

UC

# What Makes a Successful GIS Project Implementation



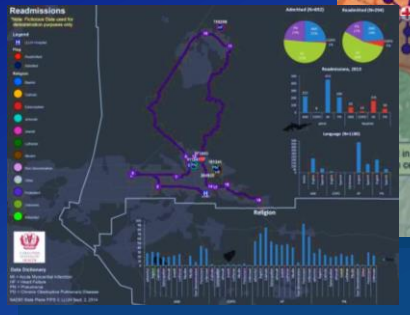
Gerry Clancy

Glenn Berger



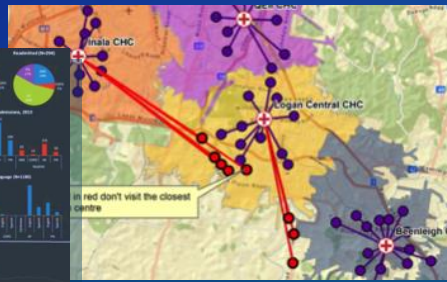
# What makes a Successful Project?

Track Hospital Readmissions



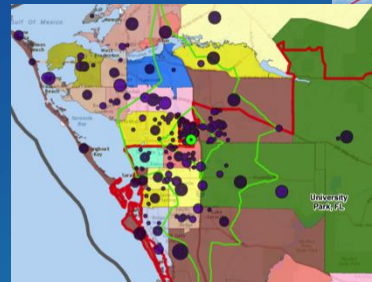
California

Access to Health Facilities



Queensland, Australia

Retail Customer Segmentation



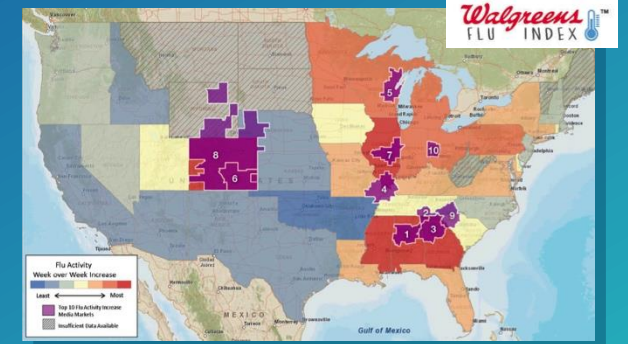
Florida

Grain Exports



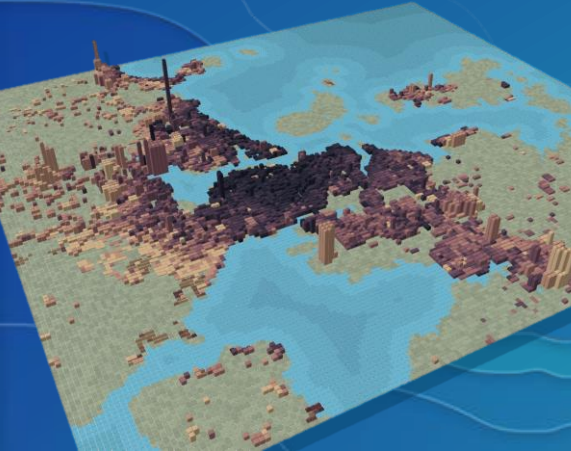
Canada

Weekly Flu Index

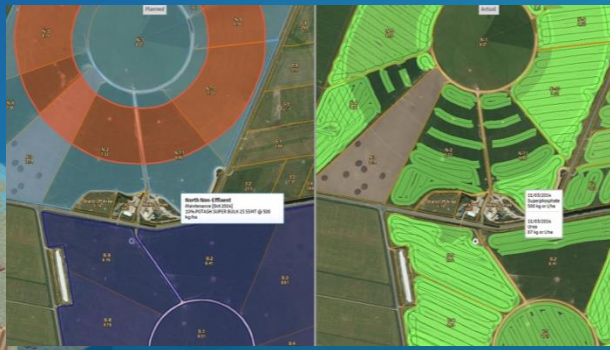


US

Land Valuation  
New Zealand

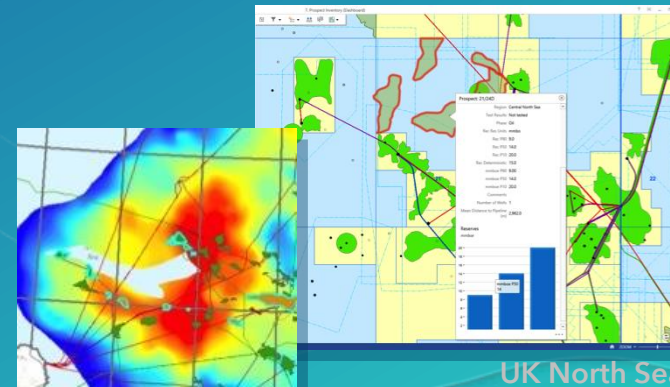


Precision Agriculture



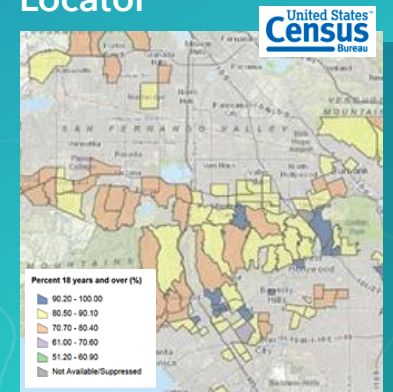
New Zealand

Exploration Analysis




UK North Sea

Business Locator



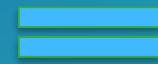
US



**Are you building  
the right thing?**



**Are you building  
it the right way?**

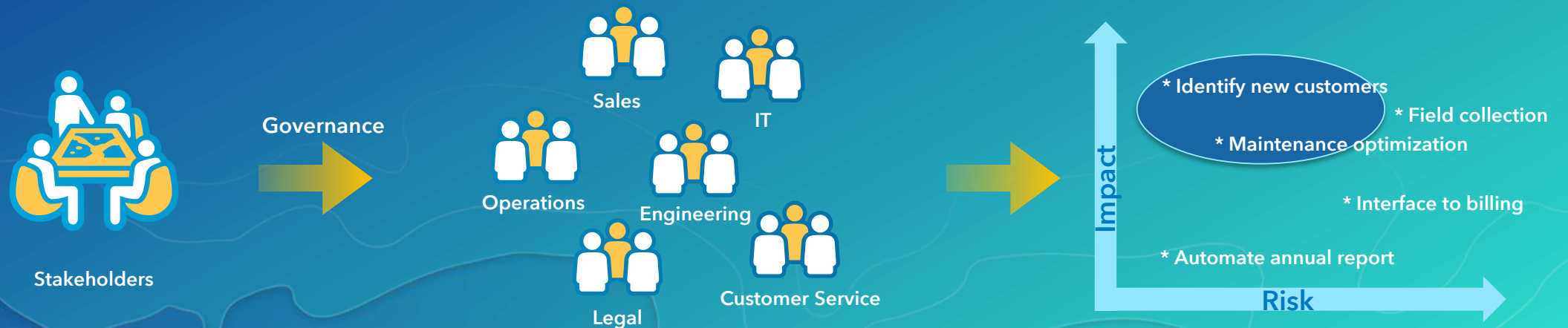


**Project Success**

# Vision, Value and Objectives

The real reason for the project

- What is the business reason for this project?
- How will the organization benefit
- Prioritize based on overall impact
- Obtain “buy-in” from executive leadership through project team members

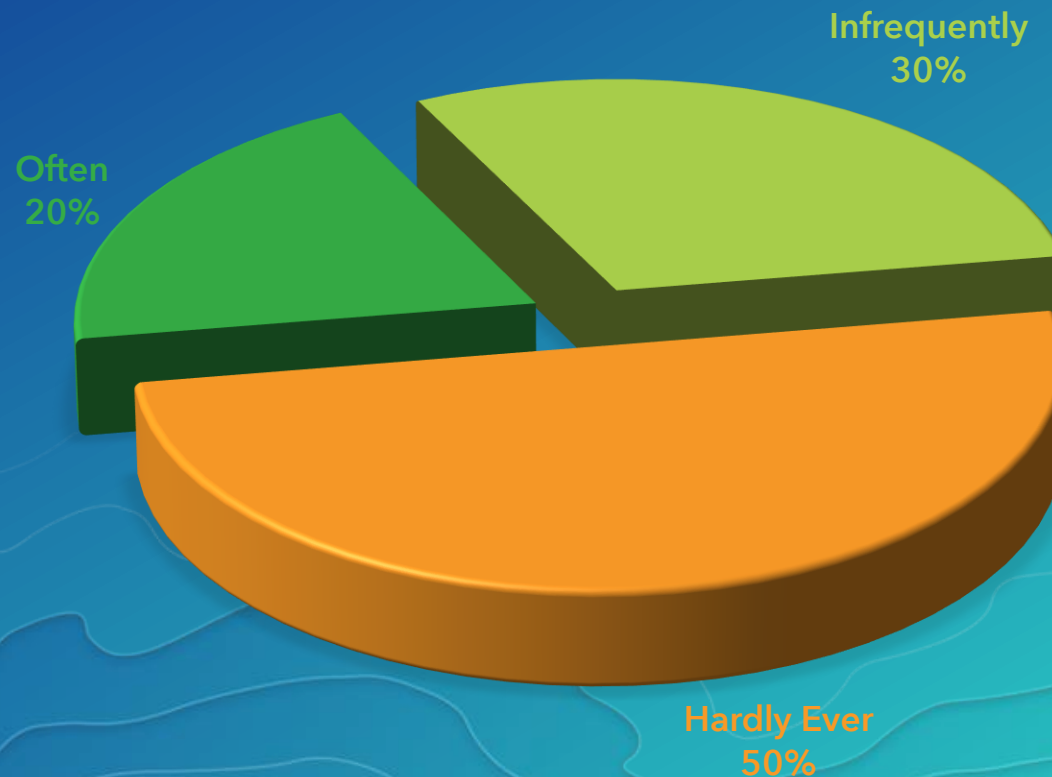




# Stay Focused on What is Important

Why do you need it...What business value does it bring...

- What are the top 3 features that **MUST** be in this system
- Over 50% of features are hardly USED!!!!



# Engagement Strategy

- Who are the key stakeholders for this project
- How do you get them to “buy-in” , especially from executive leadership
- How do you communicate with them
- Tempo of project should direct your communication style
  - Daily standups
  - Weekly updates (how do you deliver? Email, blog, report, in-person?)
- Across teams - up and down the chain
- Understand when to say NO



Image: rickgoodman.com

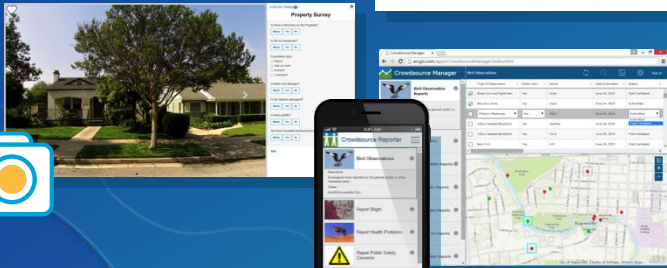
# User Involvement

## Focus on their workflows

Create Public facing maps and apps

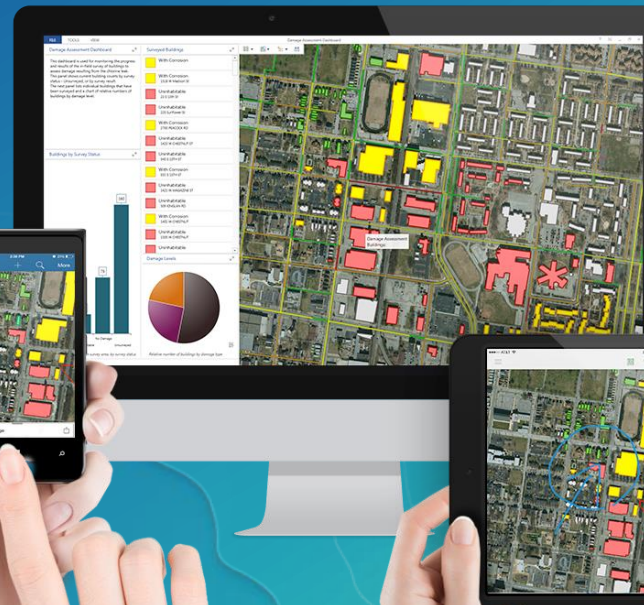
Open Data

Story Maps

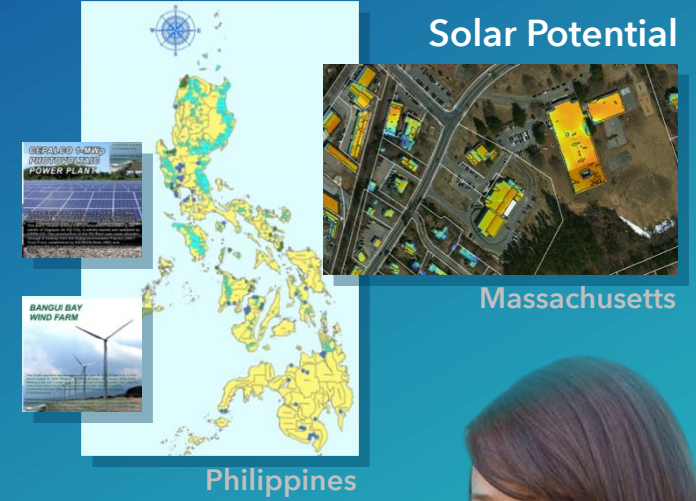


Crowdsourcing

Show status of my facilities (on any device)



Show the potential for solar energy  
Solar and  
Wind Energy



Solar Potential

Massachusetts

Philippines





# Good People

## The key ingredient for project success

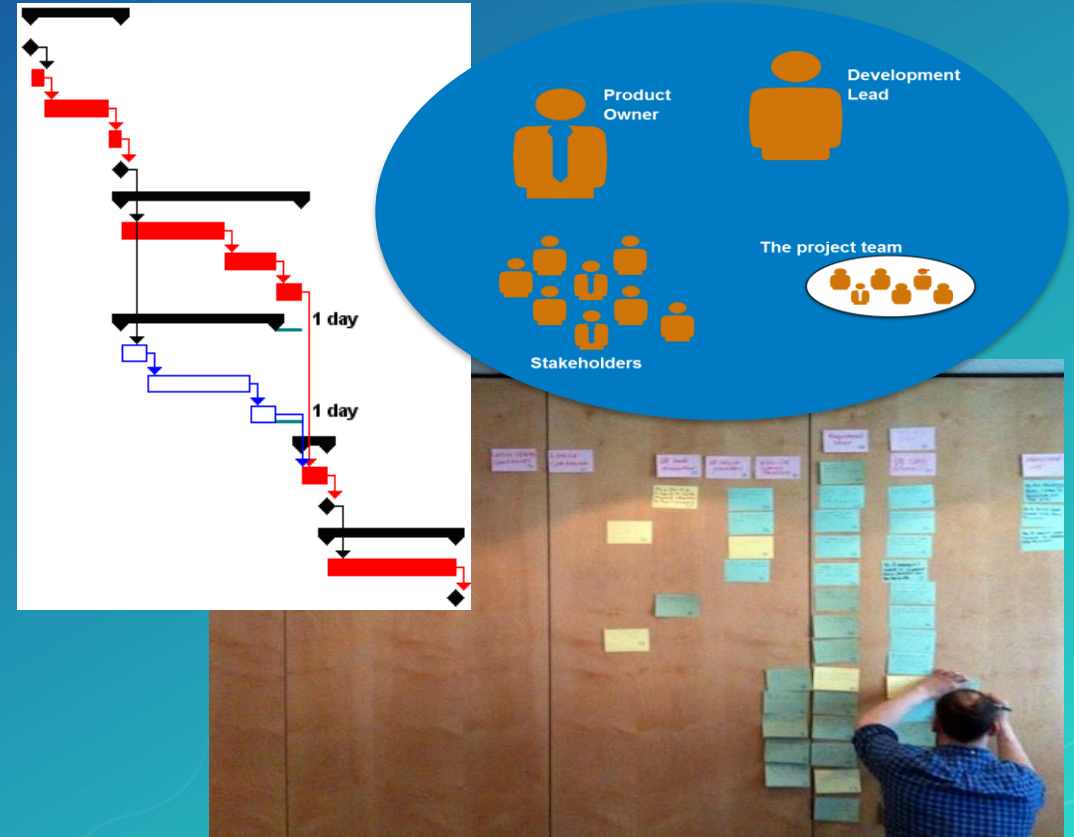
- Requires people with the right technical skills
- Team members in the correct roles
- Clear ownership and authority
- Decision makers
- Will align to your methodology





# Plan for success - Smart Planning

- Planning is a team sport
- Clearly define roles and responsibilities
- Define a methodology and establish a project rhythm
- Avoid unrealistic schedules
- Process for monitoring team performance
- Risk management plan



# Requirements, Requirements, Requirements

The most important part of a project

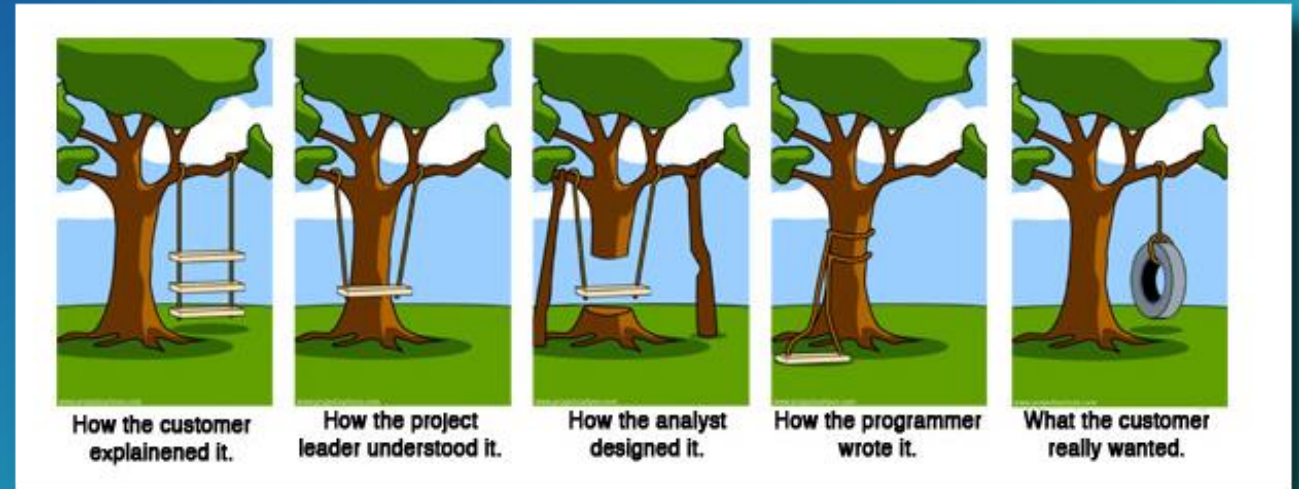
Model business workflow

Move from general to specific

WHAT not HOW

Not a long list....

Provide Traceability

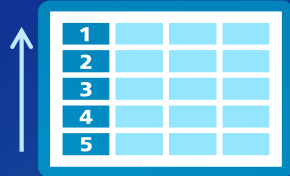


Source: [requirementstechniques.wordpress.com](http://requirementstechniques.wordpress.com)

# Use an Evolutionary Approach

Build the most important things first

Product Backlog

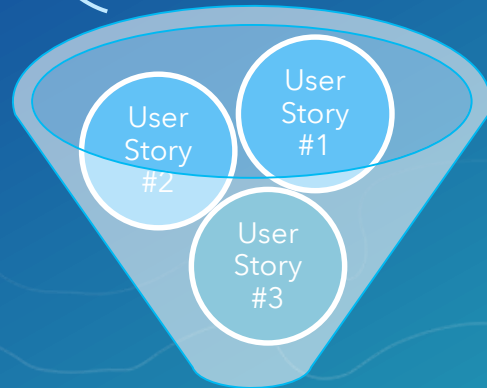


1			
2			
3			
4			
5			

Requirements

- Who is it for?
- What is the result?
- Why is it needed?

*As a <type of user>, I need  
<feature/function> so that  
<business value>*



Sprint Plan/Backlog

Tasks

Sprint Cycle  
<30 Days

Daily  
Review

Working  
Increment



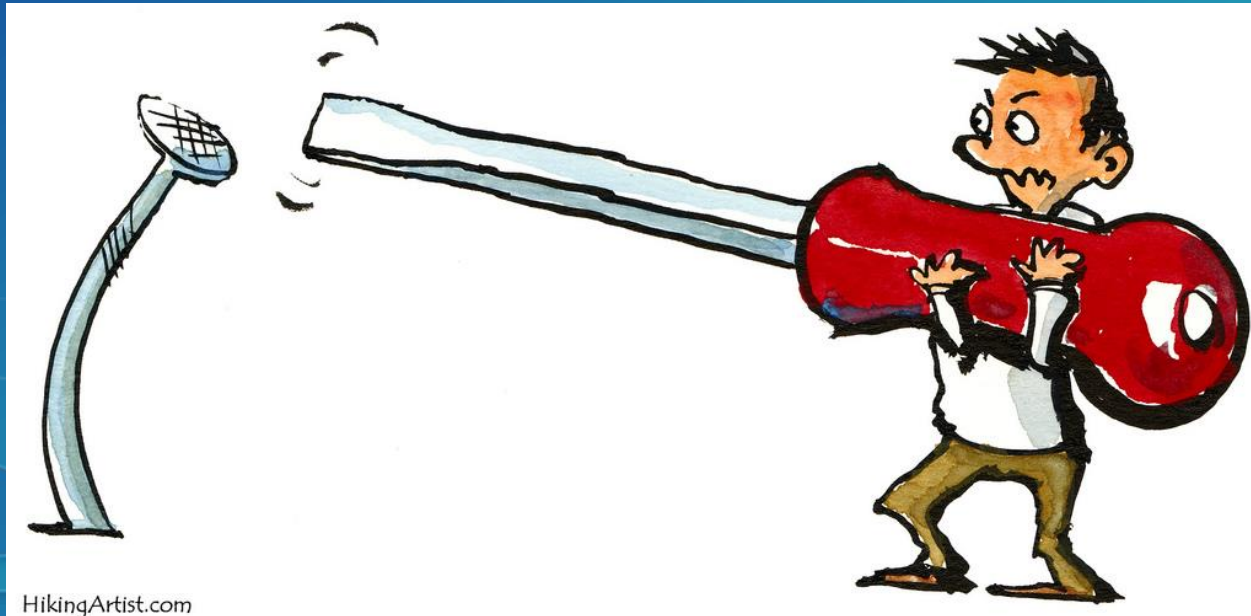
# Plan for Change

It will happen....impact on scope, schedule and budget



# Training and User Support

- Users make or break system success
- Users must understand the value of change to adopt change
- Balance training and organizational impact
- Chose an approach that focuses on workflows not functions



# Successful GIS Projects

1. Vision, value and objectives
2. Stay focused on what's important
3. Engagement strategy
4. User involvement
5. Good people
6. Plan for success - smart planning
7. Requirements, requirements, requirements
8. Evolutionary approach
9. Plan for change
10. Training and user support



# Successful GIS Projects

- Are you building the right thing?

- Vision, value and objectives
- Stay focused on what's important
- Engagement strategy
- User involvement
- Good people

- Are you building it the right way?

- Plan for success – smart planning
- Requirements, requirements, requirements
- Evolutionary approach
- Plan for change
- Training and user support

## Additional Resources

- ***Software Requirements (2nd Edition)*** by Karl Wiegers, Microsoft Press, 2003
- ***Agile and Iterative Development: A Managers Guide*** by Craig Larman, 2004
- ***The One-Page Project Manager: Communicate and Manage Any Project With a Single Sheet of Paper*** by Clark A Campbell, 2006
- ***Applying UML and Patterns (2nd Edition)*** by Craig Larman, Prentice-Hall, 2001
- ***Use Case Driven Object Modeling with UML*** by Doug Rosenberg and Matt Stephens, Apress, 2008
- ***Agile Development with ICONIX Process*** by Doug Rosenberg, Matt Stephens, and Mark Collins, Apress, 2005
  - [iconixsw.com](http://iconixsw.com)
- ***Software Project Survival Guide*** by Steve McConnell, Microsoft Press, 1997
- ***Writing Effective Use Cases*** by Alistair Cockburn, Addison-Wesley, 2001
- ***The Standish Group*** – [standishgroup.com](http://standishgroup.com)

## Additional Resources

<http://www.scaledagileframework.com/>

<http://alistair.cockburn.us/>

<http://www.iconixsw.com/>

<http://www.webmapsolutions.com/category/location-technology-for-all>

<http://blogs.esri.com/esri/>

<http://www.pmi.org/default.aspx>

<http://www.thoughtworks.com/insights>





esri

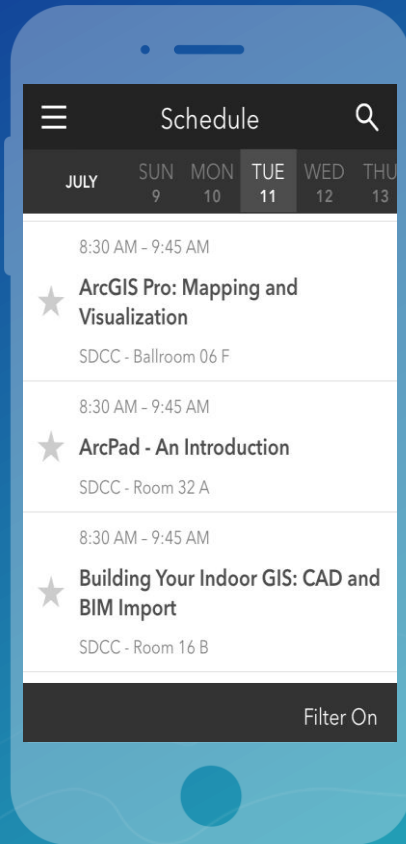
THE  
SCIENCE  
OF  
WHERE

# Please Take Our Survey on the Esri Events App!

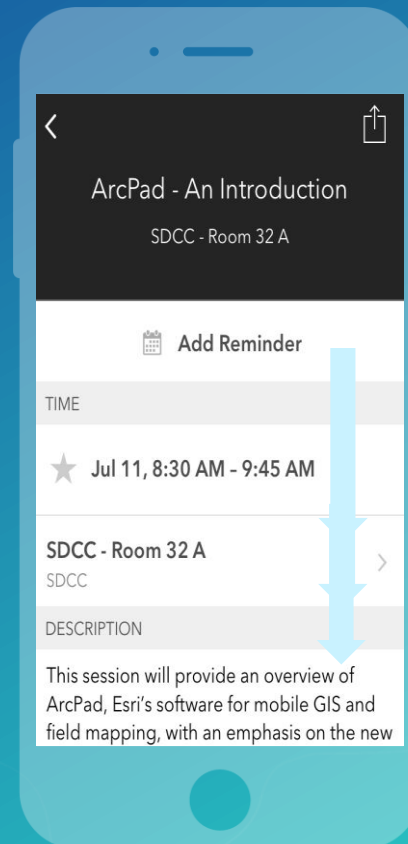
Download the Esri Events app and find your event



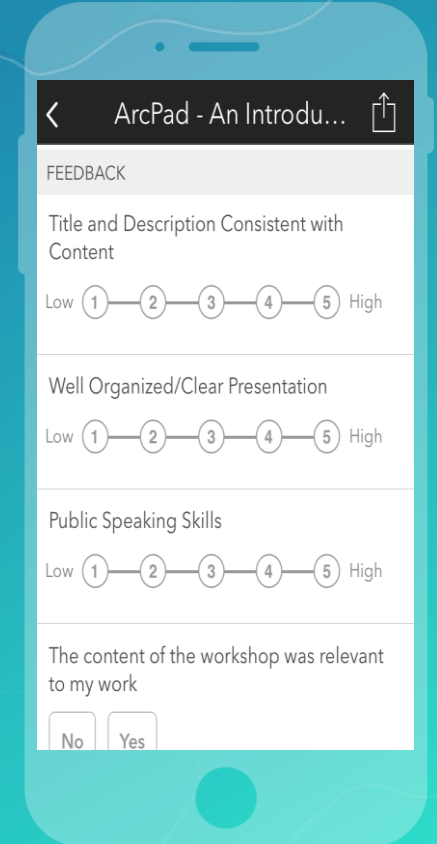
Select the session you attended



Scroll down to find the survey



Complete Answers and Select "Submit"



# Thanks

- Gerry Clancy - [gclancy@esri.com](mailto:gclancy@esri.com)
- Glenn Berger - [gberger@esri.com](mailto:gberger@esri.com)