

Pittsburgh Kindness Initiative

Executive Summary

Community Partners

Larry Gioia
Kevin Bright
Bert Dorazio

Student Development Team

Lamis AL-Agamy
Gale Bonker
Annie Chen
Raksha Rao

Background

The Pittsburgh Kindness Initiative, a movement founded in Pittsburgh in 2013, is dedicated to increasing kindness within the Pittsburgh community - one smile at a time. Their affinity for “kindness cards,” which are handed to the recipients of random acts of kindness by those performing the act, have been redesigned by our consultation team to include a 9-digit tracking functionality. This functionality is featured in our website, which enables people to share their stories, read stories of kindness posted by others, view upcoming events hosted by PKI, create profiles, and contact the organization.

Project Description

Project Opportunity

The Pittsburgh Kindness Initiative wants to “track” how far kindness has gone through the distribution of their kindness cards. They would like to spread their message of kindness further both geographically (how many miles does their kindness message travel physically?) and quantitatively (how many people are affected by their acts of kindness?). They would like to increase the quantity and frequency of kind acts that are performed in Pittsburgh and beyond.

Project Vision

Our vision statement is to spread kindness throughout Pittsburgh by developing a website for the Pittsburgh Kindness Initiative with kindness card tracking capabilities. Our clients would eventually like to extend their impact beyond the city by inspiring everyone to spread kindness.

Project Outcomes

In order to solve the Pittsburgh Kindness Initiative’s needs, we created a website using Wordpress that offers its users a variety of features and information. Users can register and log in, and read, share and search for stories about random acts of kindness. When the users share their stories, they have the option to include their kindness card’s tracking number. If a tracking number is included with a story post, that story will then be tied to all the other stories associated with that card. This

allows the user to see where and how far their kindness has spread. Our site also contains information about the PKI as an organization, frequently asked questions, and upcoming events.

Project Deliverables

Our website can be found at www.kindnesspgh.com. Anyone can create an account as a subscriber role, but in order to edit the site using Wordpress, you must log in with the Bekindpgh admin account. All the necessary information on how to log in has been provided to our clients.

Recommendations

It is our recommendation that the Pittsburgh Kindness Initiative continues to promote kindness through the use of their website and kindness cards. In order to expand throughout the Pittsburgh community and to other places around the world, the PKI must always strive to understand kindness as it understood from culture to culture. We also suggest that any future 67-373 project teams that work with the PKI expand upon our site's security features, utilize consistent and intuitive design, maintain validations of data in story posts, and incorporate other features, such as the users' ability to edit stories after they post them.

Student Development Team

Gale Bonker is a junior Information Systems major with a Human-Computer Interaction minor. For the project, Gale served as the Content Lead, Front-End Co-Lead and Project Smile Coordinator. Gale will be working as a User Experience Intern at CustomInk this summer.

Annie Chen is a junior Information Systems major with a minor in Human Computer Interaction. For this project, Annie served as the Technical Lead by configuring the bulk of our website's functionality. Annie aspires to earn a career in user experience design.

Raksha Rao is an IS major with minors in Business and Technical Writing. She served as the front-end development lead, the content co-lead, and the project manager. Raksha will be attending the Information Systems Accelerated Master's program Management next fall.

Lamis AL-Agamy is a junior Information Systems major with a minor in Business Administration. In the project, her roles included technical programming, CSS, and marketing. She is looking forward to obtaining a Masters degree in Healthcare Informatics.