

Louisville Business Analysts

## **Land O'Lakes Area Artisans Web Redesign**

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Iteration 2

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# LOLA Web Redesign Vision (Small Project)

Version 2.0

# Revision History

| Date      | Version | Description | Author         |
|-----------|---------|-------------|----------------|
| 1/15/2015 | 1.0     | Draft 1     | Spencer Kerber |
| 1/20/2015 | 1.1     | Draft 2     | Spencer Kerber |
| 1/24/2015 | 1.2     | Draft 3     | Spencer Kerber |
| 2/8/2015  | 2.0     | Draft 4     | Spencer Kerber |

Vision Document, System Requirements, List of use cases, Initial architecture considerations,  
Risk analysis, Gantt chart, Inception Phase prototype

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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.  
Feasibility Analysis – Appendix A

## 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.

|                                |   |
|--------------------------------|---|
| The problem of                 | The outdated and underutilized LOLA website   |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/<br>Instructors | Artists/instructors instruct the classes offered by LOLA.   | Artists/ instructors are responsible for providing administrators with correct class information. | Administrators |

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|            |   |   |                |
|------------|---|---|----------------|
| 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 could 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 might 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 shall 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 shall alert administrators when classes have reached capacity and close registration options for that class thereafter.       |

|                         |           |   |  |   |
|-------------------------|-----------|---|--|---|
| 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 shall 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 shall 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 shall 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.                          |



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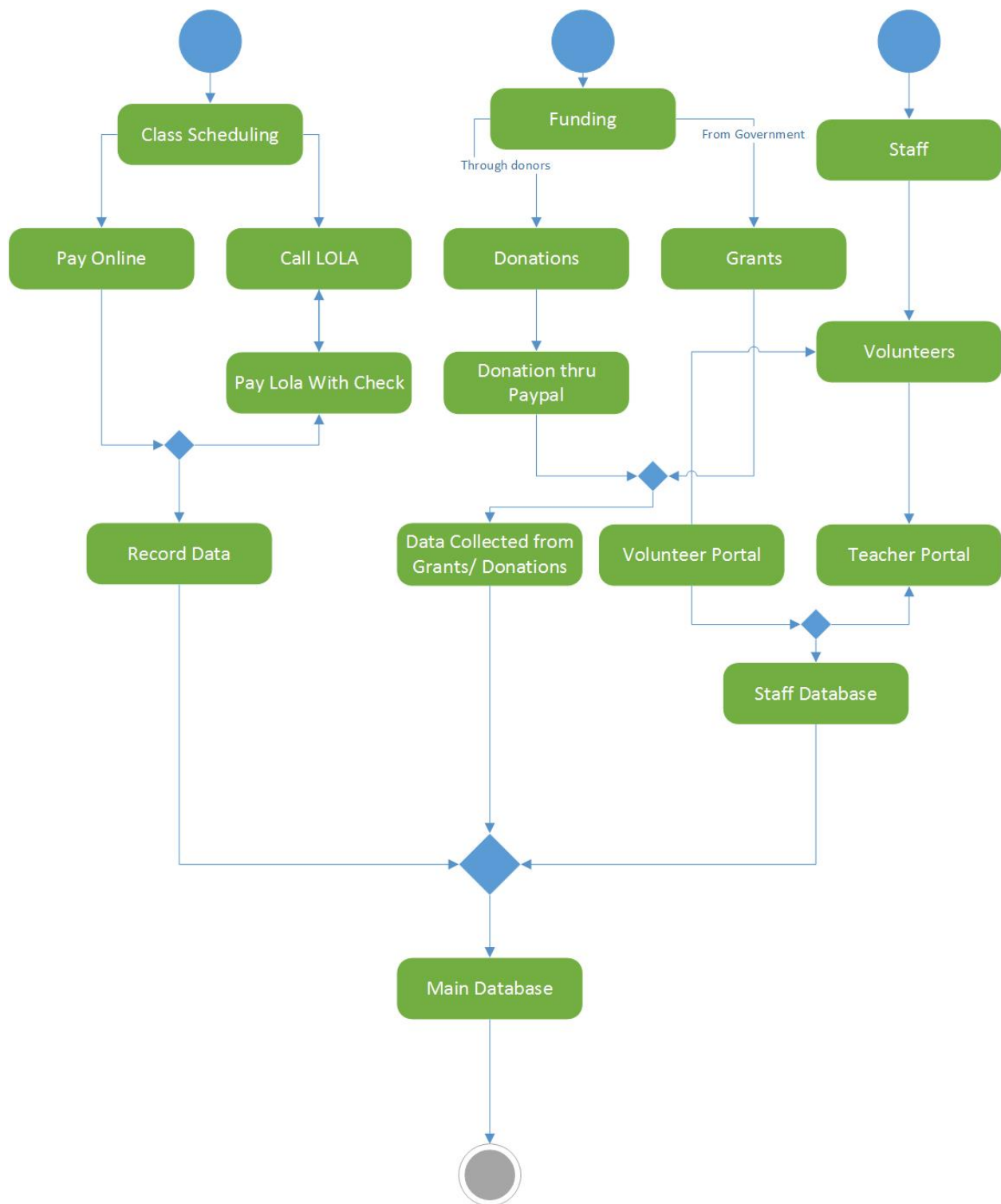
|                  |          |   |   |  |
|------------------|----------|---|---|--|
| Library tracking | Tertiary | A more efficient way of tracking library items is needed. | LOLA currently does not use its website to manage the art materials in its library. All transactions are done by the patron 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



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## **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**

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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.

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## 7. Appendix A - Feasibility Analysis

### 7.1 Technical Feasibility

|                                      |  |
|--------------------------------------|--|
| Familiarity with the functional area | We clearly understand the needs of LOLA and are familiar with their business functional area.  |
| Familiarity with technology          | LOLA has little experience with new technology and will require training to use and understand the new system. The website will be designed to allow novice users to easily navigate and use the system.   |
| Project Size                         | The project is large in relation to the original LOLA website build. While the original LOLA website has simple features, the new site will integrate complex features that will enhance the users experience as well as LOLA administration's ability to perform their business functions online.                         |
| Compatibility                        | The current LOLA website does not store any data entered by users other than one time donations which is relayed from PayPal. LOLA stores all its student, donor, instructor, and volunteer information in excel files on one computer. This data will be easily integrated into the new site since it is all in raw text. |

### 7.2 Economic Feasibility

#### 7.2.1 Costs and Benefits

| Development Costs         | Operational Costs |
|---------------------------|-------------------|
| Hardware                  | Software          |
| Developmental Labor       | Operational Labor |
| Content Management System |                   |

| Tangible Benefits    | Intangible Benefits         |
|----------------------|-----------------------------|
| Increased Enrollment | Increased Name Recognition  |
| Increased Donations  | Increased Role in Community |

|                  |  |
|------------------|--|
| Increased Grants |  |
|------------------|--|

### 7.2.2 Costs and Benefits Values

|                                |               |
|--------------------------------|---------------|
| <b>Benefits</b>                |               |
| Increased Enrollment           | 1,700         |
| Increased Donations            | 10,000        |
| Increased Grants               | 6,500         |
| <b>Total Benefits</b>          | <b>18,200</b> |
| <b>Development Costs</b>       |               |
| External Hard Drive            | 200           |
| Computer                       | 700           |
| Developmental Labor            | 0             |
| Content Management System      | 1,500         |
| <b>Total Development Costs</b> | <b>2,400</b>  |
| <b>Operational Costs</b>       |               |
| Software                       | 200           |
| Operational Labor              | 300           |
| <b>Total Operational Costs</b> | <b>500</b>    |
| <b>Total Costs</b>             | <b>3,100</b>  |

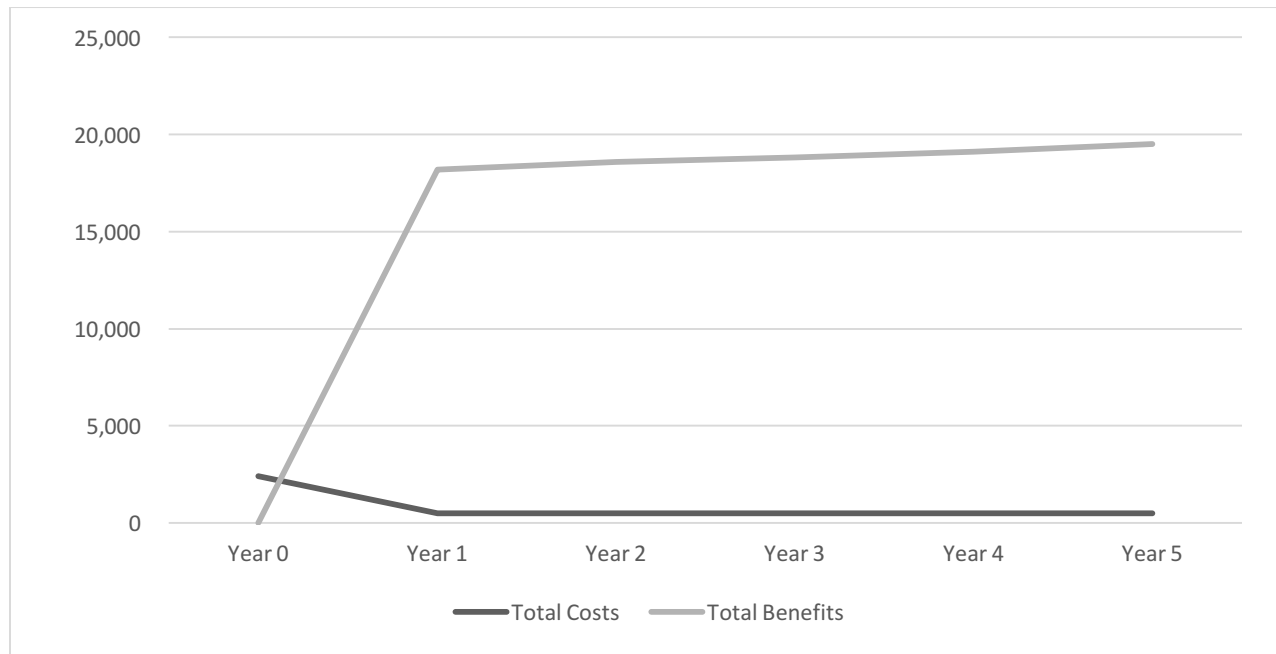
### 7.2.3 Cost-Benefit Analysis

|                      | Year 0 | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Total |
|----------------------|--------|--------|--------|--------|--------|--------|-------|
| Increased Enrollment | 0      | 1,700  | 1,800  | 1,800  | 1,800  | 1,900  |       |
| Increased Donations  | 0      | 10,000 | 10,200 | 10,300 | 10,500 | 10,700 |       |



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### 7.2.4 Break-even Graph



## 7.3 Organizational Feasibility

Alignment of goals is what will determine the success of the project. For the project to succeed the goals of LOLA management and our goals must be the same. LOLA wishes to create an updated website that will integrate specific desired features and improve on current features to increase student enrollment, increase donations, and allow for more time to write grant proposals. Our goals as the Louisville Business Analysis's, are to enhance LOLA's website as to maximize efficiency and increase revenue. Our aligned goals will allow us to meet the wishes LOLA.

|          | Role   | Techniques for Improvement   |
|----------|--|--|
| Champion | <ul style="list-style-type: none"><li>• Initiates the project</li><li>• Promotes the project</li><li>• Allocates his or her time to the project</li><li>• Provides Resources</li></ul> | <ul style="list-style-type: none"><li>• Make a presentation about the objectives of the project and the proposed benefits to those executives who will benefit directly from the</li></ul> |



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|                           |  |   |
|---------------------------|--|---|
|                           |  | <p>system.</p> <ul style="list-style-type: none"><li>• Create a prototype of the system to demonstrate its potential value.</li></ul>   |
| Organizational Management | <ul style="list-style-type: none"><li>• Know about the project</li><li>• Budget enough money for the project</li><li>• Encourage users to accept and use the system</li></ul>  | <ul style="list-style-type: none"><li>• Make a presentation to management about the objectives of the project and the proposed benefits.</li><li>• Market the benefits of the project using memos and organizational newsletters.</li><li>• Encourage the champion to talk about the project with his or her peers.</li></ul> |
| System Users              | <ul style="list-style-type: none"><li>• Make decisions that influence the project</li><li>• Perform hands-on activities for the project</li><li>• Ultimately determine if the project is successful by using or not using the system</li></ul> | <ul style="list-style-type: none"><li>• Make a presentation to management about the objectives of the project and the proposed benefits.</li><li>• Market the benefits of the project using memos and organizational newsletters.</li><li>• Encourage the champion to talk about the project with his or her peers.</li></ul> |

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## Risk Analysis

The criteria that assigns high or low risk value to each cases is showing how important they are to being done for LOLA. The Risk shows what cases could bring the most revenue to LOLA and what project would help them obtain a better position to be able to accomplish to have more information for grants that LOLA needs.

### High Risk Cases

- Donations
- Grants
- Tuition Payment
- Ticket Sales
- Events
- Students

### Low Risk Cases

- Photos
- Course Evaluation
- Teacher
- Courses
- Volunteer

These were the risk items from the use cases. Though there are many other high and low risk that also affect your organization. By looking at this you would be able to see which risk could bring you the greatest profit and also contribute the most to your organization.

### High Risk

- Payment System
- WordPress
- Improved Security

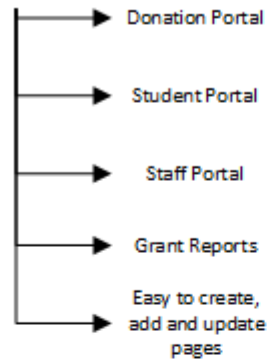
### Low Risk

- Library Tracking
- Functional calendar

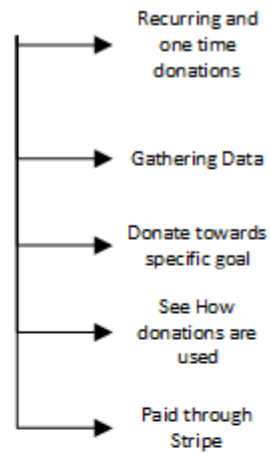
This Risk could be used during the elaboration phase by first considering the use case and risk that are only high because they would contribute most to the system and could bring the most revenue to LOLA. By taking out these risk it will be easier to focus on what could truly help them accomplish their goals.

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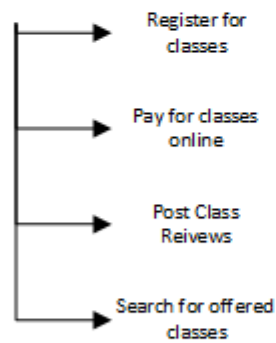
## Website



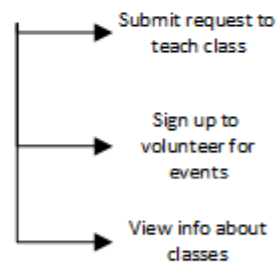
## Donation Portal



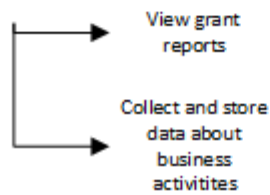
## Student Portal



## Staff



## Grant



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## Architecture Considerations

There are many CMS system that we should take into consideration. WordPress is one option that would fulfill this. From a design viewpoint WordPress can be considered one of the best System that can be used. The System would allow for many content to be able to be modified. This system also could give users access to many template designs that can accommodate anyone who uses their system. This allows a uniform and a familiar designs with company that may also be in the same field as LOLA. This design also is a more effective system that allows for LOLA to more effective with their payment system through Classes and through donations. LOLA would use a simple template that communicates its needs for classes and a better donation to establish a better recognition in their area. In realization LOLA would only need to pay for addition plugins that doesn't come in already when you get WordPress. Another consideration would be Drupal for a content management system. This design is also much Like WordPress though it lacks in design compared to WordPress but it does allow for users to connect through social media more extensively. In Realization the cost of the software would be free but if you wanted new templates they would cost and also any addition plugins would cost also for the system.

Systems options that involve with online payment is also have a wide variety of choices to choose from. One of the options would be PayPal. PayPal is by far the most recognizable online payment systems that allows people to purchase items with ease. The designs lets users have a safe secure site that will let them donate or pay for classes online with ease. The system very fast and the design enables and gives you records of the donations of class payments to help minimize accounting need by this new system. In realization LOLA would need to add 30\$

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a month to add PayPal onto their website instead of switching to another website. Also the basic free per transaction would cost 2.9%+.3 per transaction. Another payment option would be stripe. Stripe is design as an easy tool that lets users be able to pay through it service just the same as PayPal. For a design viewpoint we would incorporate this straight to the website to be able to pay for classes and donation online, much like PayPal. The main difference between this system and PayPal is that they allow people to pay for items on the websites of the users for free instead of a fee to pay on the user website. This option would cost 2.9% +.30 per transaction.

The database are also crucial for companies or organization that uses a large amount of data. The First option of databases is a small orange. This database could be easily used with WordPress and any other mainstream Content Management System. We would use this to keep data from all events, classes, grants, and staffs. This would allow easy access to grant information and also to other finical information that LOLA may need in the future. In Realization they would need to purchase this service for 20\$ a month but would be able to get a Free SSL Certificate. Another option would be MySQL. This open source database is much like The Small Orange when you consider design. The Design lets users also assessed a system in where they can use databases to store important information. The design though is used through more of a commercial use which can be harder for the end user to understand. The Realization is that MySQL would cost 2000\$, which would be very costly for LOLA to maintain and also to pay for. They would also have to purchase new software and hardware to be able to use this service.

| System Request - LOLA Web Redesign   |   |
|--------------------------------------|---|
| <b>Project Sponsor</b>               | Dr. Robert M. Barker  |
| <b>Business Need</b>                 | Increase donations,<br>Decrease time managing class registration,<br>Improve access to donor, student and volunteer information to assist in outreach and grant writing,<br>Decrease time managing art resources,<br>Decrease time managing volunteers  |
| <b>Business Requirements</b>         | Ability to donate,<br>Sign up and pay for classes,<br>Capture student, donor and volunteer data,<br>Produce reports to assist in grant writing,<br>Volunteer management system,<br>Manage gallery,<br>Class surveys   |
| <b>Business Value</b>                | More people signing up for classes due to easier to use website and outreach - \$1,750 (Around 50 more people taking classes) ,<br>Time gained by easier class & volunteer management system to write grants - \$6,500 (Getting 1 grant per year),<br>Money gained by efficient donation system - \$10,000 (increased donations by 10%) |
| <b>Special Issues or Constraints</b> | Planning must be done by end of the semester,<br>Due to location, no guaranteed internet access,<br>System must be easy to use as IT skills of users is not high.   |

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For both charts, the task ID, the name of the task and the person assigned to the task are on the Y axis on the left of the chart. The time the task took are the orange bars, longer bars means the task a longer time to finish, with the dates on the x axis on the top of the charts..

For the I2 gantt chart there were seven tasks our team needed to accomplish. Three of these tasks could be done at any point in time and had no dependencies. The other four tasks all had the “System Requirements” task as a dependency which meant that it had to be completed first before they could be started.

For the I3 gantt chart there are four tasks our team need to accomplish. One of these tasks will have to wait until Deshan can finish the “Use Case Descriptions” task. After that task is finished the other three can be completed.

