

System Request: Blue Ridge Animal Rescue and Sanctuary

Project Sponsor

Dr. Zahra Hatami

Assistant Professor of Practice, Information Systems, Analytics, & Operations

University of Louisville, College of Business

E-mail: zahra.hatami@louisville.edu

Business Needs

Blue Ridge Animal Rescue and Sanctuary is a nonprofit organization that helps rescuing mistreated or unwanted animals and helping them find new homes. The current organization wants to increase business volume and customer reach that what they currently have, but they do not have a website that can boost the organization's recognition. The documentation for the animal's information is also done on paper, and there is a need to increase the efficiency of data storage and retrieval, and on the adoption application process.

- Increase business volume and customer reach.
- Increase efficiency on storing, updating, and retrieving information.
- Improve efficiency on customer assistance & application forms.

Business Requirements

The business requires an online website that is user-friendly, along with a database to improve the storage of information. The information should also be able to be accessed online on the adoption page. The website should also include fundraising features such as a donation button and provide different forms for communication with the public and for adoption processes.

- Design and develop a user-friendly website/system.
- Provide online access to pet adoption information, availability, and pictures.
- Provide online adoption application forms.
- Fundraising features.
- Easier communication methods to provide better assistance.

Business Value

The addition of the website helps bring the organization more recognition, which achieves the goal of reaching a wider audience and obtaining more opportunities to communicate with the public. With the increase of visitors to the website, donations can also increase. Currently, with the numbers provided by the organization, donations are only a small part of their revenue. In the duration of 6 months, only \$100 was received from donations. With the included feature of recurring payments for donations, it is possible for existing donors to donate more frequently at a set time. Most of the funds of the organization comes from adoptions. With the website and a wider audience, there are more opportunities to find people that want to adopt the animals. An

additional value a website can bring is to make the business's process more efficient, such as with the response time for inquiries about the adoptions.

- Improved recognition of the brand.
- Reach a wider audience & better communication with the public.
- Reduced response time for inquiries.
- Increase fundraising.

Special Issues and Constraints

Blue Ridge Animal Rescue is run by the client Kim Dehler and consists of a few volunteers, which may not guarantee that every member is proficient in managing and maintaining the website. A possible solution is to recommend CIS students to the organization as volunteers or interns. This helps the student complete part of the required track requirements and gain experience, and helps the organization save costs, where there is no need to hire personnel from outside. For the students working on developing the website, there are time constraints that they should be aware of and must implement reliable security on the website as payments for donations will be made. Similarly, security is necessary for the merchandise store if the client wants to include a store. Lastly, with costs, it should be kept to a minimum. There are various options to save on costs such as using WordPress, which is free, and using payment systems that are lower in fees.

- Must have people that understand and can maintain the website.
- If the client wants to include a merchandise store on the website, additional security must be implemented.
- Time constraints for those working on developing the website.
- Costs (website hosting, database, payment systems, etc.).

Narrative

Kim Dehler, founder of Blue Ridge Animal Rescue has reached out to the University of Louisville's Computer Information System department for assistance in creating an official and formal website for her non-profit organization. She has struggled with recognition and potential income without a formal website. Kim is currently primarily operating through Facebook, and that platform is not reaching her maximum audience. However, Kim is not as tech savvy so a quite simple, easy to use website will be created to fit all her needs.

By creating an official website for Kim Dehler and the Animal Rescue, she will be able to reach her targeted audience, and they will be presented with all the information they need. The website will provide an opportunity for additional income to cover any unforeseen costs for the animals through donations or a merchandise store. The website will provide clear visual images of what each animal looks like and the current state they are in. The website will be programmed to reach viewers who have an interest in animals, to increase traffic and daily views. Creating this website

will provide visitors with direct access to donate, adopt, or volunteer. All forms will be easily accessible on the website.

Technical Feasibility

- For our Content Management System, we chose WordPress, an open-source CMS that has many advantages for our client. WordPress is a very beginner friendly platform to use since this is our client's first website. If any issues were to arise, it would more than likely be a simple fix. WordPress requires little to no coding, so it will be simple to build the website exactly how she wants.

Economic Feasibility

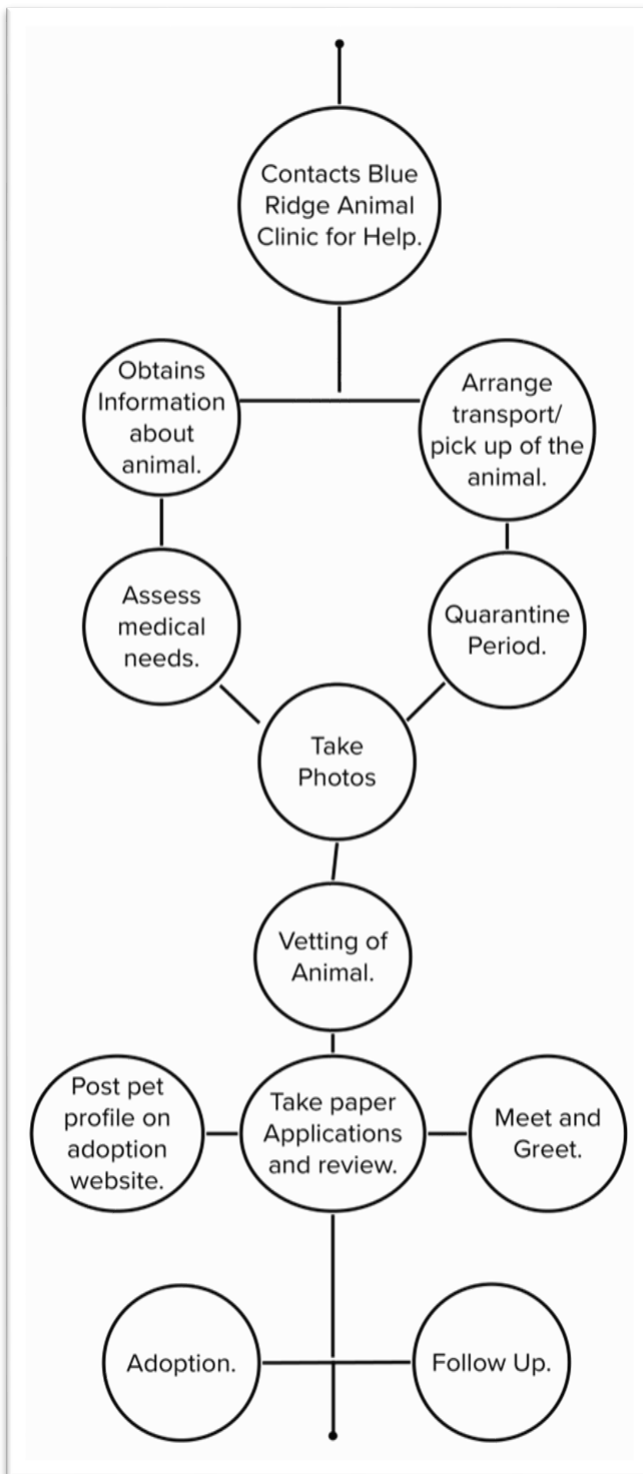
- The chosen payment system is Donorbox because it is free to start and has a small platform fee of 1.5%.
- WordPress is free, so it is considered a very inexpensive content management system. Even if Kim decided to upgrade the site, each subscription is slightly higher than the next, but still considerably the better financial option in comparison to alternatives.
- An official website will provide an opportunity for donations and for visitors to purchase merchandise. This will help cut down on any additional costs and provide an additional source of income for the Animal Rescue.

Organizational Feasibility

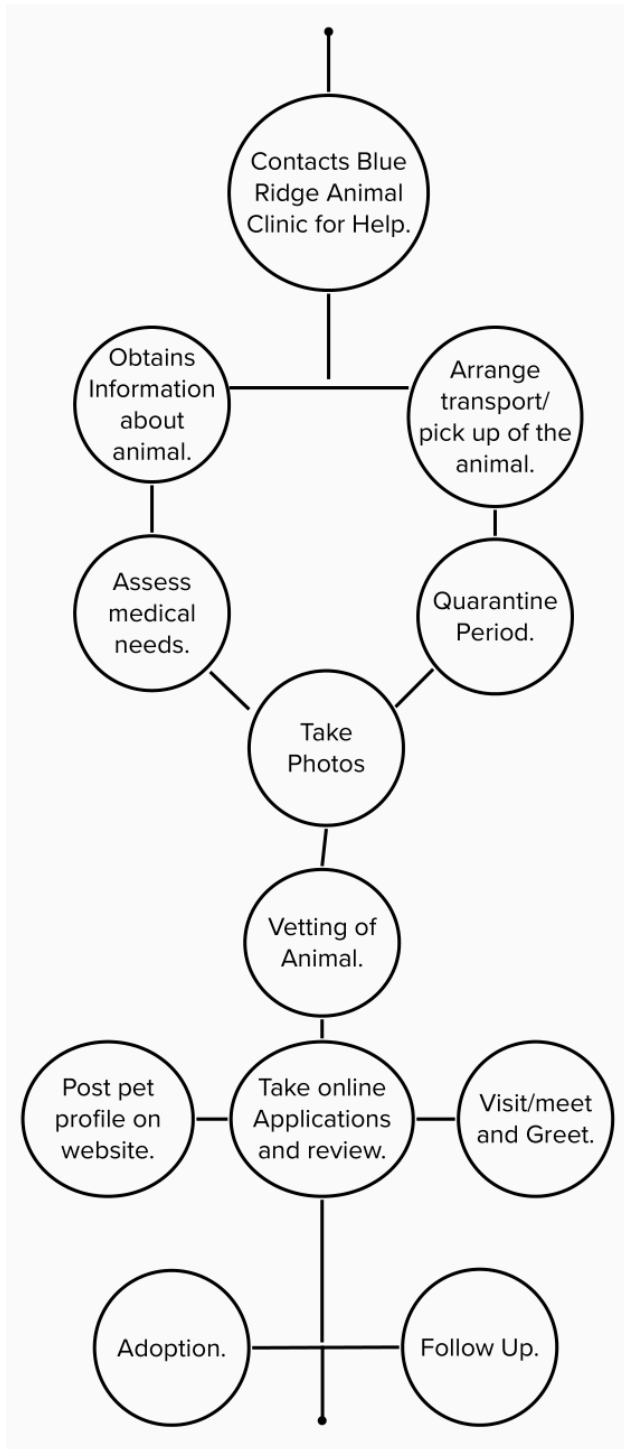
- This website will be user friendly and easily accessible. All the tabs to direct you to donations, adoption, or other resources will be clearly visible on the website. It is a goal to not have visitors digging through the website to find what they need. The easier it is for everything to be found, the more traffic the website will produce, which in turn equals higher potential income for the organization.

Process Models

As-Is:



To-Be:



**<Blue Ridge Animal Rescue and Sanctuary>
Vision (Small Project)**

Version <1.0>

Revision History

Date	Version	Description	Author
25/09/2022	1.0	Vision Document First Draft	Noah Ruiz

Table of Contents

Introduction	9
Positioning	9
Problem Statement	9
Product Position Statement	9
Stakeholder and User Descriptions	9
Stakeholder Summary	9
User Summary	10
User Environment	10
Summary of Key Stakeholder or User Needs	11
Alternatives and Competition	12
Product Overview	12
Product Perspective	12
Assumptions and Dependencies	12
Product Features	12
Other Product Requirements	12

Vision (Small Project)

1. Introduction

The purpose of this document is to collect, analyze, and define high-level needs and features of the Blue Ridge Animal Rescue & Sanctuary website. It focuses on the capabilities needed by the stakeholders and the target users, and why these needs exist. The details of the website for Blue Ridge Animal Rescue & Sanctuary are detailed in the use-case and supplementary specifications.

2. Positioning

2.1. Problem Statement

The problem of	Increasing business volume and customer reach
affects	BRARS owners and staff
the impact of which is	Less fundraising and customer reach
a successful solution would be	A professional website that will get more interaction from potential adopters and donors.

2.2. Product Position Statement

For	Kim Dehler and BRARS staff
Who	Needs a higher volume of business
The BRARS website	is a pet adoption matcher and donation collecting platform for the greater Kentucky Area
That	Will give BRARS a larger outreach to more potential adopters
Unlike	Primarily reaching customers through Facebook
Our product	Will offer anyone with internet access an opportunity to adopt an animal as well as donate to the Blue Ridge Animal Rescue & Sanctuary

3. Stakeholder and User Descriptions

In previous attempts Kim Dehler and BRARS staff have been executing communal outreach for their business by conventional means such as Facebook and word of mouth. With the end goal of BRARS being to open an operating facility, this new mode of business will allow for a higher volume of adoptions and donations, primarily.

3.1. Stakeholder Summary

In previous attempts Kim Dehler and BRARS staff have been executing communal outreach for their business by conventional means such as Facebook and word of mouth. With the end goal of

BRARS being to open an operating facility, this new mode of business will allow for a higher volume of adoptions and donations, primarily.

Name	Description	Responsibilities
Kim Dehler (Owner) and BRARS Staff	Previous attempts of Kim and the BRARS staff to reach adopters and donors have not satisfied the volume of business they are seeking.	Kim and the BRARS staff will take specific interest in building their business through the website by securing more adoptions and donations efficiently, which in turn will bring more funding and animals which will allow Blue Ridge Animal Rescue & Sanctuary to operate out of a physical location.

3.2. User Summary

Name	Description	Responsibilities	Stakeholder
Potential: Adopter s/ Donors/ Volunteers/ Website Visitors	This is the intended target audience for the website administration to secure adoptions, collect donations, and get volunteers	This audience will be responsible for navigating the website features to find animals they seek to adopt, as well as ways to get involved. They can also create accounts to become frequent donors or submit 1-time donations.	Users who intend to act through website features will be fully represented by the administration of the site to deliver the needs of the user adopting, donating, and volunteering.

3.3. User Environment

Once users navigate the website to find the application they wish to use, they will work directly with BRAR staff to go through with adoptions or to apply to volunteer. How adoptions are followed through will be dependent on user/stakeholder preference. As for donations, users will be directed from the website to Donor Box, an external application to collect donations.

3.4. Summary of Key Stakeholder or User Needs

Need	Priority	Concerns	Current Solution	Proposed Solutions
Broadcast more adoptees	High	Reaching the user base with as many possible adoptions	Direct messaging and communicating through media of available animals	Mass emails to documented customers, a complete comprehensive database of all animals that is accessible through the website.
Collect more funding	High	Ability to collect more donations and grants	Word of mouth then confirming the transaction through PayPal.	A large visible donate feature that will prompt the user to create an account with Donor Box to complete transactions efficiently
Reach wide audience	Medium	Have a wide variety of users	Good reputation and word of mouth prompts Facebook users to their page	Social media advertising
Operate quickly and efficiently	Medium	Allow users to complete business at functional speeds	No current uses for operating a website	Simple, professional web application for users.

3.5. Alternatives and Competition

Alternatively, an existing platform such as Petfinder allows the user to search for potential adoptions on a nationwide scale. Petfinder is a great system for people and organizations with the resources to get these animals, however it does not suit most people in most places.

4. Product Overview

4.1. Product Perspective

This product is self-contained as the only interface for interaction from potential adopters and BRAR. The potential adopters are the direct end users that view the website while looking for their choice of pet. These website users can browse a wide range of select pets and make their own decision based on which pet would best fit their current residence. Furthermore, the potential adopters also have the ability to donate and buy other animal products on BRAR.

4.2. Assumptions and Dependencies

This product assumes that the direct contact with the website user will yield a pet finding a new home or new revenue for BRAR. This product also assumes that more advertising and exposure will lead to more adopters at the BRAR location. Blue Ridge Animal Rescue and Sanctuary is dependent on a steady stream of adoptions and pets leaving the Sanctuary to find a new home.

5. Product Features

- A system of advertising where a large base of potential adopters is targeted.
- A few select faces who are spoken about for website users to learn a little more about the staff and creators.
- A section dedicated to giving the website users background and the history of BRAR.
- A large variety of pets ranging in countless differences that gives the user options.
- A diversity of products and pet food that leads the user to more options after making their adoption.
- A button that allows website users to show their gratitude and help through revenue into BRAR.

6. Other Product Requirements

To achieve the highest level of operation, this system must be unable to be bypassed and easily accessible. Developers need to ensure the website can be easily navigated by new users. Creating a website that can be easily distinguishable over what is what. That the operating system is constantly up to date with new information about pets and products. To create a system that is unable to be hacked and mitigate any risk of losing adopters or donators. Features on the website need to run at a high speed and retain the attention of users on the website. The system requirements will also need to handle much more information and usage. For BRAR to increase animals and products on their website, should not take a toll on the overall effectiveness of the

system. That the system will not crash and need to undergo maintenance due to an influx of website traffic.

Agile Stories

ID: 0001

Title: Blue Ridge Animal Rescue owner connects with customers using website

As an owner of Blue Ridge Animal Rescue

I want to host an efficient and functional adoption website and connect it to customers via social media marketing and advertising

So that potential adoptees can easily find animals for adoption

ID: 0002

Title: Potential Adopters easily navigate website

As a potential adopter

I want to be able to easily navigate the website and have clear steps in the adoption process

So that I can adopt a pet from Blue Ridge

ID: 0003

Title: Blue Ridge website developers create an easy-to-navigate website

As a website developer for Blue Ridge Animal Rescue

I want to create website processes that are organized for the Blue Ridge and easy to navigate for customers

So that customers, donors, and volunteers can connect with Blue Ridge

ID: 0004

Title: Employees and volunteers at Blue Ridge facilitate business operations

As an employee/volunteer at Blue Ridge

I want to utilize website processes to facilitate business operations

So that data is organized and Blue Ridge functions efficiently and effectively

Team Charter

Team Goals

The collective effort of the team is to create a website that is beneficial for Blue Ridge Animal Rescue. Team members will collaborate and decide on the best content management systems, payment systems, and most important business processes to include on the website. The website should be easy to navigate, making it easier for employees, volunteers, and customers to complete their tasks.

Team Meetings and Communications

For this project, most of the meetings and communications will be held during class time. Communication will include team-client communication, team-instructor, and between team members. With team-client communications, it is mainly done through presentations given to the

client to introduce the project, inform, and update on the progress of the project. There may be some email communications when additional information about the organization is needed. For team-instructor communication, it is mainly done via class time and email correspondence throughout the semester. Lastly, for communication between the team members, apart from the allocated class time for it, there is also online communication off-class time using apps such as GroupMe.

Team Decisions

The team's decision making is usually through suggestions and then reaching a consensus with the rest of the members. Team members share their ideas and discuss their thoughts on the idea and give out comments. For the team members sharing or suggesting ideas it is necessary to gather information on their decision and possible alternatives to the idea and see whether it is feasible with the rest of the members. In the case of any conflicts, it is necessary to communicate thoroughly to find a middle ground. For more serious issues, help from the instructor may be necessary.

Project Repository

For the project repository, the team will maintain all the documentation in a OneDrive, shared between the group members. The documentation includes each stage of the project, ranging from the class assignments with the agile partners, presentation slides, iteration documents, and other documents provided by the instructor. In the OneDrive, the documents will all be arranged in separate documents, labeled with each stage of the project, providing easy access to the information at any time.