



香港青年協會

*the hongkong federation of youth groups*

# EXPERIENCE SHARING IN IT PROJECTS DEVELOPMENT

CLIENT AND CUSTOMER RELATIONSHIP  
MANAGEMENT SYSTEM (CCRM)

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# CHALLENGES IN SYSTEM DEVELOPMENT

- Project Delays
- Budget Overruns
- Failure to deliver expected functions
- Poor performance





# OBJECTIVES

- Improve system development processes
- Adopt effective strategies for successful project execution

O1

UNDERSTAND YOUR NEEDS

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O2

CASE STUDY: CCRM

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# KEY CONSIDERATIONS IN SYSTEM DEVELOPMENT

1

## DEFINE YOUR PURPOSE

- Clearly define the purpose and objectives
- Align with the organization's goals

2

## BUDGET AND RESOURCES

- Conduct a comprehensive analysis of project requirements
- Account for potential contingencies and unforeseen expenses

3

## PRIORITIZE REQUIREMENTS

- Assess criticality and impact
- Identify potential trade-offs or compromises

4

## STAKEHOLDERS

- Identify and involve of your key stakeholders
- Ensure effective communication

5

## SCALABILITY AND FLEXIBILITY

- Plan for future needs
- Accommodate for growth, increase in user demands and technological advancements

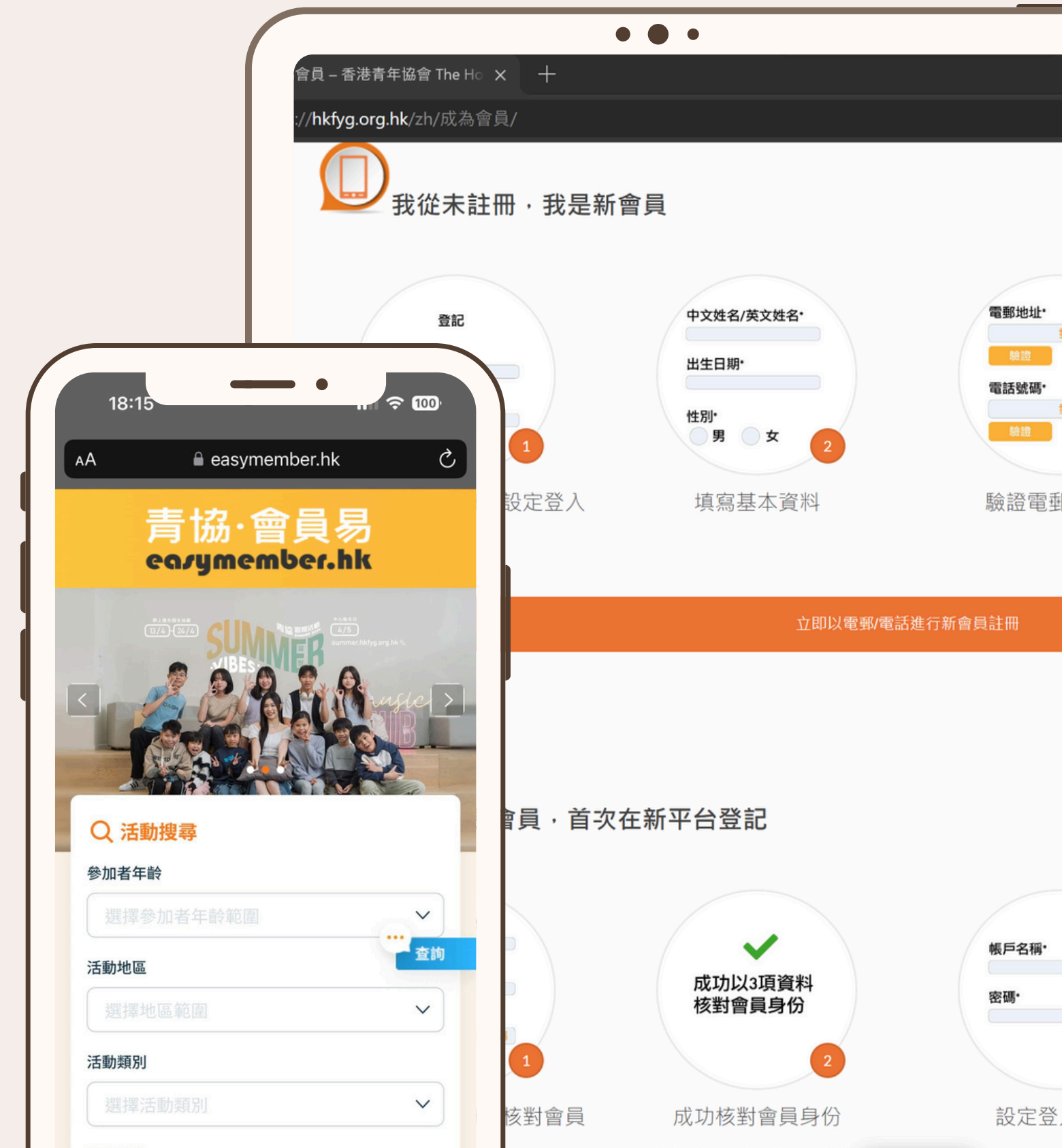
# CCRM PLATFORM

## Target audience

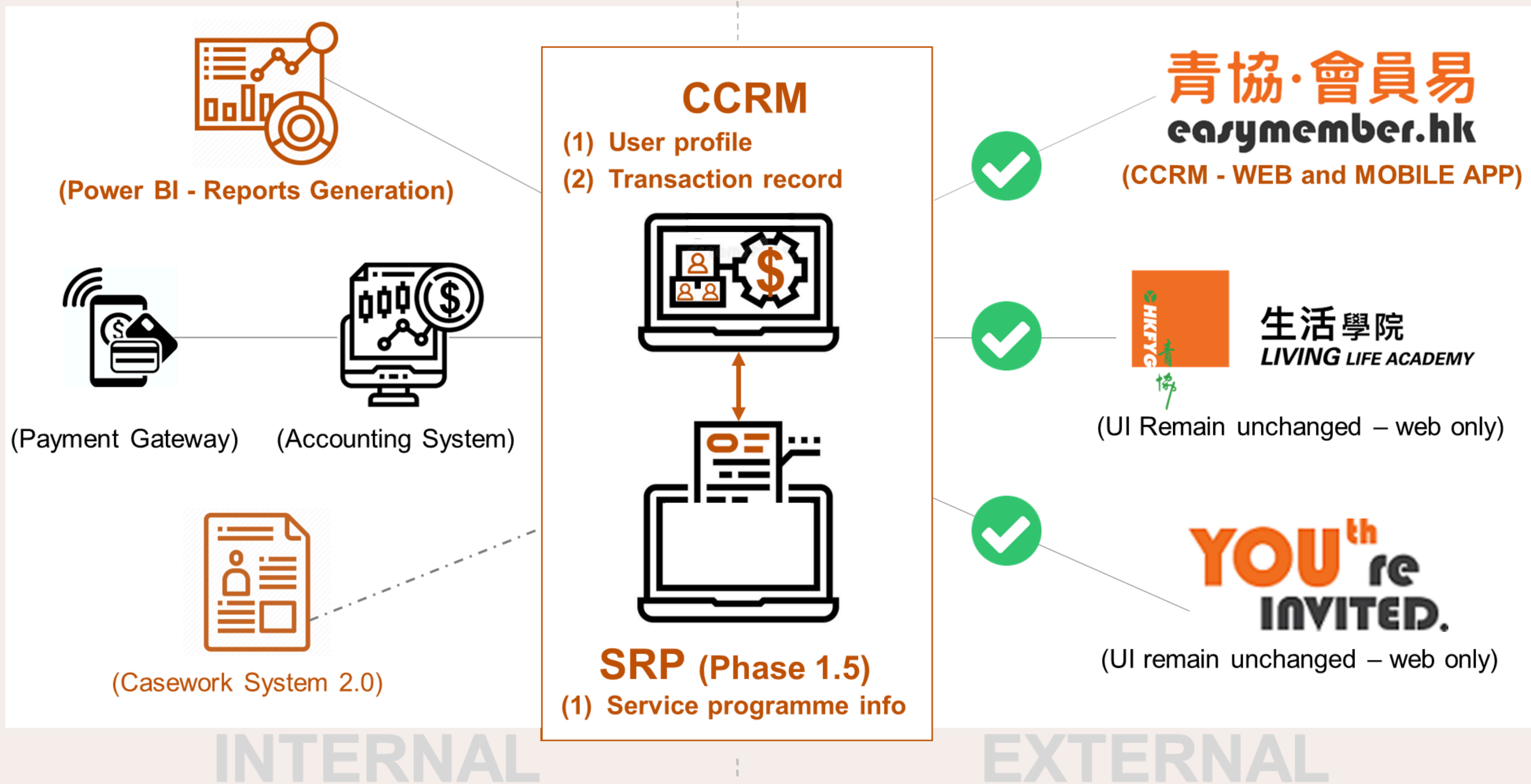
- HKFYG members and potential users

## Purpose

- Strengthen the relationship with users
- Enhance user experiences by improving customer service
- Develop a more comprehensive user database

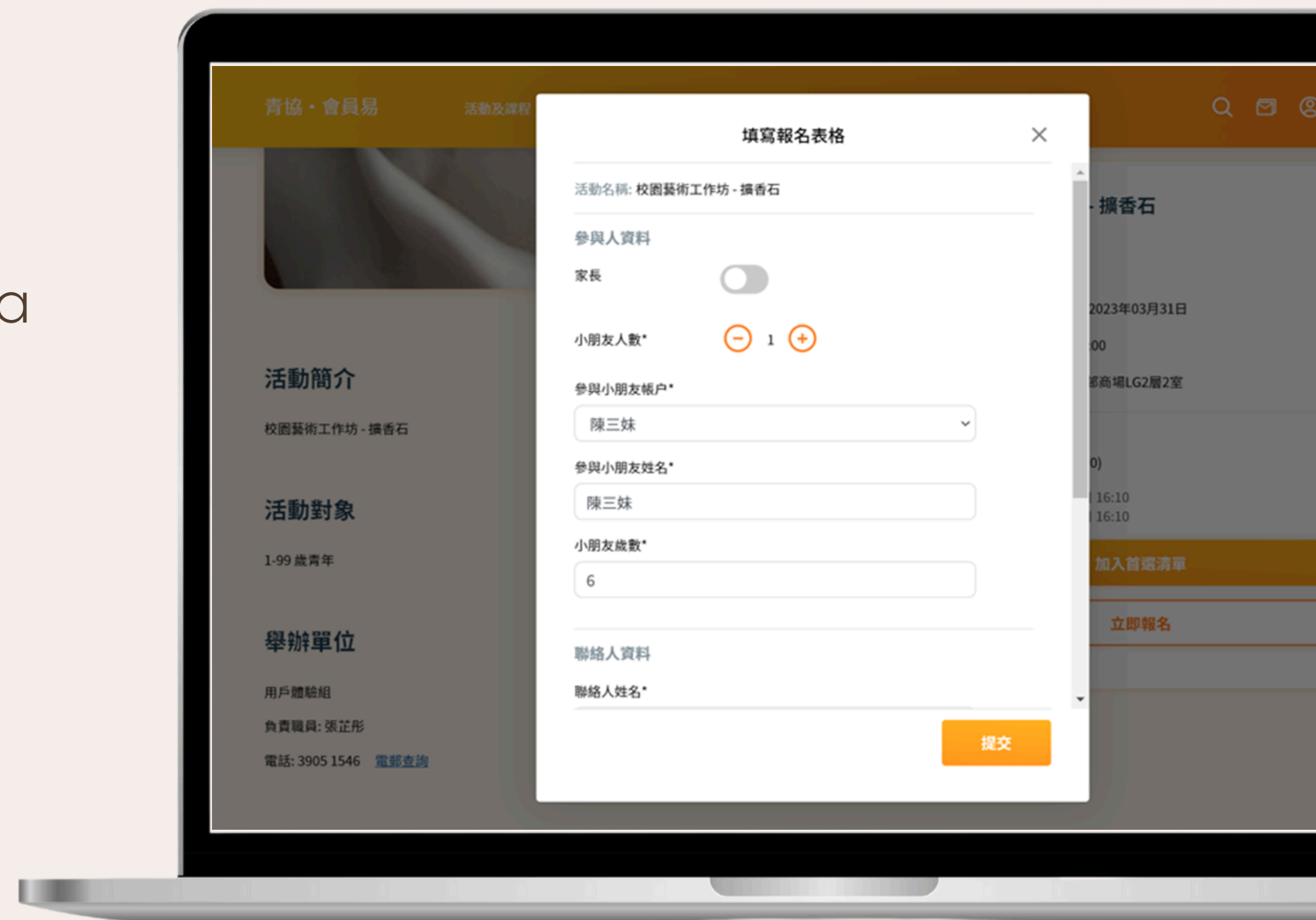


# DESIGN OF CCRM

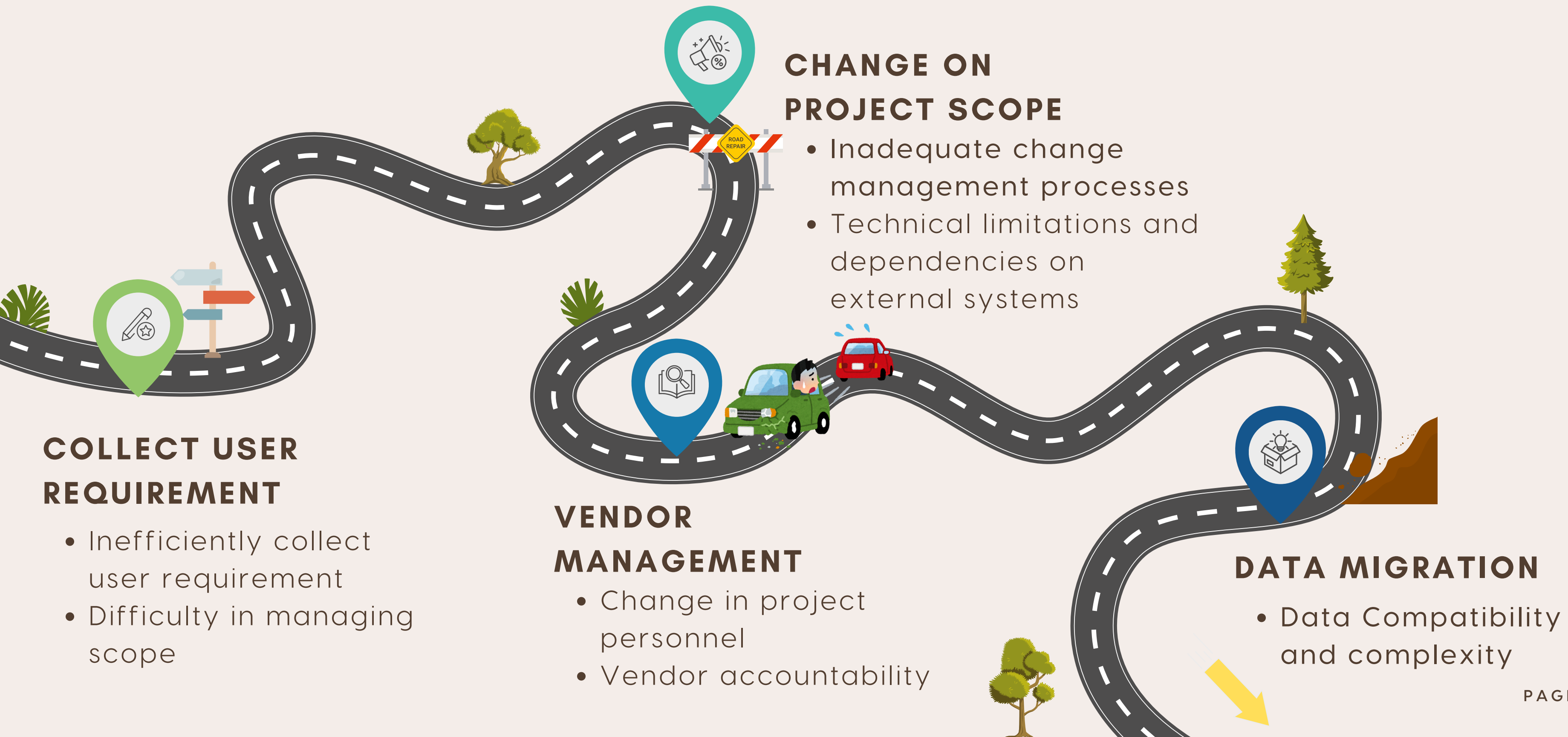


# FUNCTIONS ENHANCEMENT IN CCRM

- Marketing Campaign via SMS and email
- Guidance Mode
- Shopping Cart with real time quota
- Customize Report
- Implementing a hybrid cloud infrastructure



# MAJOR CHALLENGES IN CCRM DEVELOPMENT



## COLLECT USER REQUIREMENT

- Inefficiently collect user requirement
- Difficulty in managing scope

## CHANGE ON PROJECT SCOPE

- Inadequate change management processes
- Technical limitations and dependencies on external systems

## VENDOR MANAGEMENT

- Change in project personnel
- Vendor accountability

## DATA MIGRATION

- Data Compatibility and complexity



# SOLUTION AND BEST PRACTICE

## INITIATION AND PLANNING



- Establish a structured requirements gathering process
- Create prototypes, wireframe to visualize the requirements
- Establish a contingency plan

## DEVELOPMENT



- Select an appropriated development approach
- Establish a change control process
- Review with stakeholder and vendors regularly
- Conduct test and validation
- Maintain well-organized documentation

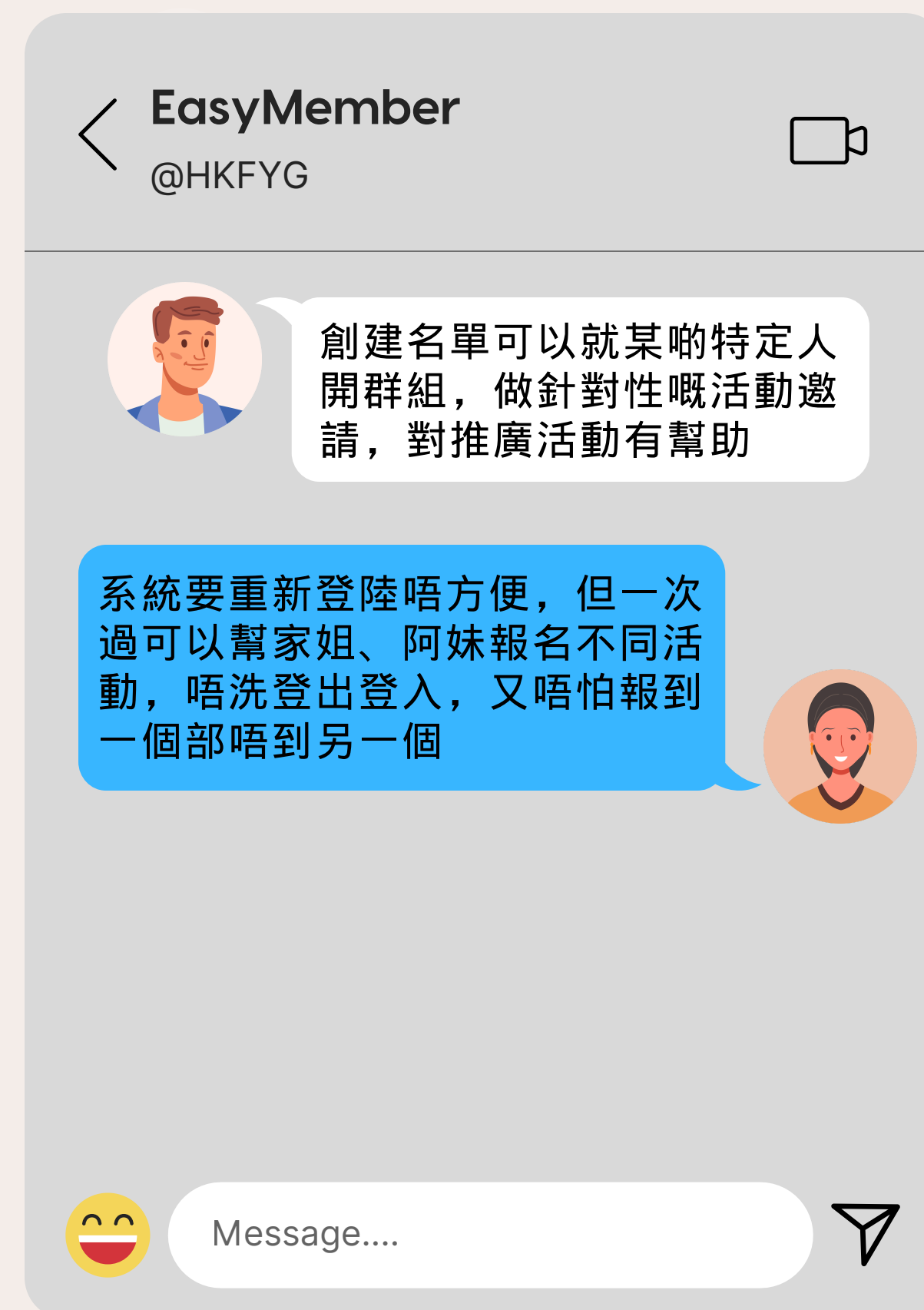
## LAUNCH



- Provide training and support to user adapt
- Monitor user feedback

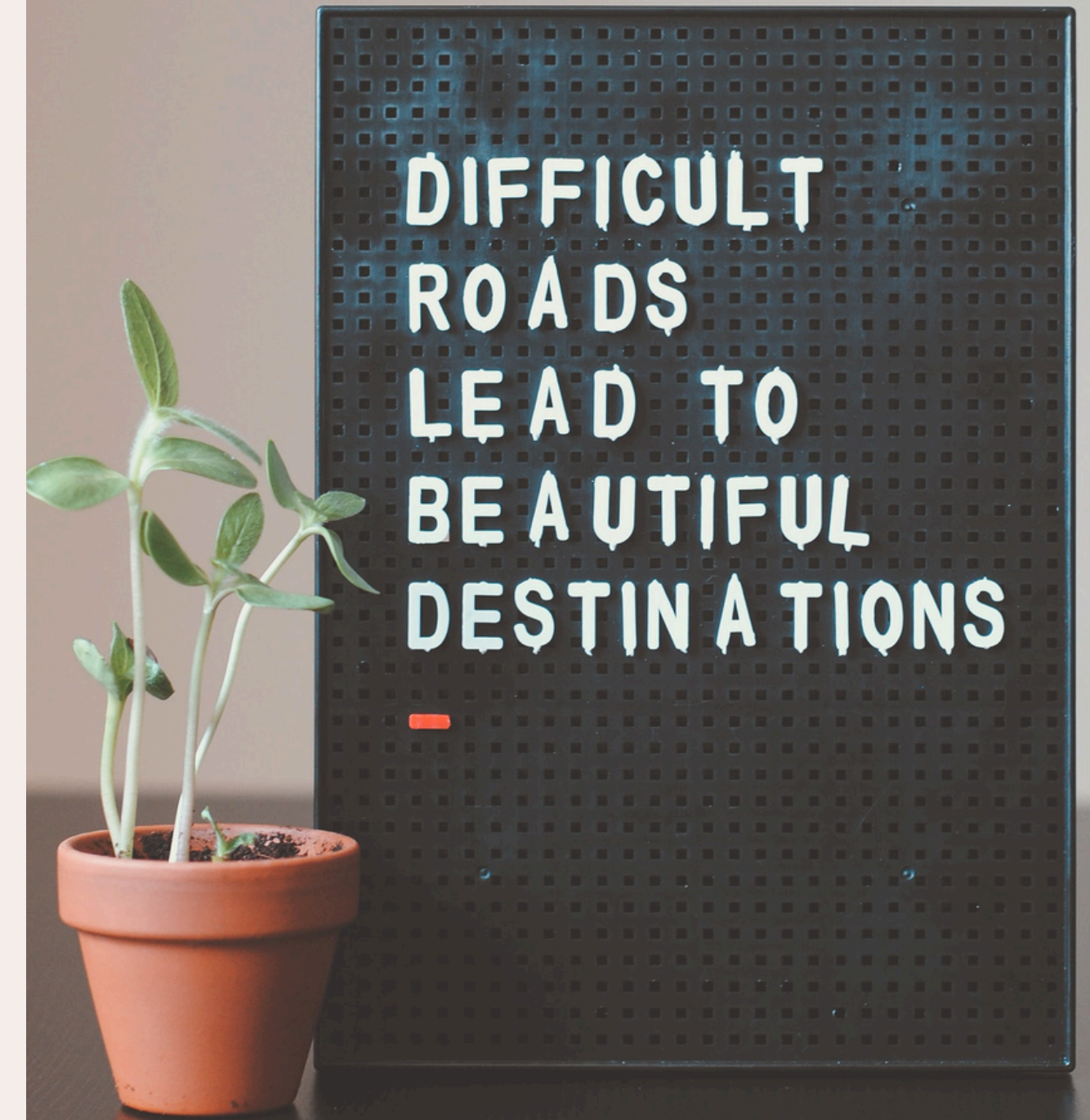
# BENEFIT AND USERS' FEEDBACK

- Streamlined workflow
- Strengthen user engagement
- Provide performance tracking
- Generate insights



## CONCLUSION

- Effective change management are essential for successful system development
- Open communication and collaboration lead to better decision making and improved outcome
- Strong support from management can contribute to its success





# CONTACT

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