Operational Concept Description (OCD)

Women At Work Website Redesign
Team 14

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## Version History

<table>
<thead>
<tr>
<th>Date</th>
<th>Author</th>
<th>Version</th>
<th>Changes made</th>
<th>Rationale</th>
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<tr>
<td>10/13/2014</td>
<td>SB</td>
<td>1.0</td>
<td>• Original template</td>
<td>• Initial draft for use v1.0</td>
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<td>10/20/2014</td>
<td>SB</td>
<td>1.1</td>
<td>• Modified diagrams and Use Cases</td>
<td>• Comments from FCR ARB</td>
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<td></td>
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<td></td>
<td>• Used consistent names for all the actors</td>
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<td>• Reformatted the tables</td>
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<td>11/28/2014</td>
<td>SB</td>
<td>1.2</td>
<td>• Modified Business Case Diagrams</td>
<td>• Client discussions &amp; meetings</td>
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<td></td>
<td></td>
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<td>• Modified Benefits Chain Diagram</td>
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<td></td>
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<td></td>
<td>• Minute modifications to make the document coherent with the delivered</td>
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<td>product</td>
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1. **Introduction**

1.1 **Purpose of the OCD**

This document provides the detailed objectives and goals of the stakeholders of the Women at Work (WAW). The success-critical stakeholders of the project are Camille Levee as project owner, Cecilia Avila and WAW staff as maintainers; Clients of WAW as users.

1.2 **Status of the OCD**

This OCD is currently in the third version of development phase. The changes suggested in the graded FCP have been taken into consideration. Also, necessary changes have been made so as to make the documentation coherent with the delivered product.
## 2. Shared Vision

Table 1: The Program Model

<table>
<thead>
<tr>
<th>Stakeholders</th>
<th>Initiatives</th>
<th>Value Propositions</th>
<th>Beneficiaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Developers</td>
<td>• Website redesign</td>
<td>• Convenient data management</td>
<td>• Clients of WAW</td>
</tr>
<tr>
<td>• System Administrator</td>
<td>• Setup online check-in system</td>
<td>• Reduce organization manpower and time</td>
<td>• Board members</td>
</tr>
<tr>
<td>• Users</td>
<td>• Setup online registration system</td>
<td>• Increase in number of users</td>
<td>• System Administrator</td>
</tr>
<tr>
<td>• Board Members</td>
<td>• Setup online feedback system</td>
<td>• Assist in Raising funds</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Generate Reports using the report generation module</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Assumptions
- Users are willing to use online registration form
- Users are willing to give feedback

### Stakeholders
- Developers
- System Administrator
- Users
- Board Members

### Initiatives
- Website redesign
- Setup online check-in system
- Setup online registration system
- Setup online feedback system
- Generate Reports using the report generation module

### Value Propositions
- Convenient data management
- Reduce organization manpower and time
- Increase in number of users
- Assist in Raising funds

### Beneficiaries
- Clients of WAW
- Board members
- System Administrator

### Costs
- Website Upgrade Costs
- Website Maintenance Costs
- Cost for training WAW staff with the new system

### Benefits

**Increased**
- Number of website visitors
- Visitors’ time spent on the website
- Insight about customer's progress for job search and their experience with their current jobs
- Number of users registered with Women At Work organization.
- Amount of funders’ donations

**Decreased**
- Waiting time for users during online check-in
- Marketing time due to the social media integration.
- Time invested by WAW staff to enter the user’s registration form data to NeonCRM and conducting telephonic calls to users to get their feedback
- Time for WAW system admin/board member to generate different reports
2.1 Benefits Chain

Figure 1: Benefits Chain Diagram
2.2 System Capability Description

The undertaken project has two main goals:

- Automate the existing manual processes involved in activities such as Registration, Feedback collection, Report Generation and online check-in
- Redesign the website to make it more interactive

Following are some of the capabilities/functionalities that will be provided by our system to achieve the above goals:

1. **Online Check-in System**

   Keeps track of the number of users visiting onsite (WAW Office), along with the intent of visit (attend workshop, counseling or avail other service). The data logged by this system could be used by the System Administrator to generate accurate reports.

2. **Online Registration Module**

   This will replace the process of using paper-based forms to register the users. Users can now fill up an online form and directly submit it without the need of a WAW staff to enter the data into the system. Saves time for both, users as well as WAW staff. A saving of up to 15 min/client will be achieved.

3. **Automated Feedback Module**

   Eliminates the manual process of calling the clients to obtain feedback. The clients will be able to give a feedback through an electronic form and that too at their convenience.

4. **Report Generation Module**

   Eliminates the manual process of generating reports by scanning through excel sheets. This module will automatically generate reports with the help of tailored queries.
2.3 System Boundary and Environment

![System Boundary and Environment Diagram]

Figure 2: System Boundary and Environment Diagram
3. System Transformation

3.1 Information on Current System

3.1.1 Infrastructure

- A cloud based CRM Platform called Neon is used for storing client data, donor information, payment gateway, product offerings and scheduling.
- A Wordpress powered website that is the front end of this organization. It’s a content centric website that provides information about job offerings, career fairs, workshops etc. It also allows users to purchase the featured products.
- Registration and payment for the products endorsed in the website is handled by Neon.
- The client data is currently being entered into the Neon System manually.
- The Access database is a roster to collect the information of the clients visiting classes or using various services. The data collected in Access is used generate various statistical reports in order to help the organization get an insight about it’s business model which can shape future decisions.
- A VB Script present on a terminal is used to capture the above roster information and store it in Access.

3.1.2 Artifacts

NeonCRM Solution

NeonCRM is a web-based fundraising and membership system that provides nonprofit organizations with all the tools required to increase donations and memberships while automating common processes and streamlining staff’s day-to-day tasks.

WordPress

WordPress is a free and open source blogging tool and a content management system (CMS) based on PHP and MySQL. Features include plugin architecture and a template system. WordPress was used by more than 22.0% of the top 10 million websites as of August 2013. WordPress is the most popular blogging system in use on the Web, at more than 60 million websites.

MS Access

Microsoft Access, also known as Microsoft Office Access, is a database management system from Microsoft that combines the relational Microsoft Jet Database Engine with a graphical user interface and software-development tools. It is a member of the Microsoft Office suite of applications, included in the Professional and higher editions or sold separately.
VB Based Terminal

It provides a user interface for the clients/attendees to sign in. It also allows the user to select the program, which they are attending.

A Paper-based Registration Form

This form registers the new users visiting the organization. This form collects the general information associated with the client, which is later manually entered into the NeonCRM System.
### 3.1.3 Current Business Workflow

**User Registration**

![Diagram showing the workflow for user registration.](image)

- **WaW User**:
  - Wishes to register with WaW
  - Fills up a paper-based application and submits it to WaW Staff
  - Receives Confirmation

- **WaW Staff**:
  - Receives the Application
  - Scans the application and manually enters the data into NeonCRM
  - Generates confirmation
Online Check-in

Visits the WaW Office to attend workshops or avail other services

Logs into the computer at the front desk

Enters credentials and purpose of visit

Proceeds to fulfil purpose of visit
Feedback

[Diagram showing the process of obtaining feedback from users.]

Wishes to obtain feedback from users

Makes a call on the phone number provided by the user

Receives the call

Records the information provided by the user in an excel sheet and ends the conversation

Answers some basic questions and provides comments
Report Generation

Wishes to generate monthly reports

Gathers statistical data from excel sheets that contain user and organizational data

Prepares Reports using the gathered data
3.2 System Objectives, Constraints and Priorities

3.2.1 Capability Goals

Table 2: Capability Goals

<table>
<thead>
<tr>
<th>Capability Goals</th>
<th>Priority Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>OC-1: Online registration</td>
<td>Must Have</td>
</tr>
<tr>
<td>OC-2: Online Check-in</td>
<td>Must Have</td>
</tr>
<tr>
<td>OC-3: Feedback</td>
<td>Must Have</td>
</tr>
<tr>
<td>OC-4: Private Management portal</td>
<td>Should Have</td>
</tr>
<tr>
<td>OC-5: Automated Report Generation</td>
<td>Must Have</td>
</tr>
<tr>
<td>OC-6: Social Media Integration</td>
<td>Should Have</td>
</tr>
<tr>
<td>OC-7: Blogs</td>
<td>Should Have</td>
</tr>
</tbody>
</table>

3.2.2 Level of Service Goals

Table 3: Level of Service Goals

<table>
<thead>
<tr>
<th>Level of Service Goals</th>
<th>Priority Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOS -1: The system shall not be down for more than 2 hours.</td>
<td>Must have</td>
</tr>
<tr>
<td>LOS -2: The System shall be convenient to use by WAW staff</td>
<td>Must Have</td>
</tr>
</tbody>
</table>

3.2.3 Organizational Goals

OG-1: Convenient Data Management through data centralization.
OG-2: Increase Operational Efficiency through Automation
OG-3: Increase number of users via website redesign
OG-4: Raise funds through proposal of statistical data (generated by report module).
3.2.4 Constraints

CO-1: **Zero Monetary Budget:** The selected NDI/NCS should be free or no monetary cost.

CO-2: **Use NeonCRM:** NeonCRM should be used for storing the details of the clients.

3.2.5 Relation to Current System

<table>
<thead>
<tr>
<th>Capabilities</th>
<th>Current System</th>
<th>New System</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roles and Responsibilities</td>
<td>• The Staff manually enters the user data into NeonCRM.</td>
<td>• The Staff enters user data into NeonCRM through online form.</td>
</tr>
<tr>
<td></td>
<td>• The System administrator generates reports manually.</td>
<td>• The System administrator will generate reports via report generation module.</td>
</tr>
<tr>
<td></td>
<td>• The Staff collects feedback via telephonic calls.</td>
<td>• The feedback system automatically collects the feedback.</td>
</tr>
<tr>
<td></td>
<td>• Board Members use emails for document sharing.</td>
<td>• Board Members shall use online file sharing system.</td>
</tr>
<tr>
<td>User Interactions</td>
<td>• Users register through paper form.</td>
<td>• Users register via online form</td>
</tr>
<tr>
<td></td>
<td>• Users can check-in through one onsite machine.</td>
<td>• Users can check-in via multiple machines.</td>
</tr>
<tr>
<td></td>
<td>• Users give feedback through telephonic call</td>
<td>• Users give feedback through online form.</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>• GoDaddy for hosting, NeonCRM for storing user data and machines for check-in at the site.</td>
<td>• No Changes.</td>
</tr>
<tr>
<td>Future Capabilities</td>
<td>• Register through online form, Automated feedback and report generations.</td>
<td>• The system shall be easy to use even for new employees coming into the organization in the future.</td>
</tr>
</tbody>
</table>
3.3 Proposed New Operational Concept

3.3.1 Element Relationship Diagram

![Element Relationship Diagram]

Figure 3: Element Relationship Diagram
3.3.2 Business Workflows

Figure 4: Business Workflow Diagram of Registration System
Figure 5: Business Workflows Diagram for feedback
Figure 6: Business Workflows Diagram for Report Generation
3.4 Organizational and Operational Implications

3.4.1 Organizational Transformations

- The WAW Staff needs to be trained on the usage of Wordpress engine, report module and the usage of online file sharing tool.
- WAW System Administrator should be trained in the usage of PhpMyAdmin for accessing database.

3.4.2 Operational Transformations

- Elimination of email as the medium for sharing of the documents by the board members
- Elimination of manual report generation by the System Administrator
- The elimination of time consuming manual entry into NeonCRM by the staff. Use of online form instead of this.
- Elimination of staff to make telephonic calls to each client individually. Replaced by the online feedback form.
- Funders have a detailed statistics about the turnout of the users and whether their money is worth spending.