to be able to assign volunteers to events or times.

5.14 Class roster

Artists/instructors need to be able to see a class roster and number of enrolled students in their class.

5.15 Class information

Artists/instructors need to be able to post information about their classes online.

5.16 Overbooking prevention

Administrators and artists/instructors need to be alerted when a class is filled to prevent overbooking.

5.17 Ticket sales

Administrators need to be able to sell tickets for events/fundraisers online.

5.18 Teacher portal

Artists/instructors need have their own portal with login information to see information regarding classes they are currently teaching.

5.19 Student portal

Students need to have their own portal with login information to see information regarding classes they are currently enrolled in.

5.20 Donation tracking

Administrators need to be able to track donations to see when to expect future donations.

5.21 Improved security

Administrators need to be able to store student, teacher, and volunteer login information as well as donor information securely.

5.22 Improved data storage

Administrators need to be able to store and manage more data.

5.23 Improved update abilities

Administrators should have more than one computer to update the website

6. Other Product Requirements

Other requirements include a secondary PC for administrators to use to update the website. A secondary PC running windows will prevent any problems if one PC is not working. Windows operating system is suggested for both PCs. Assistance with providing the up to date information about the website may be required since there is a low level of understanding web design.