

# Association for the Protection of Women's and Children's Rights

## Executive Summary

### Community Partner

George Abang Tawoh

### Student Consulting Team

Eileen Chen

Annie Spahn

Charley Zhao

---

## Background

The Association for the Protection of Women's and Children's Rights (APWCR) is a 501(c)(3) nonprofit which recently relocated from Limbe, Cameroon to Pittsburgh, Pennsylvania. APWCR was founded in 1999 by CEO/General Commissioner, George Abang Tawoh, because of the human rights abuses he saw in his own community. Their mission statement is: "APWCR strives to protect and promote human rights through research, education, advocacy, charitable activities, and developmental programs in Africa with a focus on women, children, and youth." The organization receives all its funding from partner organizations and donations. Mr. Tawoh currently manages most of the day-to-day operations; APWCR currently has no permanent salaried staff and operate based on the work of volunteers.

## Project Description

### Project Opportunity

First and foremost, Mr. Tawoh wants APWCR to have greater credibility and he believes a website redesign is the way to go. Relocating the organization and starting anew in the U.S., Mr. Tawoh wants to rebrand the organization to help not just the people of Cameroon, but the people of Africa as a whole. More specifically, there is no active donation system on the APWCR website. APWCR also faces the problem of having an outdated website that no longer represents all the efforts of the organization. Without an updated website and active donation system, APWCR faces challenges drawing public attention to its work and receiving enough revenue to support its current and future projects.

### Project Vision

We strive to build a new end-user facing web application using a website builder (e.g. Squarespace) in order to better market APWCR, elicit donations, and provide an accounting system for donations. Donors would use the website to make donations, potential volunteers would use the website to sign up, potential donors and partners would browse the website to gain information on APWCR, and internal APWCR employees would use the website to gain insights on website analytics and donation history. With no developers, Mr. Tawoh is the system maintainer after we leave. This solution provides a smooth transition for Mr. Tawoh, who has no coding knowledge, to be able to update the website accordingly.

## Project Outcomes

**People:** Collected and understood client needs in order to deliver value for Mr. Tawoh. Gathered feedback from Mr. Tawoh to satisfy his needs. Trained Mr. Tawoh on Squarespace editing, social media usage, and donation system and email functionalities.

**Process:** Held weekly and biweekly meetings with Mr. Tawoh. Practiced an agile project management and design methodology to accomplish tasks weekly and gather rapid user feedback.

**Technology:** Designed and developed a new Squarespace website for APWCR. Integrated donation system and social media platforms with the website. Migrated email domains from Globat to Zoho Mail.

## Project Deliverables

We delivered a fully functional Squarespace website (<https://www.apwcri.org/>), a Stripe account integrated with Squarespace, a new email system on Zoho Mail, a new logo, new and revamped social media accounts, and an one hundred page documentation/training materials.

## Recommendations

In order to sustain the website, donation system, emails, and social media, we recommend that the client, Mr. Tawoh, hire outside technical support, such as the resources provided in the email we previously sent which included Word Hard PGH, Bayer Center for Nonprofit Management, and Fortyx80. While being able to sustain everything by the client himself according to the documentation we provided is essential for the immediate transition, in the long term, it would be ideal that Mr. Tawoh has people specialized in this maintenance and operation. This would alleviate the burden on Mr. Tawoh to juggle everything by himself and yield greater ROI in the long term. Future developers should thoroughly read through our project outcomes and documentation.

---

## Student Consulting Team

**Eileen Chen** served as the client transition and quality assurance manager. She is a junior majoring in Information Systems with a minor in Human-Computer Interaction. She will be interning at Capital One this summer as a software engineer. She is looking toward a career that intersects UX design and software engineering.

**Annie Spahn** served as the client relationship and quality assurance manager. She is a junior majoring in Information Systems. She will be interning at Lockheed Martin this summer as a systems engineer. After graduation, she is looking to go into software engineering, systems engineering or artificial intelligence.

**Charley Zhao** served as project manager. He is a junior majoring in Information Systems and minoring in Computer Science. He will be interning at Deloitte Consulting this summer as a technology consultant. After graduation, he seeks to pursue a career as a software engineer or technology consultant.