



Pittsburgh Kindness Initiative

Final Report

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Community Partner Background

The Pittsburgh Kindness Initiative

The Pittsburgh Kindness Initiative (PKI) is a movement dedicated to raising awareness of kindness by encouraging everyone to participate in activities related to kindness. The mission of the Pittsburgh Kindness Initiative is to earn Pittsburgh the designation of the "Kindest City in America" by increasing kindness in Pittsburgh one smile at a time. This organization also has links to similar branches in other cities. The Pittsburgh Kindness Initiative is not formally incorporated, but they are a collection of people with common goals - a movement. The PKI was founded in 2013.

Currently, the people who participate in the Pittsburgh Kindness Initiative perform their acts of kindness either at random or during their kindness celebrations and blitzes. The receiver is then asked to "pay the act of kindness forward" and the cycle ideally repeats itself.

Programs

The Pittsburgh Kindness Initiative hosts quarterly kindness celebrations and monthly neighborhood kindness blitzes. Several of these events take place at local restaurants or local charities. During these events, the receivers of the random acts of kindness are given business cards about the Pittsburgh Kindness Initiative. The business cards asks the receiver to pass on an act of kindness to others to hopefully create a chain of random acts of kindness. The organization uses social media, such as Facebook and Twitter, to share these events as well as inspirational photos and stories.

Since their formation, the PKI has hosted six events: all of which have been shared on their Facebook. Two of those events were blitzes and one was a celebration. Their first Facebook event, which had four participants, was a card pick-up in January of 2014 in which participants could pick up the organization's cards and hand them out to those to whom for which they performed kind acts. We approximate that 1000 business cards have been printed thus far.

The PKI's most recent Facebook event was a Spring Random Acts of Kindness event on April 25th, 2015. The PKI has grown a lot on social media and in terms of their events' scale over the last year. They currently have over 3,500 followers on their Facebook page and over 180 followers on Twitter.

Staff

Our clients are Kevin Bright, Bert Dorazio, and Larry Gioia. Larry was our primary point of contact for this project. Through the use social media and kindness cards, these three, with the help of others, create events and hope to inspire people to do acts of kindness. Since the Pittsburgh Kindness Initiative is more of a movement than an organization, the people who follow PKI's social media can be considered staff in a way since they are helping the spread of kindness. Those who are impacted by the Pittsburgh Kindness Initiative are the people within Pittsburgh and hopefully people outside of Pittsburgh as well.

Kevin Bright is the Chief Technology Officer for Tudi Mechanical Systems. Given his career, he has a lot of education in the information technology field.

Larry Gioia is a Director in PwC's Health Industries technology consulting practice. When not traveling, Larry is usually in his hometown of Pittsburgh, helping connect the dots between other entrepreneurs and social innovators who have a shared passion for kindness. Larry serves on the Board of Directors of local non-profits, Find Some Flow and Paddle Without Pollution, he volunteers as a Trip Leader with Venture Outdoors, and he serves as the co-chair of PwC's United Way Giving Campaign. He had first-hand entrepreneurial involvement with the launch of COMPackage.com (CMU spin-out 2005), the Alphabot mobile app, and True North Outdoor School.

Bert Dorazio is the Director of Learning & Development for Nestle Purina PetCare, North America. Bert is a Pittsburgh native and is actively involved in the community. In addition to being a founding member of the Pittsburgh Kindness Initiative, Bert is active with the Leukemia & Lymphoma Society's Team In Training Program and the Make-A-Wish Foundation of Western Pennsylvania. He is also a board member at Our Clubhouse, a cancer support organization in Pittsburgh.

Technology Infrastructure

Before the start of our project, there was a lack of existing technology infrastructure within the company beyond the use of Facebook, Twitter, emails, and printable business cards. Their Facebook URL is www.facebook.com/KindnessPgh. Their Twitter can be found at [@bekindpgh](http://www.twitter.com/bekindpgh). Larry, Bert and Kevin all email each other and anyone who reaches out to them about the movement on a daily basis.

Community Partner Project Description

Project Opportunity

As mentioned in the project background, the Pittsburgh Kindness Initiative wants to “track” how far their kindness has gone through the distribution of their kindness cards. They would like to spread their message of kindness promotion 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 eventually other places too.

So far, they have encountered the predicament of extrinsic motivation; people are often kind to one another for the wrong reasons, if they are kind at all. There are often discrepancies about what is considered “kind,” and the scope of kindness itself. Skeptics simply reject the idea of a random act of kindness, mostly due to their unfamiliarity with the concept; however, there is no universal way to inform the world about the value of kindness. Its scope and meanings will be dependent on the local culture and its inhabitants to decide.

During our initial group meeting, we discussed ways to track how far people’s kindness goes in a way that is accurate, effective and does not intrude on people’s privacy. While this is a viable problem space, our team believes that the development of a website with blogging capabilities and a database that manages tracking these cards is the most realistic solution. Kindness itself is intangible - emotionally appealing and encouraging others based on perspectives and real life stories would definitely promote a wider understanding of the kindness initiative than tangible objects themselves.

Another minor issue is the fact that currently, Larry, Bert and Kevin fund all the PKI’s initiatives out of their own pocket. Our solution, with the printing of the kindness cards and the cost of hosting the domain, has successfully fit within the limited budget that they have. We have kept in mind, however, that our solution will inevitably extend to expand the kindness initiative to other cities, and will remain cost efficient during its expansion as well.

Project Vision

Vision statement:

Our vision statement is to spread kindness throughout Pittsburgh by developing a website for the Pittsburgh Kindness Initiative with kindness card tracking capabilities. We would like to extend our impact beyond the city if possible, even if it is merely by leaving someone with a smile or a nice gesture, and by inspiring them to spread kindness.

What problem, opportunity, need or directive does it satisfy?

Spreading kindness is our project's primary focus. We have provided a solution for enabling others to comprehend the value of kindness and its impact, and to inspire them to pay it forward on their own. In respect to paying it forward, we have created kindness . We hope to have the opportunity to increase the happiness of individuals and brighten the days of those who live far outside of Pittsburgh.

Who exactly are, or would be, the stakeholders and users?

The stakeholders and users would be the members of the Pittsburgh Kindness Initiative, the inhabitants of Pittsburgh, those who have ever been in possession of the wristband or "kindness card," our student group, and those within the Carnegie Mellon University community. Anyone can be a "user" of the PKI simply by being kind to others and adopting their pay-it-forward mentality.

What is the value or benefit(s) of your solution to its users or stakeholders?

The value derived from our solution will only serve to make our users and stakeholders kinder and thus happier. It is our objective that they will subsequently spread their positive energy to others, both within Pittsburgh and outside of it.

Describe what alternative solutions exist, and how they were evaluated. Provide persuasive argument for why the solution you are proposing is the best alternative.

Concrete alternative solutions have ranged from open source cards (printing at home) to standard cards. The solution that already exists are standard cards that can be passed from person to person; these cards, however, are not capable of being tracked. We have created a program to keep track of these cards as they are being circulated and see just how far these tangible items really travels (how far can kindness really go?). These cards have been printed via plastekcard.com.

Moreover, utilizing CSS, php, a SQL database hosted on GoDaddy's server, and a cloud based platform called WordPress, we created a web application. The powerful way in which people would be inspired to take initiative and spread acts of kindness, and share their stories directly onto the website, align with the mission statement of PKI.

Project Outcomes

What We Built

In order to solve the Pittsburgh Kindness Initiative's needs, we created a fully-functional and intuitively designed website that offers its users a variety of functionality.

The most important features of our website are the ones that involve the reading, sharing and searching of stories about random acts of kindness. Our site features an entire page dedicated to reading stories that users have posted so that other users can be inspired by the kindness of others. Our users also have the ability to share stories about random acts of kindness that they have given or received. 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 before and after they received the card. Users can also search for stories that are associated with certain tags, a specific date, or their username if they create an account and log in. If users do not want to be identified with their stories, we offer the option for them to post anonymously. On the other hand, if users want to share the stories they post on the site with Facebook, Twitter or Google+, they also have the option to do that via the social media buttons at the bottom of each story post.

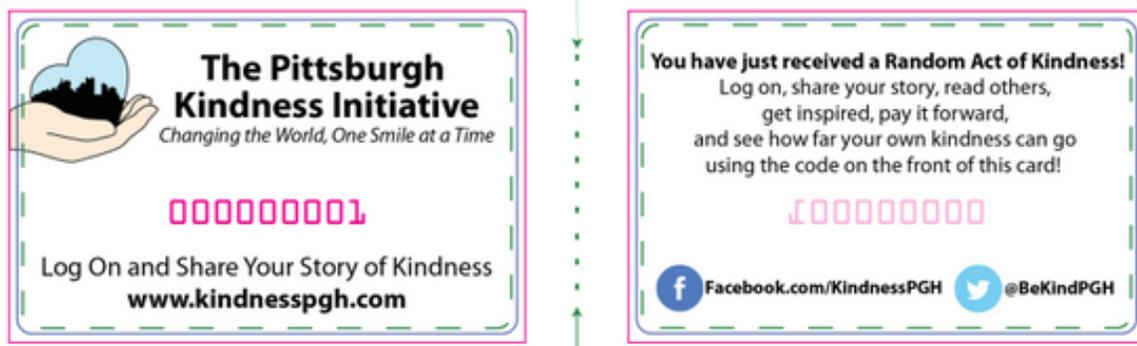
The site also contains a plethora of information about the Pittsburgh Kindness Initiative as an organization, including their mission statement and history. There is also a "Who Are We?" page with brief biographies of the clients and student consultants and our collaboration on this project. Additionally, there is a page that features a Google calendar with upcoming events that the PKI is hosting that the users can then import into their own Google calendars. There is also a Resources page that features kindness initiatives similar to the PKI. To help answer users' questions, the site also contains a Contact Us page with a contact form, in addition to a Frequently Asked Questions page. As is necessary, our site also contains comprehensive pages to log in, log out, and register for the site.

In order to solidify branding of the Pittsburgh Kindness Initiative and to make cards less likely to be lost, we redesigned their kindness cards to feature our new logo and a unique tracking number. In one of our initial meetings, we weighed the pros and cons of many viable options for materials. We then sent out a survey on the subject that explained the PKI's process and asked whether people would prefer to receive plastic or open-sourced paper cards. According to our survey results, 56% of respondents said that they would rather receive a plastic card, and 60% said that they would be more likely to pay the kindness forward with a plastic card. Therefore, we decided to order plastic cards from plastekcards.com.

The following is a picture of their business card prior to our consultation:



This is a picture of their business card after our redesigning efforts:



How We Built It

In order to build our website, we used Wordpress, a software-as-a-service site with a powerful content management system that allows users to customize their own websites. Wordpress contains hundreds of different themes that developers can use for their websites, but we chose the theme Customizr because it had the most positive reviews, documentation and support, and it appeared to be the most customizable and fit for our site's use cases (see Appendix). To obtain many of our site's features, such as logging in and out, sharing stories, security, and social media integration, we implemented a plethora of Wordpress plugins. To customize our site further, we utilized our HTML and CSS skills. Since Wordpress is backed by PHP, we also had to learn PHP and use it to the best of our ability. In order to host our website, we used our clients' domain name that they had already purchased on GoDaddy.

In order to get our site to where it needed to be, we used many other tools that helped us immensely. Firstly, for project management purposes, we used Asana to create our timeline and list and assign tasks to each team member. Within Asana, we used an application called Instagantt that allows users of Asana to turn their tasks on their timelines into a GANTT chart. This GANTT chart was updated every week. We created our Entity Relationship Diagram using Gliffy and our site map using Cacoo.

For design purposes, we all helped wireframe our site using HotGloo, a powerful and collaborative wireframing tool. We also created a logo for the team using Adobe Photoshop and Illustrator. We used Illustrator, Photoshop and Microsoft PowerPoint to iterate on the new card design.

For communication and collaboration purposes, we had a Google Drive that we shared with the clients and our faculty advisor which contains all of our relevant files and assignments. To communicate amongst the student consulting team, we had a GroupMe chat where we communicated dozens of times daily. We communicated with our clients mainly via email, conference calls and face-to-face meetings.

Then and Now

In the beginning of the semester, the Pittsburgh Kindness Initiative did not have their own website, but relied heavily on Facebook and Twitter for communication with their followers. People were posting stories of kindness on their page and on event pages of their events, but there was no way to see just how far their kindness went because there was no way to see who paid what acts of kindness forward to who.

Now the clients' followers have the ability to read and share their stories on the PKI's own website. Through the use of the cards' each unique tracking numbers, they can see how many and which acts of kindness result from each card and, therefore, see how far their kindness spreads. For those that are passionate about social media, we provide sharing buttons to Facebook, Twitter, and Google+ for each story post.

Our clients initiated a beta test of our website on Saturday, April 25th, in which seven members of the PKI got together at the Double Wide Grill in Pittsburgh, received some of the new business cards, and went around East Carson Street and performed random acts of kindness. One of the members in attendance went to the Cheesecake Factory and bought three couples two pieces of cheesecake each. These three couples all went onto our website and shared their stories, and all three specified in their posts that they plan on paying the kindness forward! We are very excited about the initial success of our website and movement behind it.

Final Project Deliverables

Our final project's 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. We do not wish to publish the password to the Bekindpgh admin account for security reasons.

Our website contains the following pages:

- **Home:** A standard home page that contains a slider of pictures that our client Bert took and features three of our most critical pages: Read Stories, Share a Story, and Upcoming Events.
- **About Us:** Contains information about the mission statement and history of the PKI.
- **Who Are We?:** Contains brief biographies about all of our team members and clients, and explains our partnership.
- **Frequently Asked Questions:** Some FAQs that we believe people will ask often once more people start using the site.
- **Resources:** A list of other organizations that share similar goals with the PKI.
- **Contact Us:** A contact form that allows users to ask our clients questions directly. This site also features the PKI's Facebook and Twitter pages.
- **Read Stories:** A page that contains all the stories that users have posted. Users can search for stories associated with a certain card's tracking number, a certain tag, or that were posted on a certain date.
- **Share a Story:** Users can share stories about acts of kindness that they did for others or that others did for them. If they used or received a card, they can include that card's tracking number in the post. They also have the option to remain anonymous. This page features CAPTCHA to reduce the risk of spam.
- **Upcoming Events:** Features the PKI's Google Calendar with events that they host. Users can import this calendar into their own Google calendar.
- **Register:** Users can create an account to use when posting their stories. Features CAPTCHA to reduce the risk of spam.
- **Log In:** Users can log into their account. Features CAPTCHA.
- **Log Out:** Users can log out of their account.

Recommendations

Cultural Recommendations

In addition to the blitzes that should be held in Pittsburgh and across the nation, it is our recommendation that the Pittsburgh Kindness Initiative continues to promote kindness through the use of their website and kindness cards, and by appealing to the younger audience to spread the message. Based upon our research, these individuals are the most intrigued and willing to pass on small, meaningful acts of kindness to both their friends and to strangers. In order to expand throughout the nation and abroad, PKI must first:

- Comprehend what is considered kind in each society and culture by understanding social cues and norms
- Promote their website and logo through the use of colors that aesthetically remind people of kindness
- Use the website for enhancing the movement of paying it forward.
- Spread the tangible cards through the community and track where the card goes through the website.
- Use the website to spread the word and make kindness pass from one person to the other.

Kindness should be perceived as not simply an idea, but a campaign for truly bettering the lives of others. In order to do so, and impact society throughout time, people's mindsets and sense of distrust must be altered via positioning kindness in terms that they are the most familiar with and understand.

Technical Recommendations

In order to most effectively spread kindness, we also have some technical advice. If this project is taken over by a future 67-373 team, we would advise them to add to our progress in the following ways:

- **Security.** Wordpress does not seem to have a lot of security-related plugins that are customizable and easy to use. As a result, the only security measures the site currently has are authentication and authorization by use of logging in and CAPTCHA to reduce spam to our stories page and prevent bots from registering for our site. Our site is has protection against SQL injection. We would highly recommend that a future Information Systems team work on enhancing the security of the website.
- **Additional Helpful Features.** Even though our MVP has been created, there is still some functionality that we would ideally like the end users of our site to be able to do on our site. For example, users cannot edit their own story posts after they post them. Additionally, if users want to edit their password or profile information, they are currently taken to a Wordpress-designed sidebar, which does not conform to the design of the rest of our site.
- **Validations.** In the future, additional work should be done to ensure that the users are entering the correct information in the correct fields of the Share a Story page. This is particularly important for the Tracking Number field because we want to ensure that the users are entering only 9-digit tracking numbers and not other pieces of information.
- **Design.** The website contains some design inconsistencies:
 - “Submit buttons” are not aligned throughout the site
 - Margins of different sizes
 - Lack of unique design language outside of Customizr’s default color scheme and fonts
 - Minimal formal user testing was done
 - The site is responsive to mobile and tablet use as well as browser use, but some features that work well on a browser do not work well on a mobile phone. We suggest that a “mobile-first” mentality be used when making further edits to our site in terms of design.

We suggest that future IS project teams conduct more thorough user testing to detect issues with the general design and layout of our site, and look into making the design a little more consistent wherever possible within the constraints of Wordpress and the Customizr theme.

About the Team



Gale Bonker is a junior Information Systems major with a Human-Computer Interaction minor. Gale served as the Content Lead, Front-End Co-Lead, and Project Smile coordinator. Gale authored the website's content for the About Us, Who Are We?, Resources, and FAQ pages. She also formatted the Read Stories page with Wordpress's Customizr theme and the Share a Story page using CSS and PHP. Gale reached out to Project Smile, a kindness-focused organization on CMU's campus, for the purpose of conducting user research and participating in acts of kindness herself. Gale helped to solve back-end issues when needed and served as a point of contact between the clients and the CMU consulting team.



Annie Chen is an 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. She played a key role in setting up the functionality of the Share a Story page, Read Stories page, and login functionality using PHP and CSS. Annie also set up the majority of our website's security features by installing CAPTCHA plugins. She meticulously kept track of all her work in our team's Documentation Google document, and delegated technical tasks to each team member as she saw fit.



Raksha Rao is a junior Information Systems major with minors in Business Administration and Technical Writing and Communications. She was a primary point of contact between the clients and the CMU consulting team, and also worked as the front-end development lead, the content co-lead, marketing lead, and the project manager. She played a key role in writing each week's sprint report for our advisor meetings and agendas for our client meetings. Raksha helped develop features of the site such as contact forms, CAPTCHA, social media integration, and layout inquiries. Raksha developed a marketing plan by conducting user research through surveys and focus groups.



Lamis AL-Agamy is an Information Systems major with a minor in Business Administration. In the project, her roles included programming using HTML and CSS, basic functionality of the site, and marketing. Lamis played a key role in developing a marketing plan for the Pittsburgh Kindness Initiative by sharing the surveys with her many contacts around the world. She also was pivotal in establishing our use cases and requirements at the start of the project. Additionally, Lamis assisted with login functionality and overall design of the site.

Appendix

Appendix A: Use Cases

1. **The user wants to read stories.**
 - The user first types kindnesspgh.com in the address bar.
 - The user clicks on “Stories” button in the menu bar or the first circle down the page titled “Read Stories.”
 - The user chooses which story they want to read.
 - The user clicks on the title of the story they want to read.

2. **The user wants to share a story.**
 - The user first types kindnesspgh.com in the address bar.
 - The user clicks on the “Share a Story” option in the navigation bar or the second circle down the page, also titled “Share a Story.”
 - The user clicks on share a story button.
 - The user types the title of the story.
 - The user types the tracking number if he received the kindness card, otherwise leaves it empty. Tracking number is optional.
 - The user types the location where they got the kindness card.
 - The user then types the description of the story.
 - The user types the tag(s) of the story.
 - The user clicks submit.

3. **The user wants to see where else their kindness card has been.**
 - The user clicks on “Stories” button in the menu bar or the first circle down the page titled “Read Stories.”
 - The user then types their card’s tracking number into the search bar on the right side of the page and presses “Enter” or “Search.”
 - The user can see all the stories associated with their card.

4. **The user wants to read stories similar to theirs.**
 - The user clicks on “Stories” button in the menu bar or the first circle down the page titled “Read Stories.”
 - The user then searches for their story using the search bar, or manually searches for the story through the story feed.
 - The user clicks on their story.
 - The user clicks on the desired tag associated with their story and sees other stories with that tag.

5. **The user wants to view upcoming events.**
 - The user first types kindnesspgh.com in the address bar.
 - The user wants to know about the upcoming events.
 - The user clicks on the “Upcoming Events” button in the menu bar or the third circle down the page.
 - The calendar shows all the events with their description.
 - The user clicks on a specific event in the Google calendar to read more information about the event.

6. **The user wants to create an account.**
 - The user first types kindnesspgh.com in the address bar.
 - The user clicks on “Login” button.
 - The user clicks on “Register” at the end of the form.
 - The user types the username, his email and checks the reCAPTCHA box.
 - The user clicks on register.
 - The user receives email of his username and password.

7. **The user wants to login.**
 - The user first types kindnesspgh.com in the address bar.
 - The user clicks on “Login”.
 - The user types their username and password
 - Check remember me if the user wants to remain logged in.
 - The user clicks login.

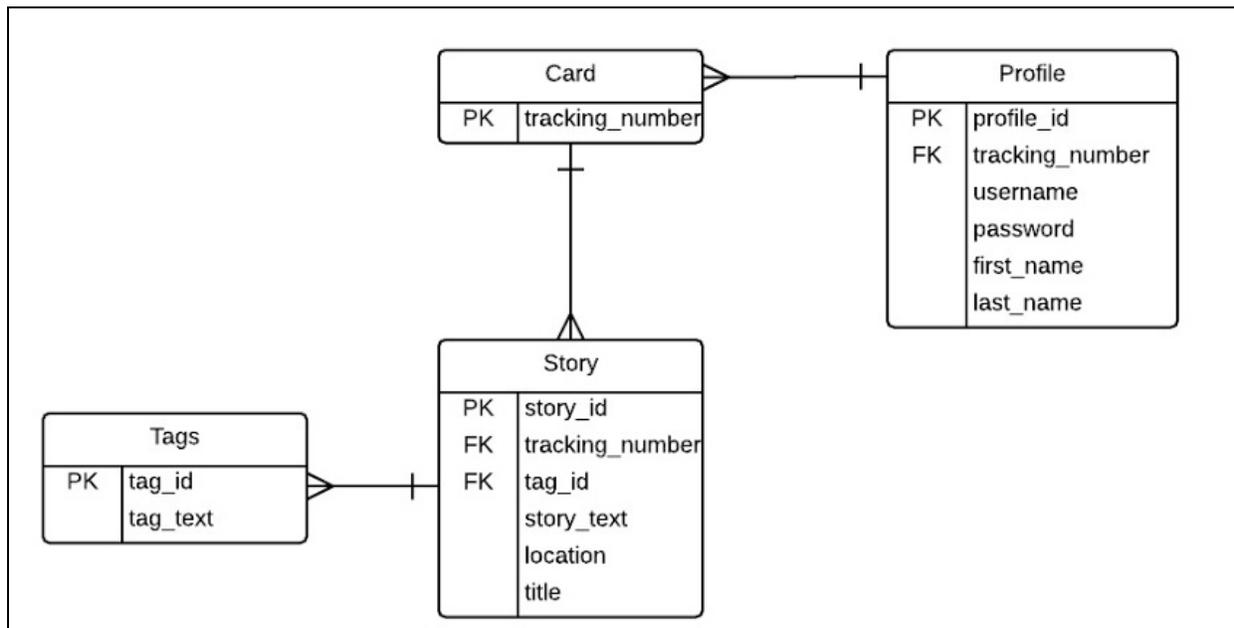
8. **The user wants to know about the organization.**
 - The user first types kindnesspgh.com in the address bar.
 - They click on “About Us” in the navigation bar.
 - They hover over “About Us” and click on “Who Are We?”

9. **The user has a question about the Pittsburgh Kindness Initiative.**
 - The user clicks on the “FAQ” link in the navigation bar.
 - If the user’s question is not in the FAQ page, they click on Contact Us.
 - The user fills in the contact form with their name, email address, subject and message.
 - The user presses “Submit.”

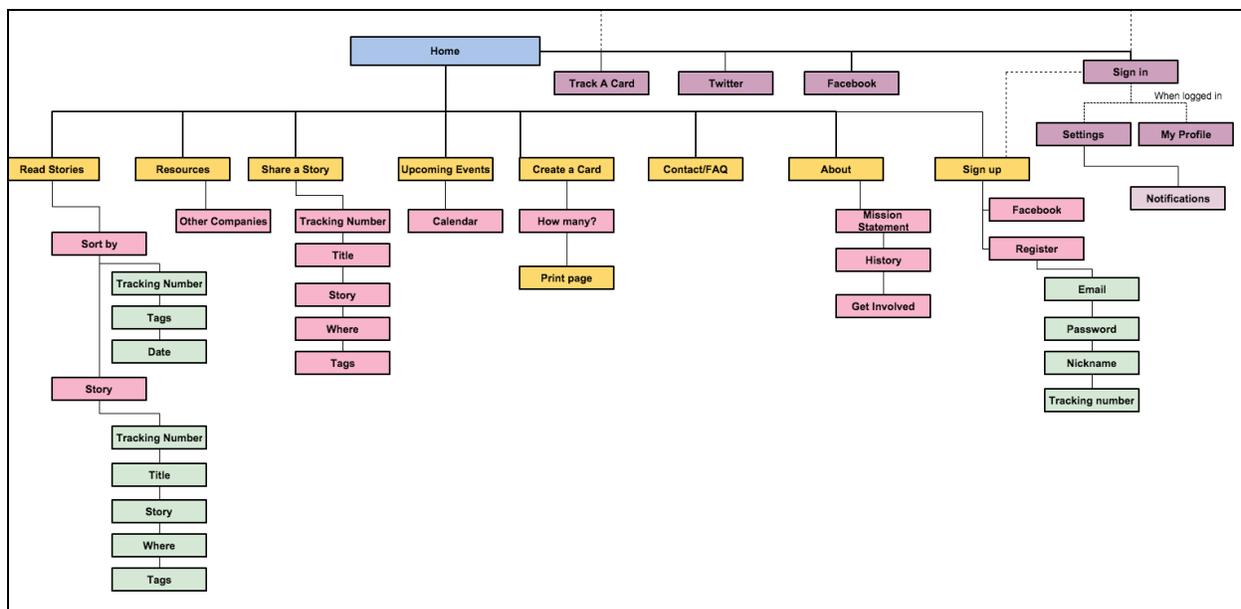
10. **The user wants to see other kindness initiatives similar to PKI.**
 - The user clicks on “Resources” in the navigation bar.
 - The user reads about each kindness initiative.
 - To learn more, the user clicks on a link to another organization’s page, which is opened in another tab.

Appendix B: Mapping Diagrams

Entity-Relationship Diagram



Site Map



Appendix C: Requirements

A-Level Requirements:

- User must be able to enter in their card tracking number and their stories
- User can make an account
- User can post story without an account
- Admin should be able to remove stories (against bots, etc)
- User can read stories people wrote
- Mobile friendly
- Social Media
- Tags
- Calendar feature for upcoming events

B-Level Requirements:

- Search functionality for tags

C-Level Requirements:

- Events registration feature for upcoming events
- User test with an event
- User gets notification when someone enters in their code

General Features Requirements (GF)

Number	Requirements	Sub-requirements	Comments	Level
1	User must be able to enter tracking story and stories		9 digit tracking code	A
2	Generate their own cards			C
3	Create account	Can connect to FB		A
4	Post story	Doesn't need an account		A
5	Read stories	Doesn't need an account		A
6	Mobile friendly			A
7	Social Media links	Twitter, Facebook, Google+		A
8	Events registration	User test event registration		C
9	Calendar feature	Add to personal google calendar.	Show upcoming events	A

Admin Requirements (A)

Number	Requirements	Sub-requirements	Comments	Level
1	Add/edit/remove stories		Against bots/spam/misuse of site	A
2	Update content			A
3	See database			A

User Profile Requirements (UP)

Number	Requirements	Sub-requirements	Comments	Level
1	Receive notifications when people add stories to tracking number, or new event	Email notification		C
2	Recover password			A
3	Email, password, name			A
4	Nickname/Anonymous option			A
5	Facebook / Google login			A
6	Change password			A
7	Mailing List			A

Card Requirements (C)

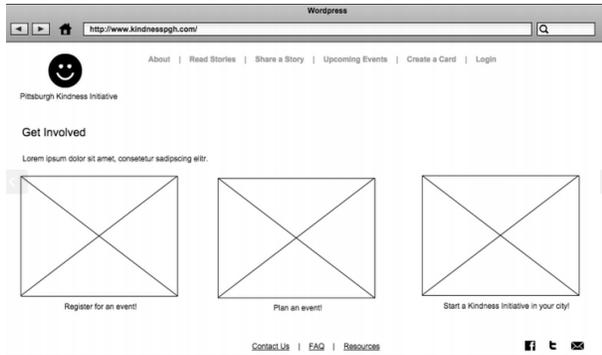
Number	Requirements	Sub-requirements	Comments	Level
1	Card tracking number		4 digit	A
2	Link to website		"Enter your story here:"	A
3	Happy, colorful, engaging and simple design			A
4	Card template generation	Allow users to select how many cards they want to generate. Tracking number generation.	Updates database with each generated cards	C
5	Different templates			C
6	Physical card creation			A

Story Requirements (S)

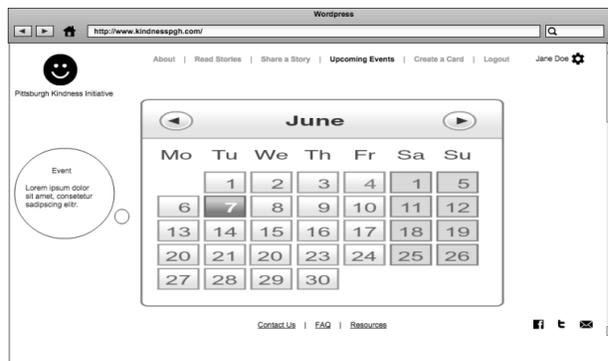
Number	Requirements	Sub-requirements	Comments	Level
1	Title, Story, Where, Tags, Timestamp	Tracking number optional		A
2	Option to submit anonymous			A
3	If not logged in, ask to login	Otherwise, option to remain anonymous		A
4	View stories by tracking number			B
5	Filter stories by tags, location			C
6	Flag stories			B
7	Photo upload			C

Appendix D: Wireframes

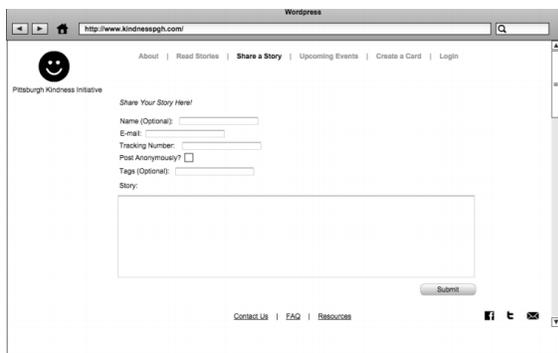
Home



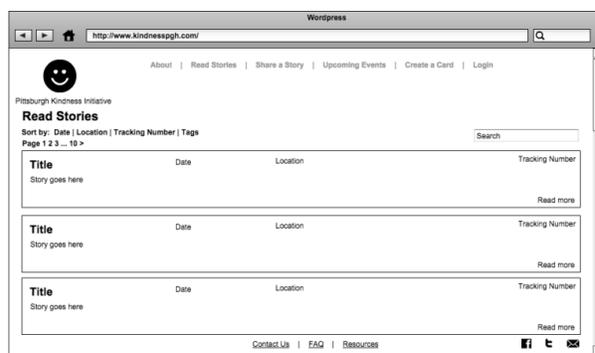
Upcoming Events



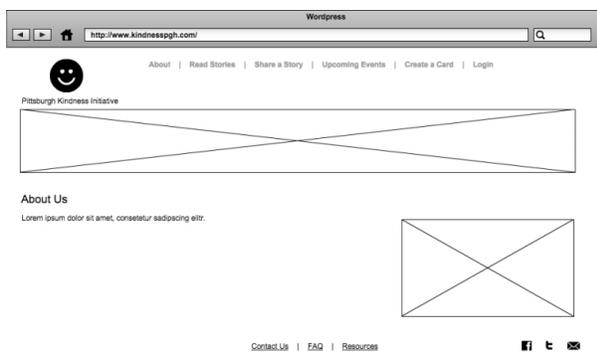
Share a Story



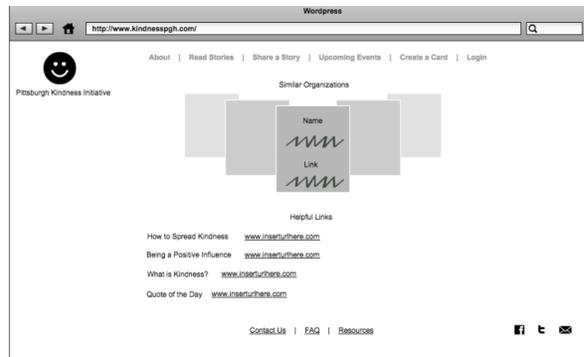
Read Stories



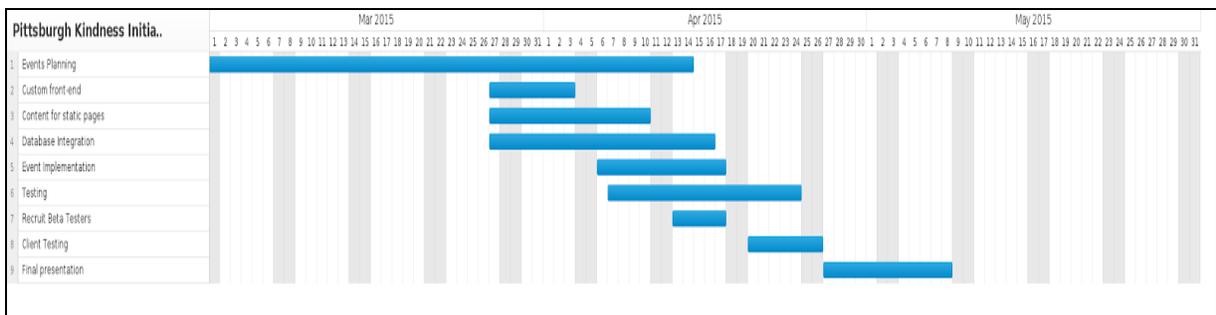
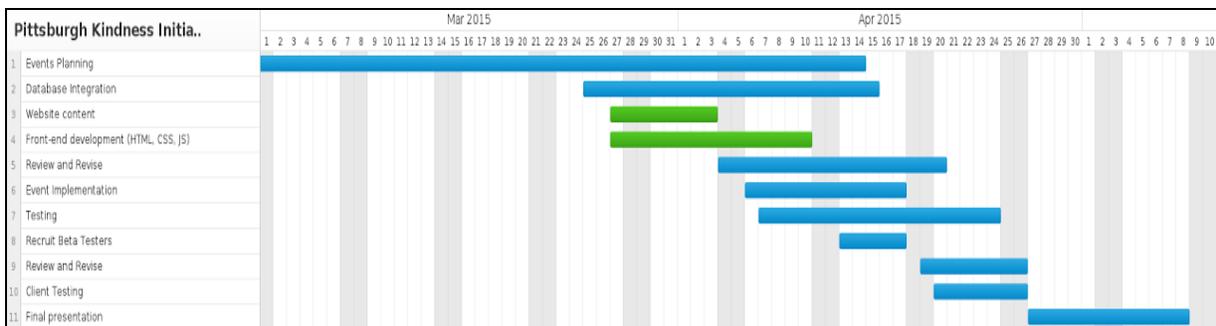
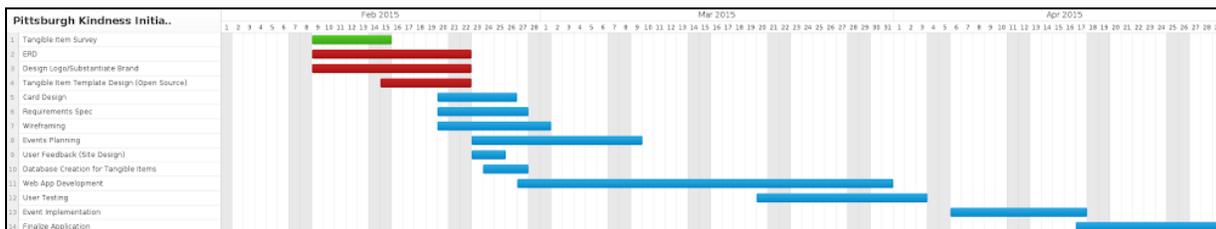
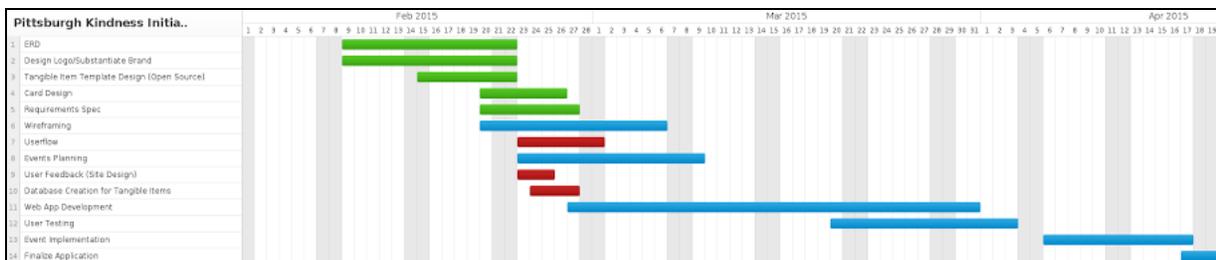
About Us



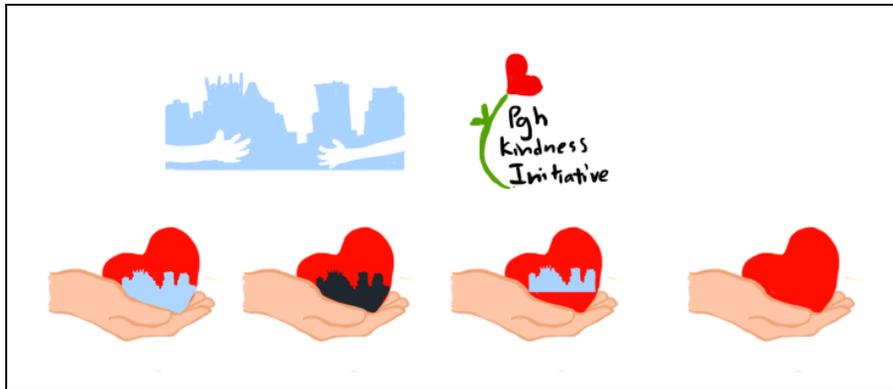
Resources



Appendix E: GANTT Chart Evolutions



Appendix F: Logo and Card Design Iterations



You have just received an act of kindness from

Pittsburgh Kindness Initiative



If we made you smile, pay it forward to someone else!

**Share your story at: [URL]
Tracking Number: 1234**

Become a part of the movement!



[URL]

Share your story using your Tracking Number (1234).

Read other's stories.

Track where your kindness goes.

Sign up for events.



facebook.com/KindnessPgh



@bekindpgh

Appendix G: Card Design Supplier Analysis

Company	Duracard	Plastekcards	4 Color Print	Printing for Less	PlasticResource	Printed Plastics
Website	https://www.duracard.com	https://plastekcards.com	http://4colorprint.com/prin	http://www.printingforless.com	https://www.plasticresource.com/plastic/membership-cards.html	http://www.printedplastics.com/products.asp
# Card Minimum	250	250	500	500		250
Price per card for minimum #	\$0.63	\$0.47	\$0.19	\$0.08 each + \$9.35 S&H		\$1.20 Quote
1000 Card Price	\$0.31	\$0.21	\$0.25	\$0.06 each + \$11 S&H		\$0.50 Quote
Lead Time	3-7 business days	7-14 days	10+ days	3-10 business days	4-9 days	
Art Limitation	Full color back and front	Full color back and front	waterproof and tearproof	can choose coating, paper upgrade, or round corners	Full color front, b/w back	Full color front and back
Variable data	Sequential variable data	Yes	Barcoding options	customizable	Yes	Variable data
Card Thickness (30 mil is standard credit card)	20 mil	30 mil	12-30 mil	1/8 inch	N/A	15 cm - 30cm
Notes		Lots of options but chose the cheapest most relevant ones.			4-8 cent difference per card for colored back	Pittsburgh based

59 responses

[Publish analytics](#)

Summary

Which kind of card would you rather receive from someone who has just performed a random act of kindness from you?



Which type of card would you be more likely to pass onto someone else with a random act of kindness?



Appendix H: Documentation

Website:

Host: GoDaddy

Current Website URL: www.kindnesspgh.com

Admin: www.kindnesspgh.com/wp-admin

Username: Bekindpgh

Pass: Contact the student development team to inquire.

Database:

phpMyAdmin Url: <https://p3nlmysqladm001.secureserver.net/wp/129>

Username: b9912481372732

Password: Contact the student development team to inquire.

Private Git Repo:

(Git Clone this, message Annie if invite needed):

<https://AnnieYChen@bitbucket.org/AnnieYChen/kindnesspghwebsite.git>

**This is mainly a backup of the files

**Use Duplicator instead for backup.

FTP:

(Use application like Fetch):

hostname: kindnesspgh.com

port: 22

SFTP username: b9912481372732

Pass: Contact the student development team to inquire.

For further information, contact the student development team.

Gale Bonker: gbonker@andrew.cmu.edu

Annie Chen: annieche@andrew.cmu.edu

Raksha Rao: srir@andrew.cmu.edu

Lamis AL-Agamy: losy43@gmail.com

Appendix I: Marketing Proposal Research Results

SurveyMonkey Results Summary and Analysis¹

- 88 responses within 1 week, greater *female* responses than *male* (64% vs 36%)
- 96% of respondents within the United States at time of survey, some of these were actually international students from *India, Qatar, and Spain*
- 58% of the respondents were between the ages of 18-20, and the rest were either 21-29, 17 and under, or over the age of 40
- People defined kindness in various ways, but most of them utilized the buzzword “*selfless*”, indicating that the majority of respondents felt as though kindness was a selfless, altruistic action designed to benefit others without extrinsic motives
- Nearly 63% of people placed “a lot of value” in being kind to others on a daily basis
- When asked what the last kind thing the respondents did or received, mostly everyone indicated *some small gesture of kindness* - such as holding open the door, being driven somewhere in a time of need, smiling at a stranger, etc. This indicates that the majority of respondents took notice of the little interactions in life, and placed significant value on them.
- In accordance with the previous assessment, 84% of people thought of themselves as *kind individuals*
- When asked if they trust or mistrust random acts of kindness, and why, respondents were divided **almost equally** in thirds
 - Those who **trusted** random acts of kindness chose to believe the good in others
 - Those who were **ambivalent** or said that “**it depends**” were more wary of larger acts of kindness than smaller ones
 - Those who **distrusted** random acts of kindness believed that people always had ulterior motives
- Most individuals said that when they thought of kindness, they pictured colors such as **light blue, yellow, or pink**
- Around **84% of people believed that intrinsic motivation** was the significant motivation for kindness

¹ SurveyMonkey charts can be found in the appendix

Focus Group Results Summary and Analysis²

- 10 individuals at CMU, 8:2 Female to Male Ratio
- Everyone described kindness as thinking “*past oneself*” and doing things selflessly without any expectation of anything in return
- People placed a great value on daily kindness, even if individuals do not reciprocate kindness, because “*you never know what kind of day someone is having*”
- Little acts of kindness were provided as memorable examples of the last kind thing an individual received (e.g., homework help, life advice)
 - People had performed random acts on the morning of the focus group study as well, by helping others carry items and holding doors
- There was a general consensus that the trust of the random act of kindness depended upon the **extremity of the act and if it was from a stranger or not**
- Light colors such as **yellow**, **purple**, and **blue**, as well as **neon colors such as hot pink**, were chosen to signify kindness
- **Intrinsic kindness** was chosen as the best motivator for kindness, but the group had difficulty identifying the line between extrinsic and intrinsic, and where the definition got blurry
 - *For example, if you are being kind to feel good about yourself or feel like a better person, you are reaping some benefit of a supposedly “selfless” act*
- Kindness was **believed to change based on culture** due to some actions being perceived as “invasion of privacy” in some places, but there are some universal actions (e.g., holding the door)
 - For example, strangers smile at one another every day in Palo Alto, CA, according to one resident of the area, but in Hawaii this is atypical and confuses locals

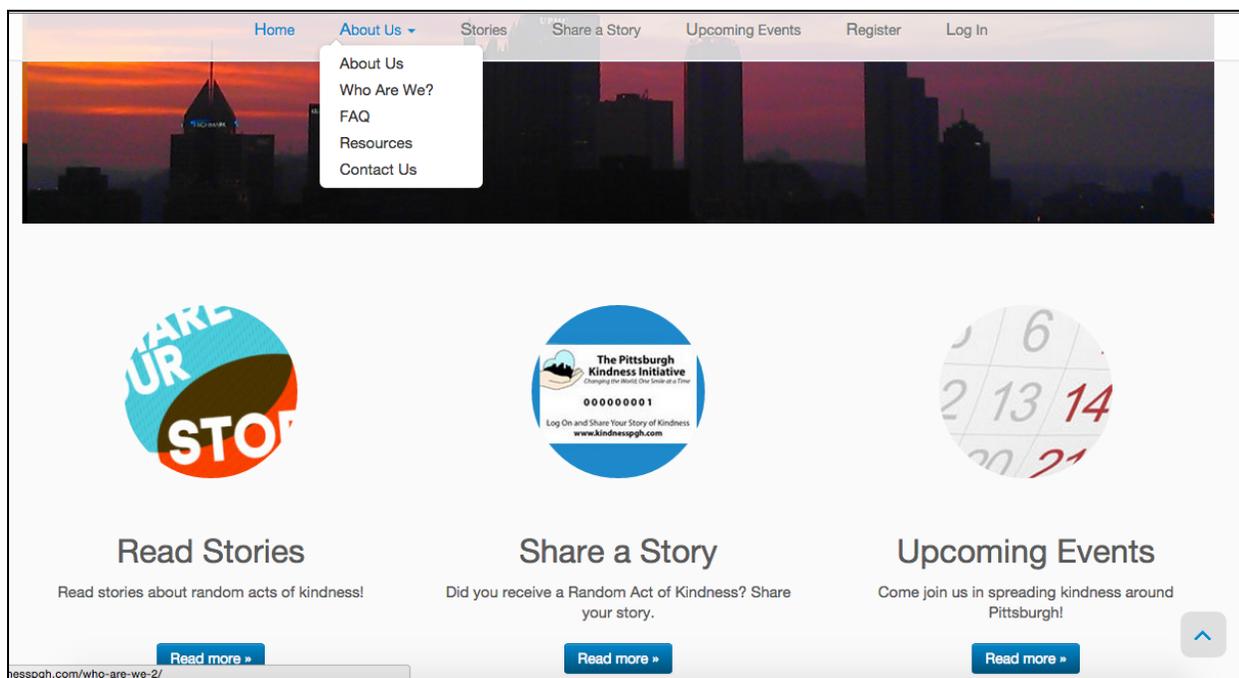
² Participants were given kindness cards at the end of focus group

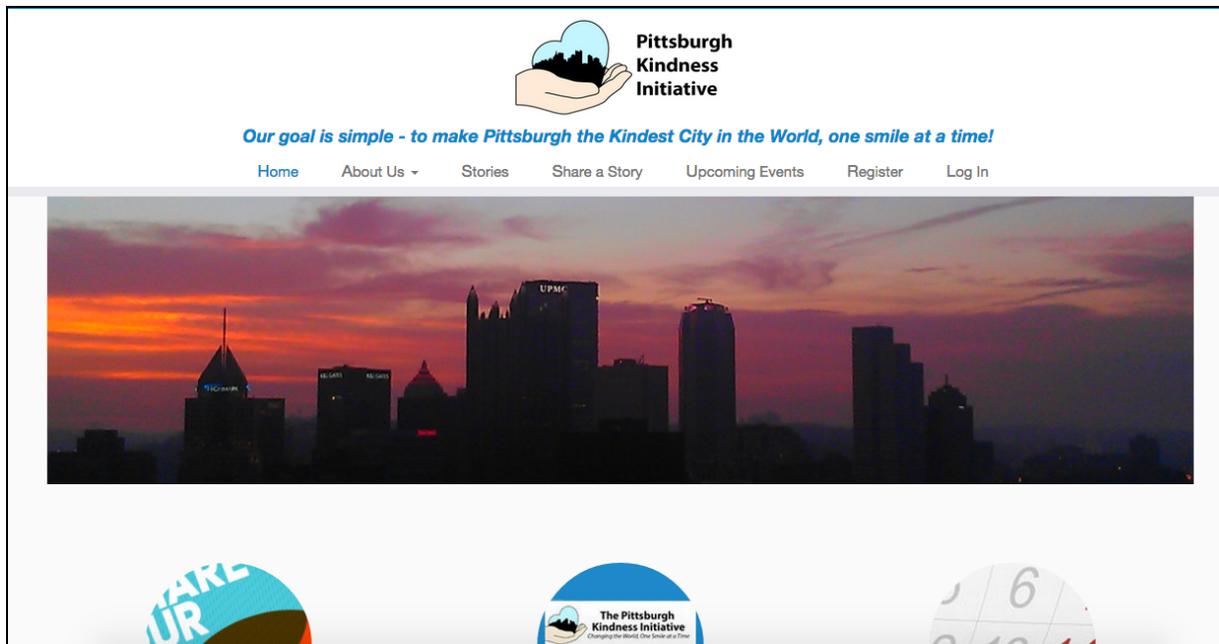
Appendix J: Solution Screenshots

Final Card Design



Home





Frequently Asked Questions

[Home](#) » [Frequently Asked Questions](#)

Frequently Asked Questions

What is the Pittsburgh Kindness Initiative (PKI)?

We are a movement that aims to make Pittsburgh the kindest city in the world by doing random acts of kindness and paying that kindness forward.

I received a card that told me to come to this website. What am I doing here?

If you have received one of our cards, that means that someone did something kind for you. Now you have the opportunity to share your story of that kindness act that was done for you. Then you can pay the kindness forward by doing something kind for someone else, giving them the card, and telling your own story on here!

I never received a card, but I did something kind for someone. Can I still share my story?

Absolutely! You don't need one of our cards to be kind to people or tell your story. The purpose of the cards is to track where our kindness goes, but we encourage everyone to be kind to one another whether you have a card or not.

How can I get involved with the PKI?

You can get involved in many ways! You can sign up to attend one of our kindness blitzes or celebrations coming up. You can also message us on our PKI Facebook page if you are interested in becoming actively involved in setting up one of our kindness activities, or creating a Random Acts of Kindness Day at your place of work, school, charitable organization or religious organization. Of course, you can get involved simply by being kind and encouraging others to be kind as well. When you surprise someone with kindness, tell them about the Pittsburgh Kindness Initiative and encourage them to pay the kindness forward. You can also ask them to share their kindness stories right

Share Your Story

Share Your Story

Your post is currently Anonymous. Would you like to [register](#) or [log in](#)?

Story Title

 *

Tracking Number (Optional)

Location (City, State)

Story

 *

Tags:

Please complete the CAPTCHA. 7 + = ten

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Stories

Cheesecake Factory

This entry was posted on April 26, 2015 by Anonymous

While out to an early dinner with my husband yesterday at the Cheesecake Factory, the manager approached us with 2 pieces of cheesecake. She proceeded to tell us that a woman came into their restaurant and purchased desserts for people. It was a very nice surprise as we were on [...]

Cheesecake Factory

Recently Updated

This entry was posted on April 25, 2015 by Anonymous

While having a late lunch with my husband today at The Cheesecake Factory we were approached by the manager who was

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Cheesecake Factory

Recently Updated

Tracking Number: 000000013
Location: Pittsburgh pa
This entry was posted on April 25, 2015 by Anonymous

While having a late lunch with my husband today at The Cheesecake Factory we were approached by the manager who was holding 2 pieces of cheesecake. She told us they were random acts of kindness from The Pgh Kindness Initiative. What a thoughtful, generous surprise it was! We will definitely be paying it forward.

 0
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  Tweet 0

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Upcoming Events

Click on any upcoming event on the calendar to learn more.

PKI Kindness Calendar

Today) ◀ ▶ April 2015 ▾  Print Week **Month** Agenda ▾

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	Apr 1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25 3pm Pittsburgh Sprii

Register

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Register

Name

Username *

First Name

Last Name

Nickname

E-mail *

Password *

Repeat Password *

nine × 7 =

Send these credentials via email.

Register

Mobile Screenshots

