# Amachi Pittsburgh

## Executive Summary

**Community Partner**
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## Background

Amachi Pittsburgh's mission is to provide assistance for children of incarcerated parents. Amachi's program is built on three major services: one-on-one mentoring, family strengthening, and an ambassador program. Currently, there is no specific role for technology management at Amachi Pittsburgh. Amachi Pittsburgh has plans to hire a technology and development specialist in 2022, and the Manager of Executive Affairs will maintain the website until then. The website is set up using WordPress and GoDaddy. IMS and Salsa are also both important tools for technology management; IMS is used to manage the mentor application process, and Salsa is used to run fundraisers, process donations, and manage affairs with external stakeholders, such as donors.

## Project Description

### Project Opportunity

One of our client's most emphasized pain points was the website. Its disorganization and confusion was not a proper reflection of the way people perceive the organization in real life, nor was it the image of the organization that they wanted to express. The original Amachi website resulted in the wasted time of potential donors, mentors, and more, and may have resulted in decreased donations and interest in mentorship simply because visitors didn't know how to make sense of the interface. With no dedicated staff to maintaining it, Amachi had trouble regularly updating its website. The staff stated they would have liked to learn more about people potentially interested in getting involved as mentors in their program.

### Project Vision

The goal for our website was to simplify the user experience of the website and make it easier for different stakeholders to fulfill their needs, while better representing Amachi's mission and brand. We aimed to develop a website with a more streamlined design that would bring value to stakeholders by allowing them to more easily navigate the website and learn more about the organization, sign up for events, or donate. We sought to use a simple-to-learn framework such as WordPress to build the website, noting the importance in ease of maintenance and updatibility emphasized by our community partner.

## Project Outcomes

Our team utilized WordPress to develop a new website that focused on keeping a clean design to better represent the core mission and programs of Amachi. The redesigned website reorganized and pruned the content of the previous website to more clearly emphasize Amachi's core mission and programs, with major changes to the design and layout of the home page, navigation bar, and the way information is organized throughout the website. Documentation on how to use WordPress to complete common maintenance tasks was written up and provided to Amachi, along with training we administered to our contact person with Amachi, Jo. The new website's design, layout, and navigation has largely been received well by Amachi's staff and the various stakeholders we interviewed, with common tasks taking ~30% of the time they previously took.

## Project Deliverables

The project deliverables include the live, deployed site for Amachi Pittsburgh, documentation for website maintenance to be used by the Amachi staff, and a user testing report detailing our qualitative and quantitative findings from two rounds of user interviews.

## Recommendations

Our team recommends that Amachi hires or trains one staff member whose role will encompass website maintenance for the foreseeable future. The website should be updated by this employee at least bi-weekly to best ensure that Amachi continues to be well represented by its website past our team's partnership. This maintenance is essential for mitigating the client pain points we have identified.  We familiarized the Manager of Executive Affairs with our WordPress documentation and our site layout, so she will be the best person to onboard such a new staff member. "Documentation for Amachi Site" should be shared with this new staff member immediately, and it outlines step-by-step descriptions paired with screenshots of the updated website for various modifications. We advise any future teams working on the website to extend this documentation. In addition, the IS team may want to implement more complex IMS integration or communication channels that a future technical hire may be able to better maintain.

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## Student Consulting Team

**Mira Mookerjee** served as Project Manager and Client Transition Administrator.  She is a third-year student majoring in Information Systems with an additional major in Human Computer Interaction. She will be interning at PWC this summer and is looking toward a career in technology consulting, with a focus on Emerging Applications & Technologies.

**Justin Wang** was the Quality Assurance Manager. He is a third-year student majoring in Information Systems with a minor in Music Technology. He will be interning at Salesforce this summer as a devops systems engineer under Salesforce's Gov Cloud Security team.

**Michael Cabral** leads the Client Relationship Management. He is a fourth-year student majoring in Information Systems, and will be starting as an FX Technical Director resident at Pixar this summer.