FAMILTRACK

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applied
innovative
commercial

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CAPSTONE PROJECTS

Project executive summary:

There was an opportunity at the Dunedin Visitor Centre to develop a software solution to address the issue of controlling and distributing media based data collected from staff familiarisation tours. The existing systems was manual at that time, and information sharing was limited to e-mail between staff members, which was an under utilization of resources. The client was looking toward the future to a New Zealand wide Visitor Information network. There are 97 other Visitor Information Centres in New Zealand, none of which have an adequate system of dissemination of information. All of these are separate entities managed by different bodies. The distribution of knowledge was an issue the client was concerned with. The development of the Dunedin Visitor Centre project would follow the Systems Development Life cycle (SDLC). A broad collection of ideas would be analysed. The SDLC provided deliverables at each stage of the project. Incremental commitment was used in conjunction with the SDLC to ensure the correct project path was taken and developed successfully.

The recording and retrieving of familiarisation trips is standardised with the use of FamilTrack. The template allows staff to insert digital images and digital video clips alongside text with ease so that all staff should be able to produce reports to a set standard. The association to a NZ map is an inspiration. FamilTrack also enables staff to present their recordings as a series of web pages for easy of use and greater flexibility. The software suggests other potential applications in the tourism industry which, when fully explored, present an exciting future for the product. I was impressed with Matt's professionalism and application. He adhered to a strict protocol and procedure that he explained in detail as we progressed. It was obvious that his methodic approach enabled the software to develop towards the successful conclusion.

Project description:

A software solution would be to address the issue of controlling and distributing media based data collected from staff familiarisation tours. The exact form that this would take was not set at that stage, as analysis of the problem was not completed.

Feedback from Paul Cubitt, Dunedin Visitor Centre:

"The FamilTrack database will hugely improve the way we record and report on familiarisation tours at the Visitor Centre. Prior to the introduction of the FamilTrack system, there was not a standard format for presenting information gathered while on familiarisation tours. As a result, the type of reports created varied according to the ability of staff members to utilise the software on hand.