Semester Project Overview: BeHeardPhilly (www.BeHeardPhilly.com)

Your semester project is for BeHeardPhilly (BHP), a civic engagement platform to crowd source public participation in surveys and studies. According to their website: BeHeardPhilly is a group of Philadelphia residents who have voluntarily agreed to have their voices heard by researchers interested in the thoughts, opinions, and behaviors of people in the City. BHP was recently launched by Temple’s Institute for Survey Research (ISR). Their goal is to create a participant database to provide full service data collection, research and evaluation for clients. Most of their clients are external organizations, such as the City of Philadelphia and nonprofit organizations, but they also serve Temple organizations and professors conducting research studies.

ISR envisions BeHeardPhilly as a civic engagement tool to enable city residents to have their voice heard on important issues. Although they offer incentives for participation, many participants are driven by contributing to positive change in the city and are interested in the potential outcomes from the data they provide.

This semester, we will be working with BHP to create the digital tools needed to serve their survey participants, clients and researchers.

Three project areas of focus are as follows:

1. **Developing technology enabled web and mobile tools for REGISTRATION**
   a. To enable individuals to sign up and create an account on their own
   b. To enable the BHP “Street Team” to go door-to-door and sign up participants
   c. Determine what demographic data needs to be collected: What does BHP need to know about each participant?

2. **Developing technology enabled web and mobile tools for PARTICIPATION**
   a. Creating account management tools for individuals to create profiles, set preferences, track survey participation, find surveys of interest
   b. Providing channels for distributing information about survey participation outcomes

3. **Creating client facing web services tools**
   a. Must encompass the full sales cycle from Awareness to Product Delivery
      i. Marketing tool for BHP services
      ii. Workflow management
      iii. Data delivery and use
   b. Consider multiple users
      i. Organizations commissioning research
      ii. Open source data distribution

Each team will explore 1 of the above areas, although overlaps are possible:

**Interview Schedule:**
During the semester, each team will have an opportunity to interview important stakeholders and subject matter experts

**Interview 1:** Heidi Grunwald, Managing Director  
Thursday 28 January / 2:00-3:20 / Alter Lab 603

**Interview 2:** Nina Hoe, Study Director ISR  
Tuesday 9 February / 2:00-3:20 / Alter Lab 603

**Interview 3:** Jocelyn Hastings, Outreach Coordinator  
Wednesday 9 March / 5:30-6:20 / Alter Lab 603