

Inclusant

Executive Summary

Community Partner
anupama jain
Student Consulting Team
Nathan Belaye
Maitreyee Deshpande
Shannon Lu

Background

Inclusant is a data-driven, fact-based, diversity and inclusion consulting firm located in Pittsburgh. Inclusant is a social enterprise that provides quality training to companies across different topics related to diversity and inclusion. anupama jain, the founder of Inclusant, is the only full time employee, but the Inclusant network includes subcontractor consultants that are hired to provide training to other companies. The mission of Inclusant is: *“Enabling organizations to expand diversity and promote inclusion.”*

Project Description

Project Opportunity

The main project opportunity was to streamline the matching process between external consultants and potential client organizations. Due to the current technological infrastructure of Inclusant, this process is handled manually and can be time and labor intensive. This issue is important to solve because it would allow for more time to be spent helping and working hands-on with clients.

Another opportunity for improvement is to improve the information architecture and user experience of the current website. An underlying problem that may contribute to the first issue is that users may not be getting a clear understanding of Inclusant’s services and areas of expertise through the website.

Project Vision

Our team’s project goal is to streamline the process by which clients are matched with diversity and inclusion consultants. In order to do so, we believe the best ways to solve the issue are:

1. Designing and creating a form for potential clients to share more specifically what they are looking for through working with Inclusant.
2. Improving the overall information architecture and user experience of the current website.

Project Outcomes

The diagnostic process questionnaire we created most directly allowed us to address our project goal - to make the matching process of potential client to subcontractor consultant more efficient. Working closely with our community partner, we improved the content and structure of the original client intake form to ensure that the resulting form would allow Inclusant to learn as much as possible about the needs of the potential client, while keeping it easy to use for the user.

We also developed a new, updated website for Inclusant that improved the information flow and usability compared to the original one. The resulting outcomes include user testing results, user requirements for the new site, a competitive analysis of other diversity & inclusion consulting firms, wireframes, documentation & style guide, and finally, a working Wordpress website.

Project Deliverables

The final project deliverables include login credentials to access the Wordpress account we used to develop the new site, the CSS code used for styling, documentation including image documentation and style guide, and results of testing through video evidence on desktop and mobile.

Recommendations

To better utilize subcontractor consultant information, we recommend creating a database of consultant information in Inclusant's network. In addition, building upon the website to include case studies or examples of how Inclusant has helped previous clients could give potential clients a better understanding of what the organization does and what services it could provide.

Student Consulting Team

Nathan Belaye was the client relationship manager. Nathan is a junior majoring in Information Systems with minors in Business and Human-Computer Interaction. He will be interning at A.T. Kearney this summer as a consultant in their digital transformation practice. Nathan plans to start his career in consulting and later pivot into entrepreneurship.

Maitreyee Deshpande served as project manager. Maitreyee is a junior Information Systems major with an additional major in Statistics. She will be interning at Zillow this summer as a software engineering intern. She is hoping to pursue a career in engineering product management.

Shannon Lu served as the quality assurance manager. Shannon is a junior Information Systems major with an additional major in Statistics and Machine Learning and a minor in Human-Computer Interaction. She will be interning at Deloitte this summer as an Analytics intern within the Risk & Financial Advisory practice. She hopes to pursue a career in data analytics or data science.