

YMCA Pittsburgh

Executive Summary

Community Partner

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Student Consulting Team

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Background

The YMCA is a nonprofit community organization focused on youth development, healthy living, and social responsibility. Their mission statement is as follows: *“A promise to do everything in our YMCA’s considerable power to enrich the common good and make life better for individuals, families, and communities.”* The YMCA serves as a community center, fitness center, child care center, and education center.

Project Description

Project Opportunity

The organization is looking to increase their revenue and move towards increasing their impact within the community. Within the YCamps part of the organization, their goal for this project is to increase retention rates in YMCA camp programs and increase engagement of parents and campers in camps. In the hope of increasing retention rates, they can hopefully generate more profit.

Project Vision

The goal of our project was to create a platform for parents to check their child’s progress within camps. From the information that YMCA has collected, it is evident that tend to return to camp each week and year when their parents are more involved in the student’s learning. Focusing on increased communication between camp staff and parents about student progress can help convey the value of YCamps. As parents and children alike find the YMCA’s programs to be valuable and important to their child’s growth, they will continue to sign up for more camps or enroll in other programs. We aimed to create an application that would facilitate this communication process.

Project Outcomes

YCHAT, or YMCA Camper to Home Adventure Tracking, is a mobile-first web application for parents, counselors, and camp administrators to track campers' progress. Through our application, parents can see what their child is learning and has accomplished in YCamp. Counselors are able to easily create badges and log campers' advancement through milestones. Camp administrators can use the dashboard to navigate and manage camp processes and camper progress. YCHAT serves as a communication tool -across multiple parties and increases engagement of parents and campers.

Project Deliverables

Our deliverable is a Ruby on Rails web application, wireframes, entity relationship diagram, a Github repository, and documentation on our implementation and deployment process.

Recommendations

Given our projects very tight timeframe and large scope, we recommend that YMCA and future teams take the following issues into consideration. First, the security on the application needs to be strengthened. We also recommend conducting additional user tests and changes to increase the usability of the application. Lastly, adding in additional features such as unique badges, profile images, and a camper accomplishments' section would help motivate campers.

Student Consulting Team

Stephanie Ananth served as the development lead and worked primarily on the back-end of the application. She is pursuing a minor in Cybersecurity and International Conflict and will be working as a Software Engineering Intern at Dick's Sporting Goods this summer.

Tiffany Chen served as the project manager and worked in both the design and development aspects of this project. She is double majoring in Information Systems and Human-Computer Interaction. Previously, she has interned at Apple, and will be going there after graduation.

Nawon Choi served as the design lead. She is double-majoring in Information Systems and Human-Computer Interaction and will be working as a Product Design Intern at Intuit this summer.