

Identifying customer and stakeholder requirements

Projects are the vehicles via which government policy is translated into public services or improvements to existing services are made. Establishing from the start who the most important customers and stakeholders are, and their requirements, is critically important for successfully delivering a project. Projects may soon run into problems if their requirements are not properly defined.

Once a project is up and running, maintaining contact with those customer and stakeholder groups is equally important; updating them, managing expectations or even revising the project's requirements as it develops.

Description

At the start of any project, defining its requirements can be tricky. For example, there can be a tendency to aim to deliver what customers want, rather than what they need. On some projects, customers might not even know what they want or need. This topic will introduce you to the importance of customer requirements, how to define them and when they should be identified.

You'll also consider how agreeing project requirements is not enough. You need to ensure that you identified the right customers and stakeholders in the first place and that they understand the project requirements. You'll also learn how best to communicate with those groups and how to make the most of their involvement throughout the project lifecycle.

What's the outcome?

By completing this topic, you'll understand how to identify your customers and stakeholders. You'll be able to design projects that

meet these groups' requirements from the outset – and you'll understand the value of maintaining regular contact with them throughout.

By more proactively engaging with, and managing, these groups you'll produce better outcomes with clear benefits for the end user.

What does it involve?

This is an online topic, featuring an hour and a half of online tutorials, videos, a task and a quiz. You'll hear from experienced project delivery professionals as well as finding out about an example of a project where requirements weren't properly considered. You'll look at the process of defining requirements and how to create a customer and stakeholder engagement strategy. You'll have the chance to work through a case study to determine how you would manage the process and will be given tips and advice for transferring what you have learned back into the workplace.

Learning activities



Online
resources



Online
tutorial

Estimated learning time:
1 hour 30 minutes

How to book

learn.civilservice.gov.uk

0203 640 7985
support@governmentcampus.co.uk

Price band: Free

