

Parachuting School Digital Transformation Programme

A New Zealand Parachuting school is looking to enhance its digital presence is going through a digital transformation programme. This programme consists of several projects:

- A user-friendly website that offers information about their school, instructors and a booking system for users to book classes and events
- An online store that allows users to buy and rent parachuting equipment
- CRM system to manage customer data, track bookings and send reminders

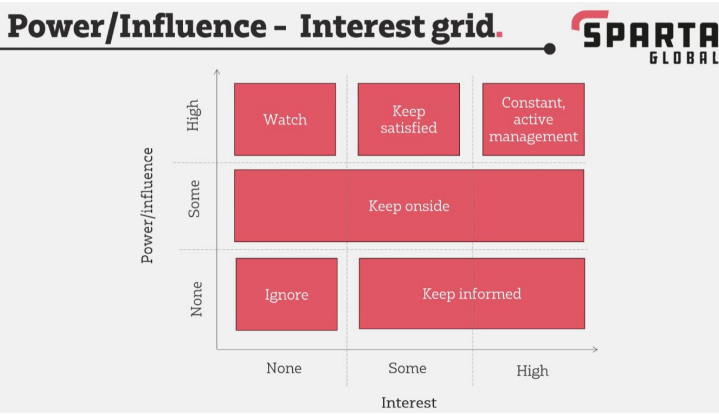
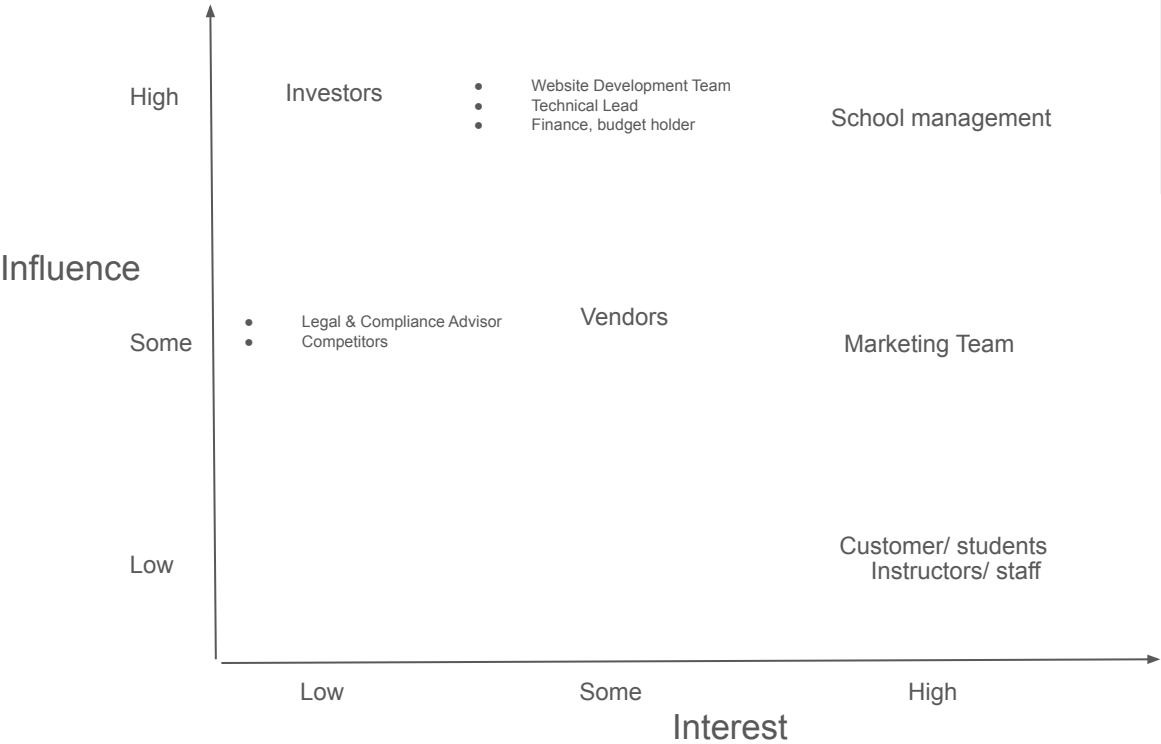
You have been called in as a consultant to assist with the **initiation** stage of these projects.

You have a team of developers who are really keen to start writing code!

For the project you will be assigned, what should the considerations and deliverables be before they can start?

Power/ Influence Interest Grid

Project 1:user friendly website that offers information about their school, instructors and a booking system for users to book classes and events



- **Key Players (High Power, High Interest):** Must be fully engaged and involved in every major decision.
- **Keep Satisfied (High Power, Low/Med Interest):** Keep these stakeholders informed, but not overloaded.
- **Keep Informed (Low Power, High Interest):** Regularly communicate updates and ask for feedback.
- **Minimal Effort (Low Power, Low Interest):** Monitor, but don't actively engage unless necessary (none in this case).