

PROJECT FEASIBILITY STUDY

A major government agency developed a feasibility study to implement a centralised search solution for the horticulture industry. This study formed the basis for initiating formal discussions with key policy makers and industry committees to progress the approval process.

Key Challenges

- High degree of collaboration across diverse Industry groups was required
- The feasibility study developed was very technology focused and not intended for stakeholders without a technology background
- The initiative was a big step forward towards achieving process harmonisation across the horticulture industry and needed buy-in from a wide range of industry experts, policy makers and bureaucrats across the country.

Solution

An Infographic Executive Summary was developed that enabled:

- The department gaining industry attention and action towards their current pain points
- Enabling a diverse range of stakeholders to better understand and more effectively collaborate on the initiative-in
- Expediting a nation wide consultation process, by making the report self explanatory and limiting exercise stakeholder engagement across the program lifecycle

