**Increasing participation for BeHeardPhilly**

**William Agentowicz, Andi Agolli, Danielle Buerger, Kate Morrison, Rhea Prabhu**

**Statement of Purpose**

Temple University’s Institute for Survey Research (ISR) is launching a new initiative, BeHeardPhilly (BHP). BHP is a civic engagement platform that distributes surveys to citizens of Philadelphia who have signed up to take part. The surveys are paid services for external clients, as well as Temple’s ISR. Clients include local government, non-profit organizations, and academic researchers who are interested in the opinions of Philadelphians. ISR is a highly esteemed research center that conducts national, state, and local surveys. Using these surveys, as well as focus groups, needs assessments, and program evaluations, it conducts statistical research.  ISR’s main focus is on larger projects, where as BHP focuses on smaller, less costly survey research that ISR currently can not provide. BHP is a fee for service organization within Temple’s ISR that is funded through indirect grants and puts all revenue back into the organization. Currently, BHP has spent $28,000 on advertising, external social media teams, and other recognition efforts. BHP is comprised of a team of five staff members as well as street team volunteers. BHP is currently focused on increasing brand awareness and growing their participant base. Through an initial registration pilot in Germantown, BHP acquired a panel of 635 participants. This pilot does not accurately represent the demographics of Philadelphia. With a 62% African American population and a 93% high school education rate, Germantown contains a less diverse and more educated population than Philadelphia, which has 42% and 81% on those fields, respectively.

Be Heard Philly needs to build technology-enabled web and mobile tools for registration, create client facing web service tools, and develop technology-enabled web and mobile tools for participation, which is currently performed manually through a homegrown, web-based interface and a series of excel sheets. This has led to a delay in between workflow processes, such as registering and interacting with surveys, as well as ultimately analyzing and distributing survey results. Registration has primarily proved successful through “street teams” engaging in “in-person” interactions. Therefore, a new registration platform must provide a user-friendly interface and applications to participants. In addition, client facing web service tools must provide easy to use solutions that encompass the full sales cycle from awareness via marketing to product delivery. The essential problem this team will address is developing web and mobile tools for participation. This entails the following:

* Creating account management tools for individuals to create profiles
* Setting preferences
* Tracking survey participation
* Finding surveys of interest to participants
* Providing channels for distributing information about survey participation outcomes

Currently, Be Heard Philly does not have any established technology infrastructure to support these operations, aside from Qualtrics, which is not equipped to manage the complexity of the surveys BHP plans to conduct and the subsequent analysis from the data provided by these surveys.

Our team will begin to address this problem by conducting interviews with key stakeholders. Having met with the project sponsor and managing director, we will begin conducting interviews with internal stakeholders, subject matter experts, and external users of the system. We will also conduct external research on other survey platforms to learn how they function and interact. Having determined and reviewed our requirements, we will brainstorm solutions to address the client's needs. We will collaborate to determine a final solution, which we will build a prototype for using the Justinmind prototyper. We will present our final product to our project sponsor for sign off.

**Objectives:**

1. Have 75% of members create profiles and set preferences on the new platform within one year of project implementation.
2. Have 40% of current and new members take a survey chosen for them according to the interests they select in their profile within one year of project implementation.
3. Have 50% of members return to take additional surveys within one year of project implementation.
4. Within six months of project implementation, be able to relay 100% of non confidential survey results back to members within two months of analysis conclusion.

**Assumptions:**

1. All key personnel will remain with BeHeardPhilly throughout the duration of the project.
2. The pool of members will increase, or at least not decrease, in size.
3. The registration team will register at least 5000 participants.
4. ISR is very busy and this project is not top priority, which may result in less time and resources for this project.
5. We are unable to distribute 100% of survey results to the public due to confidentiality restrictions.
6. Surveys will not be administered by street teams.

**Constraints:**

1. All systems must be 508 compliant to accommodate the disabled (i.e. the blind or deaf).
2. All systems must have FERPA and HIPAA secure servers.
3. Only Philadelphia residents will be prospective participants at launch of the project.
4. Platform must be compatible with mobile phone applications.