

BeHeardPhilly Client-Facing Tool

Team B

Statement of Purpose

BeHeardPhilly is a survey based civic engagement platform under the Institute for Survey Research (ISR), Temple University's academic survey research center. The ISR has extensive experience in Philadelphia, as the organization has created and administered surveys to audiences of various sizes and structures in the city since 1967. While ISR is funded by grants, client work, and academic funding, BeHeardPhilly is supported through internal funding. BeHeardPhilly hopes to become a self-sustaining service center through paid client engagements. The BeHeardPhilly initiative was launched by ISR to recruit and engage an ongoing representative sample of 5,000 to 6,000 Philadelphians. BeHeardPhilly is intended to be a cost effective alternative to geographic surveying, which is achieved by maintaining response samples that can be used for multiple surveys. In doing so, BeHeardPhilly grants smaller organizations access to research that costs significantly less than research generated by other survey providers. The pilot program was launched in November 2015, using street teams to gather sign-ups for BeHeardPhilly's survey panel database in Germantown, Philadelphia. The program currently has 592 participants, half of whom are from Germantown, and is looking to develop its web and iOS applications to reach a wider array of its target demographics. This project is low-priority within the ISR, taking a backseat to revenue producing client work, but has great potential to become a model for civic engagement across the country.

BeHeardPhilly does not have adequate IT infrastructure in place to successfully collect and disseminate information. The company currently uses Qualtrics for data collection and manually organized Excel databases to keep track of its data and the data's delivery. BeHeardPhilly seeks to develop an improved backend infrastructure that can automate SMS tracking, web surveys, and aggregation and analysis of survey data. Additionally, BeHeardPhilly is looking to develop a client-facing data delivery interface, preferably a real time dashboard. Using this dashboard, clients will have the ability to track survey progress statistics, such as response numbers, timeline progression, and zip code engagement. The client dashboard should also provide prospective clients the ability to determine the degree of involvement with which BeHeardPhilly can assist them in survey design, implementation, and analysis. BeHeardPhilly hopes that this interface can be encompassed in a full service tool that covers client awareness, internal workflow management, and data delivery. While BeHeardPhilly currently only has one external client, the Philadelphia Streets Department, BeHeardPhilly hopes that this solution will allow it to gather more clients and better manage existing projects.

As a result, the essential problem we will focus on is creating a client-facing dashboard to manage data delivery and to act as a marketing tool for attracting new clients. Having confirmed the core problem with our project sponsor, we will interview internal stakeholders, external customers, and subject matter experts. We will research the existing data models and processes to see how we can integrate them into a backend infrastructure and workflow management system. Having collected the requirements for the dashboard, we will design a solution, build prototypes, and present the proposal to our sponsor for sign-off.

Objectives

1. Achieve 90% client satisfaction with dashboard usability and functionality, measured by a survey, within 6 months of solution implementation.
2. Receive 50% of RFPs through our client tool, within 6 months of implementation.
3. Reduce communication from staff to client by 50% within 1 month of implementation.
4. Achieve a bounce rate of 40% or less for the landing page during the first year of implementation.

Assumptions

- BeHeardPhilly will not change its core survey offerings.
- Temple ISR employees working on BeHeardPhilly will remain consistent throughout the project.
- The database will only include Philadelphia residents.
- The demographics of BeHeardPhilly's respondents will not drastically change.
- BHP has the capability of periodically gathering and updating survey metadata (# of responses, demographics, etc.) to be displayed on its client facing web tool.
- BeHeardPhilly has the resources to build, host, and maintain our client facing tool.

Constraints

- Funds are limited.
- The system must be secure and follow HIPAA requirements.
- Website accessibility must meet Section 508 Compliance requirements.