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 exercisestakeholder engagement across the program lifecycle

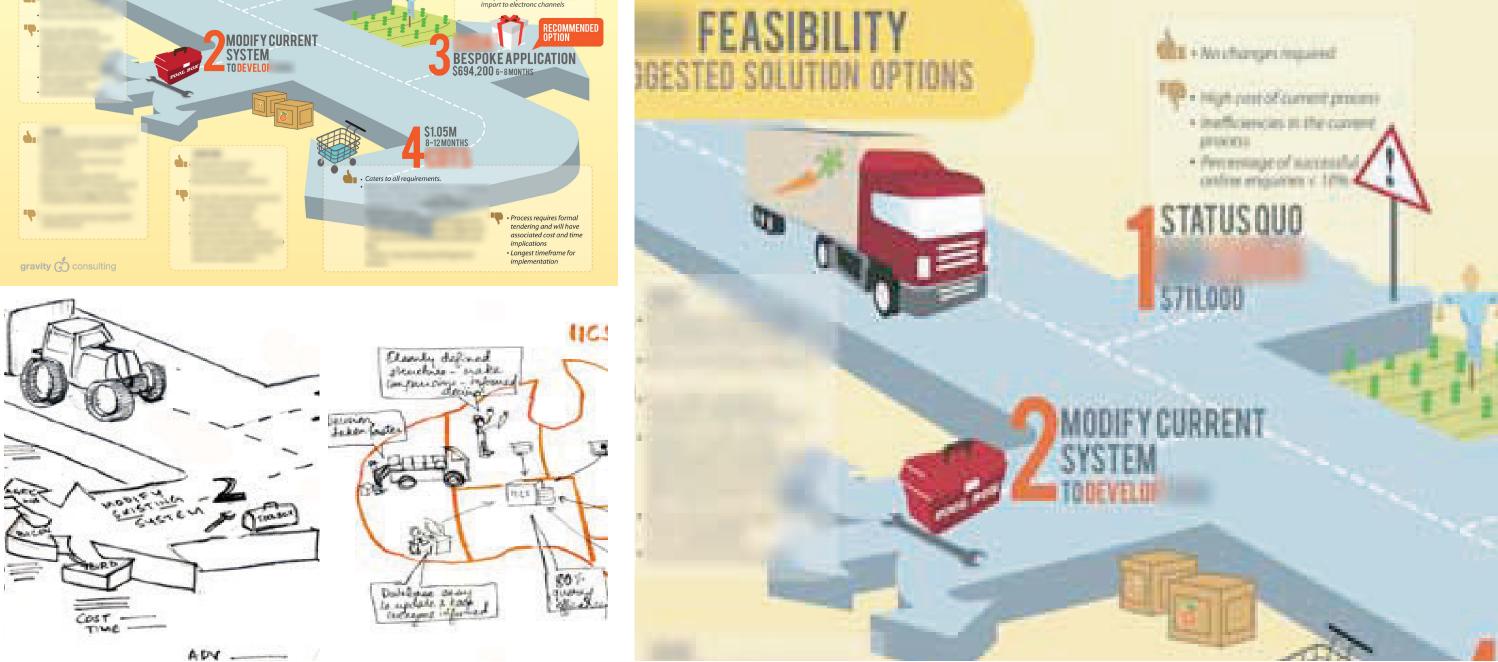
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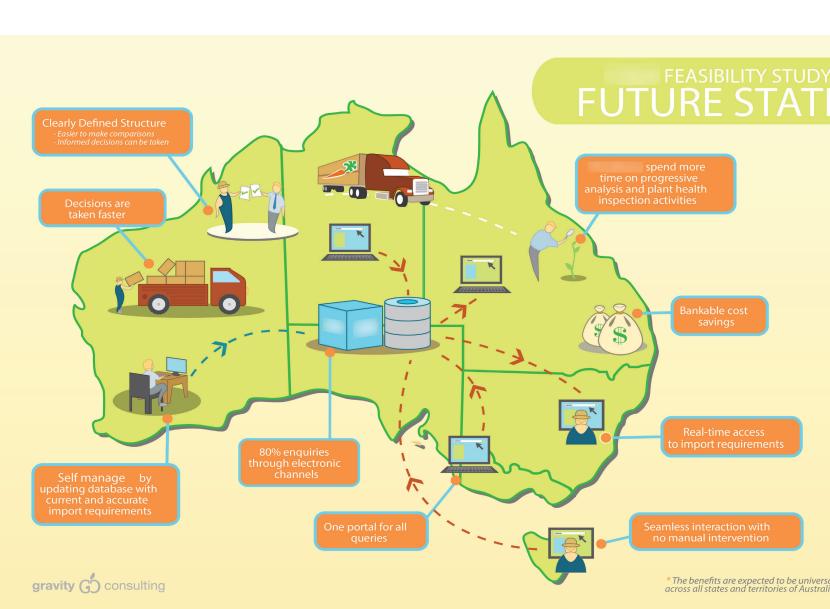
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