

CGT Capstone Project

Company Name: United Way of Greater Lafayette
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Semester and Year: Fall 2019

Each project must have a sponsor and an advisor. The **sponsor** is the person that proposes the project and has the overall project vision and idea. The **advisor** is the person that provides operational support and guidance to the project, as well as potentially technical expertise. Each role could be a CGT faculty member or an industry representative; however, each project must have CGT faculty and industry (external) participation and engagement.

Project Title: **Website Upgrade (digitalized annual report, animated cradle to career image, data visualization, and impact calculator, etc.)**

Anticipated problem to solve (in general): **Our current website does not generate a lot of traffic. We are in the process of moving to Wordpress and revamping our website to allow for more customization. We want to build a site that we can drive people to and they can interact with. We are needing a cutting edge website that is interactive and easy to see the impact of United Way.**

Project Description (500 words or so):

We have recently revamped our website (not currently live but will be soon) but with limited resources haven't been able to build the level of sophistication that we are looking for. We would like to create more interactive visuals on the website and a place that donors can see the impact of United Way of Greater Lafayette in their community.

Our community Impact strategy is Cradle to Career Commitment. Our vision is to have an interactive and animated cradle to career image that can demonstrate local impact in born healthy, kindergarten readiness, 3rd grade reading, middle school transitions, high school graduation, and career readiness.

We'd also like to have an impact calculator so that potential donors can see "what a dollar buys" that populates with local data. For example "\$100 Provides two weeks of nutritious food delivered to a homebound senior on a fixed income"

We use our annual report as a marketing tool to demonstrate the impact donor investments are having in our community. It would be innovative to have an interactive annual report on our website that we can direct people to.

Anticipated obstacles (if any):

Limitations within the website platform and/or required knowledge in coding

Anticipated outcomes:

A clean cutting edge website where people can learn about United Way of Greater Lafayette.

Resources provided by the company (i.e., financial support, software licenses, hardware, etc.): **website access, staff support**

Resources expected from student team (i.e., time, software access/availability, transportation, etc.): **time, transportation, knowledge in Wordpress**