

Iteration 1

CIS 320-01

Team: Insight Architects

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System Request: Worth the Words

Worth the Words needs a website that has more functionality to increase user engagement. This website will include additional features for users to interact with and optimize with mobile devices. The purpose is to allow users to learn about Worth the Words as an organization, the projects/programs that occur, and information on donating in a simple, but complex layout. The tabs we will add are About Us, Get Involved, Contact, Donate, and News/Events.

Project Sponsor: Project Lead and Contact:

- Dr. Zara Hatami: zara.hatami@louisville.edu, (502) 852-4679

Business Need: Reasons for prompting the project

- More compatibility for mobile devices
- Additional features to be added
 - o About, Get Involved, Contact, News/Events
 - o More visible Donation function

Business Requirements: What will the system do?

- More enticing to users and clients
- Provide a simple and complex layout for users

Business Values: Benefits of this project.

- Better user engagement
- More mobile friendly

Special Issues/Constraints: Anything else that needs to be considered.

- Deadline: December 4th, 2024

Narrative

Worth the Words (WTW) is a non-profit organization that aims to use music and a variety of creative mediums to help youth process trauma and concurrently learn transferable skills.

The founder, Demarco Harris, recognized a need for a program with this mission due to the lack of access to extracurricular programming offered to youth in underserved communities.

By partnering with Jefferson County Public Schools, they are able to provide the youth in the community with workshops and residencies focusing on items relating to music production, poetry, and podcasting. While growing to continue their mission, WTW noticed the need for an updated website to provide a new assortment of features. These new features would include social media integration, cross-platform access, and addition of better organizational tabs: About Us, Get Involved, Contact, Donate, and News/ Events. We also aim to implement site analytics like page views, donations, etc. We recognized an ideal way to improve the website is to improve user experience. By designing a new process model, we can better organize new features in a way that is aimed towards the user and potential donors.

Technical Feasibility

As a team, we decided that Worth the Words should use WordPress as their content management system. WTW currently uses Wix, but WordPress provides a better balance of complexity and additional features. Additionally, WordPress is open source, making it cheaper than other systems. It is also beneficial for search engine optimization with a structure that can enhance the non-profits online presence and increase the chances of on boarding more donors and volunteers. On the downside, WordPress can have security issues, which can be prevented by

regularly updating the site and installing security plugins. However, we plan to utilize the Business plan of WordPress, giving WTW real-time security scans, malware detection and removal, and auto plugin updates.

Worth the Words is currently using PayPal for payments, but we recommend a switch to Helcim. Helcim uses the interchange plus price model, which is very cost-effective for businesses with a decent number of transactions. In addition to this, Helcim also has highly effective security. The security is proven to be reliable, with a system that undergoes daily tests to ensure data protection and fraud prevention.

Economic Feasibility

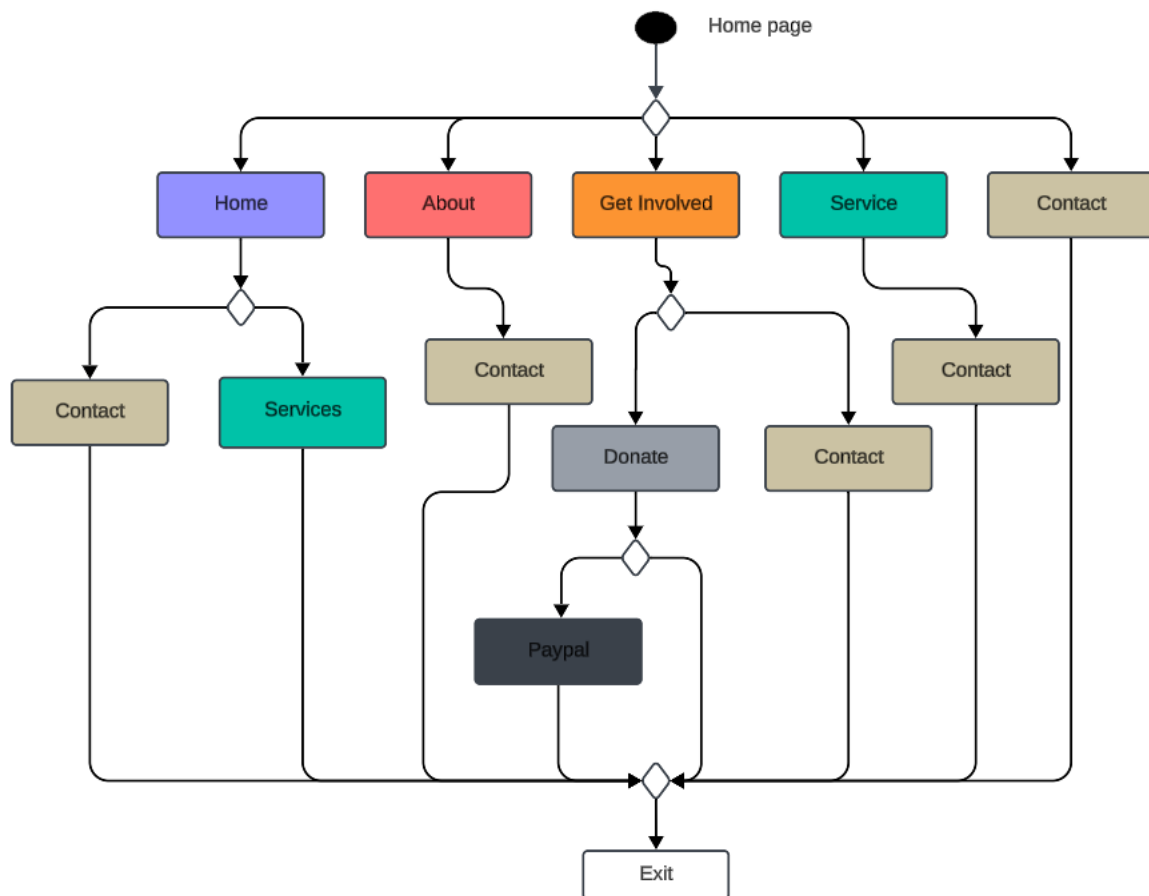
After researching to find the necessary tools to execute our goals, we have been able to estimate the economic requirements of this project. The first cost is from the payment system, Helcim. Helcim has a \$0 monthly fee but does have a cost per transaction fee that varies depending on the amount. In addition, this platform charges a fee that includes a percentage of each transaction plus a fixed fee. An example of this is the fee of 2.6% + \$0.10 for in-person transactions, and some online. If WTW were to ever develop a need for point-of-sale hardware, Helcim has them on sale for a range of prices. The next economic requirement for this project is WordPress. We have decided that the Business plan would be the best for practical and security purposes, but these benefits do come at a slightly elevated cost. The Business plan has a \$25 monthly fee and a \$300 annual fee. Additionally, WordPress charges a 2% transaction fee for any standard payments.

Organizational Feasibility

Our goal for this website is to organize the existing features of the site, while also adding new features to better the user experience and draw in new donors. We plan to add new social media integration, allowing Worth the Words to directly link accounts and share content from their website. Additionally, we are aiming to enable users to access the website smoothly from any device using cross-platform accessibility. This feature has a similar end goal as the previous, which is to increase the users positive experience on the site. While updating the websites, another important goal we plan to prioritize is low maintenance. We want to maximize the possibilities and still allow minimal maintenance on the administrative end of Worth the Words.

Process Model

As-Is: Model



To-Be: Model

