

# Choosing and Implementing Recreation Software



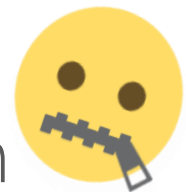
# Hello!



## Laura Williams

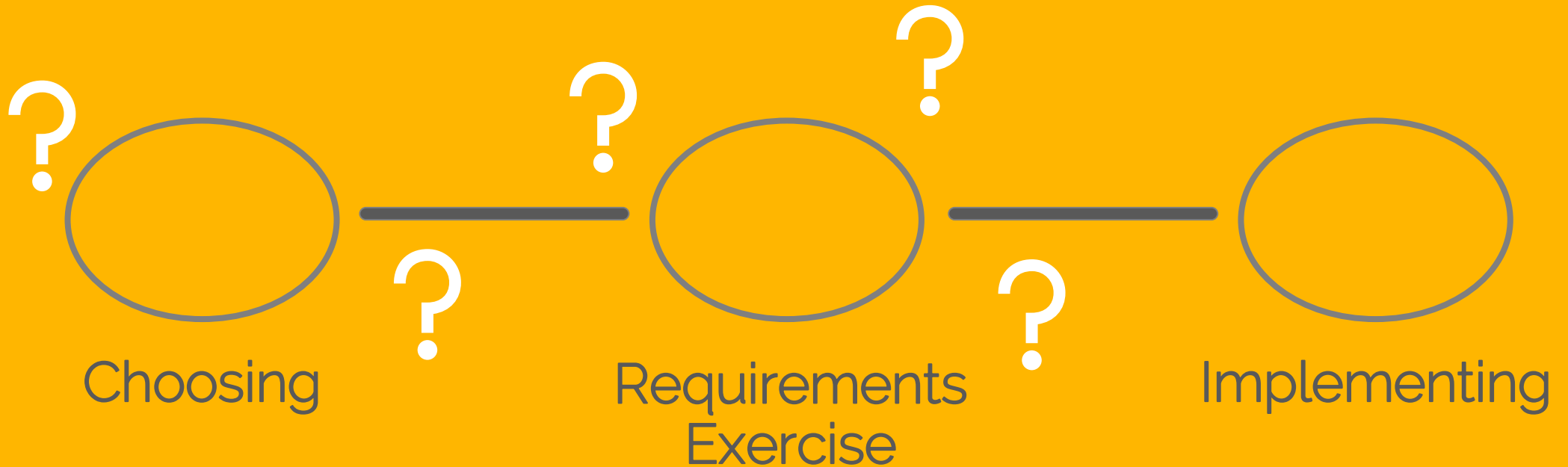
Support Operations Manager—Customer Service Help Desk,  
Prince George's County Department of Parks and Recreation

- **Certified** Project Management Professional
- **Certified** Park and Recreation Professional
- **Survivor** of 1 major recreation software implementation





# Today's agenda





# CHOOSING



# Building your requirements

Start with a needs assessment



# A **what?**

**Needs assessment:** a systematic process to determine the needs of the constituency.

*\*Source: Management of Park and Recreation Agencies, 4<sup>th</sup> Ed., NRPA*

# Types of requirements

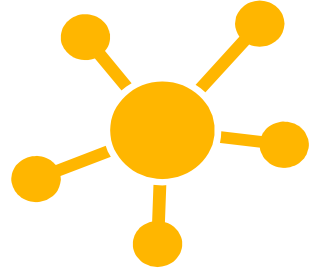


## Functional

Describe **what** the system should do

## Non-functional

Describe **how** the system should work (quality attributes)



# Requirement examples

## Functional

System must allow for various account **search methods** (name, phone #, unique customer barcode #, etc.).

## Non-functional

All features must **operate reliably** when running the system in the Google Chrome browser.

## Functional

System must **integrate with Geographical Information System** to pinpoint facilities and point of interest within the City.

## Non-functional

80% of stakeholders reviewing the proposal should be **satisfied with the UI** (user interface).

## Functional

System must be able to **email** customer account statements.

## Non-functional

Updates shall not require significant system **downtime** (more than 1 hour per month).





# What **good** requirements do

- **Map** to acceptance criteria
- Allow for **testability** later
- Help your end product be **accepted** (and embraced!)



# What **bad** requirements do

- Speak the language of one **particular** software
- Use **vague** language that can't be tested
- Lack clarity and make **everything** seem like an option



# Words **matter**

- Should/may **vs.** shall/will/must
- Avoid **subjectivity** (“easy,” “quickly,” “customer-friendly”)
- **WHAT** it must do, not **HOW** it must do it

“The system must allow for internal bookings (made by staff for staff events, without a requirement to attach a fee).”



# People **matter**, too

- Think from the perspective of **all** stakeholders
- **Your** input makes the list better





# User stories

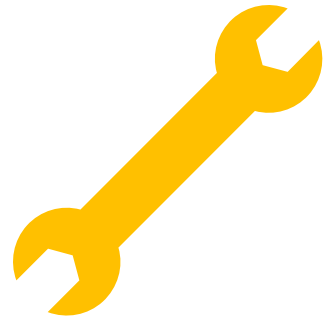
- Capture a description of a software feature from an end-user perspective
- **Type** of user, **what** they want, **why**
- **Simplify** requirements

**"As a {user}, I can {do something} so that {I receive some benefit}."**



**"As a {user}, I can {do something} so that {I receive some benefit}."**

- "As a customer service rep, I can reprint receipts from the sales screen so that I can quickly give customers the financial data they request."
- "As a coach, I can enter scores via the web so that my league players can get quick access to standings."
- "As a programmer, I can run proof reports for my program entries so that I can ensure my marketing materials are accurate."



# Your turn!

Build some requirements of your own using the sheet provided.

Think of 3 of your main stakeholders and write a statement from each of their perspectives.





# Making a decision

What's in, what's out

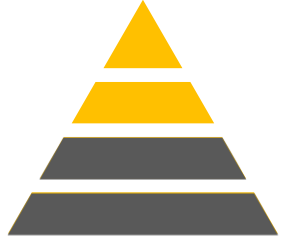


# The Coldstone model



# “Gotta Have It”s

- Determine your **deal breakers**
- **Can't** lose ground technologically



# “Like It”s & “Love It”s



- Be **pragmatic**
- Follow the **80/20** principle
- **Resist** bells and whistles



# Other considerations

- Cost (how to estimate)
- Required integrations
- Product roadmaps
- Who's gonna support it?



# Seek out references

Are they  
knowledgable?

Are they  
accurate?



# Navigating procurement

Wait, now we have to pay for it?



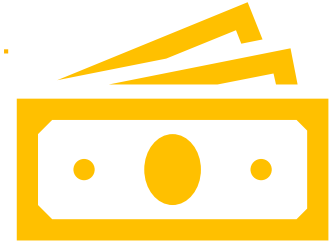
# Contract vehicles

- Request for Proposal (RFP) vs. riding a contract
- If it seems too good to be true...
- Proceed with caution
- Don't reinvent the wheel

| YES | PARTIAL | NO |
|-----|---------|----|
|     |         |    |

Table 1: Capability Value Rating Criteria for Proposer Response to Requirements

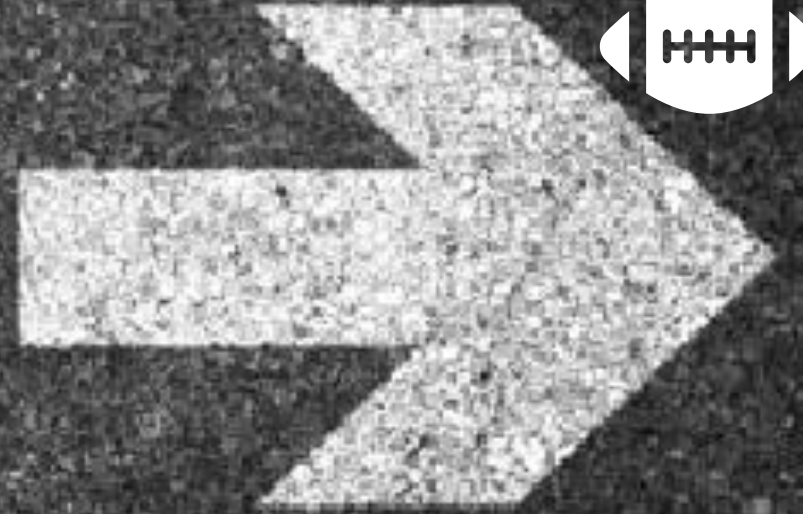
| Capability Value | Description  |
|------------------|--|
| 0                | Functionality Not Provided: Solution does not meet requirement, even with a third party solution.  |
| 1                | Functionality Provided, But Requires Integration with Third Party: Solution requires third party hardware/software solution to meet requirement. Please name and identify third party solution required in the Description and/or Comments field |
| 2                | Functionality Provided, But Requires Customization: Customization implies that specialized software and/or data programmatic coding is required to deliver on requirement.   |
| 3                | Functionality Provided, But Requires Extensive Configuration: Extensive Configuration implies that solution requires configuration, in excess of two weeks and/or 80hrs, to deliver requirement.   |
| 4                | Functionality Provided Out-Of-The-Box: The Proposer provides the functionality from its existing code base and basic/minimal configuration may be required to deliver requirement.   |



# Determine your budget

- Indirect costs (training, staff time, site visits)
- Ancillary costs (hardware, supporting software)
- **Negotiate!**
- Get creative to cut costs—**"make or buy"**





# IMPLEMENTING





# Initiating and planning

Fail to plan, plan to fail



# Form your **team**

- Figure out project **needs**
- Project manager: a **must!**
- Every **stakeholder** matters
- **Leverage** your network



# Kick off the project

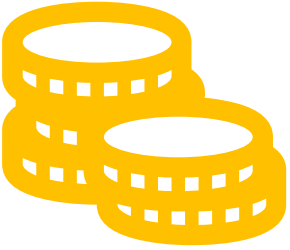
- Project **sponsor** and charter
- Did someone say launch **party**?
- Do a **pre-mortem**
- Make a **risk** register



# Get ready to **start** **strong**

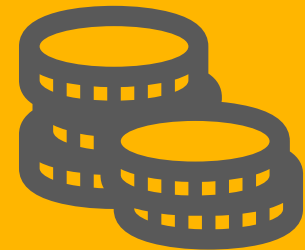
- Make a **plan/timeline** (ask for samples)
- Create **transparent** task management resources
- Think about **ongoing** business
- Pick others' brains and get **lessons learned**

# Change **management**



- You can't **please** everyone...
- ...But you can **include** everyone!
- **Communication** is key
- Find a **balance** between comfort and improvement

|                          |  |
|--------------------------|--|
| <input type="checkbox"/> | very frustrating and not user friendly |
|                          | 5/10/2019 1:48 PM                      |
| <input type="checkbox"/> | Site was very user friendly.           |
|                          | 5/9/2019 8:44 PM                       |



# Executing the project

Time to get to work



# How do I set it up?

It's easy!

Power up your Roku device



Roku players  
Plug into your TV



Roku TVs

Connect the Roku device to the internet



Modem/router

Create a Roku account and activate your device



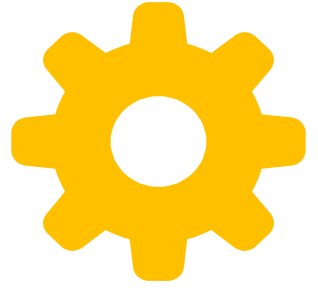
Happy streaming





# Data migration

- What to bring—and what **not** to
  - Unavoidables
  - Choices
  - Time to clean out your closet
- **Kick** bad habits
- Shorten the learning curve—do data entry **yourself**



# Configuration **choices**

- Status quo?
- Exploring what's **new**
- **Now**—or later?
- Build **self-service** solutions wherever possible
- Rollout **strategy**?
- You don't know what you don't know

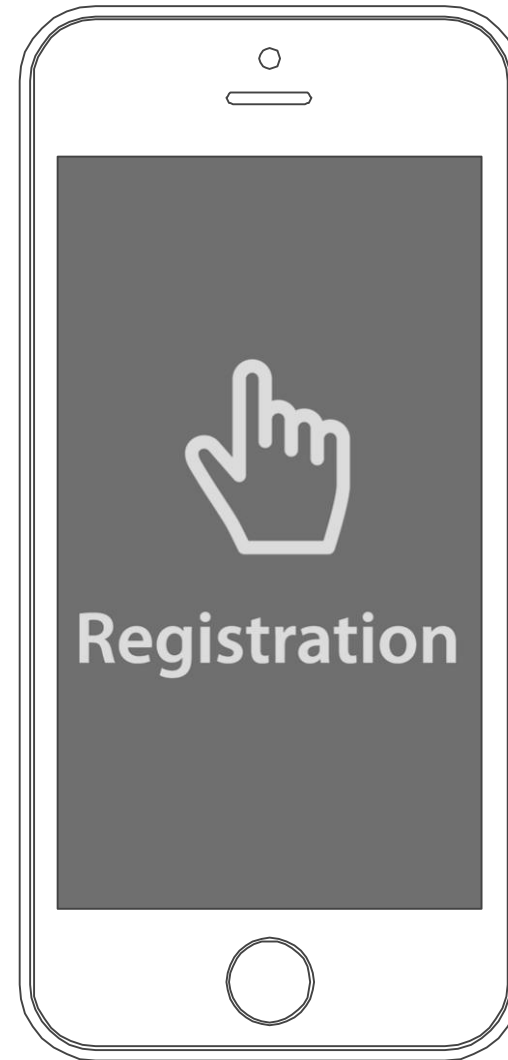


# Stakeholder engagement

- Keep **communicating**
- **Especially** with Finance and IT

# Remember Customer experience

Give them a chance to see it if you have time—get all the feedback you can!





# Training and testing

1, 2, 3...



# Creating SMEs

- **Consultants**—your new best friends
- **Train** the trainer

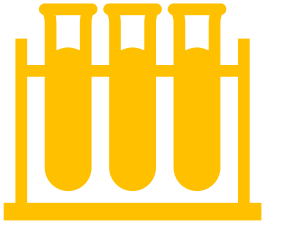


# Preparing end users

- Start **early**
- In person? Online? Both?
- Make it **hands on**
- Have **reinforcements** readily available



ScreenSteps  
Knowledge Base



# Testing strategies

- User **acceptance** testing (UAT)
- Call in the cavalry
- Run in **parallel**





# Going live... and beyond

You survived! (Right?)



# The **first** weeks

- Have consultants **onsite** if possible
- Communicate!!!
- Closely **monitor** financials



# Wrapping up

- **Lessons learned**, postmortem, close party
- **Don't forget** your old data
- Continue customer **communication**



# The **myth** of completion

- Implementation is **NOT** the end!
- First year—every day brings new **challenges**
- “It’s new” **wears off eventually**



# Moving **forward**

- Keep **networking**
- Stay on top of **new** releases
- Stay **close** to your vendor
- **Pay attention** to the industry



# Thanks!

## Any questions?

You can find me at [laura.williams@pgparks.com](mailto:laura.williams@pgparks.com)

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