

Summary

Responsive, automated, agile delivery transforms business relationships

- Timeline : Standing start to production MVP in 4 months.
- Team : On-demand skills averaging 4 FTE running 2-week sprints
- Impact: Over 1 million annual visitors to federal national parks.
- Devops: Over 100 post-production releases without failure.
- Relationships with parks staff & wholesalers transformed.
- Technology : AWS Cloud and open source platforms.

The Challenge

To design, build, and deploy an e-ticketing platform for Kakadu National Park in 4 months

The Director of National Parks (DNP) operates federally managed national parks such as Kakadu and Uluru. Until recently, all visitor passes were paper based. Consequently DNP faced;

- an inability to manage varied pricing by season and traveller type
- In mid 2015, a traditional “big up front design”, market test, and waterfall delivery was commenced. But by end December 2015, with only 4 months left before launch, the best a best RFP response was three times the available budget with a 12 month delivery date.

- a severe lack of business intelligence about end customers, limiting ability to target marketing campaigns.
- a compliance issue because paper tickets do not carry purchaser identifier and can be passed between travellers.

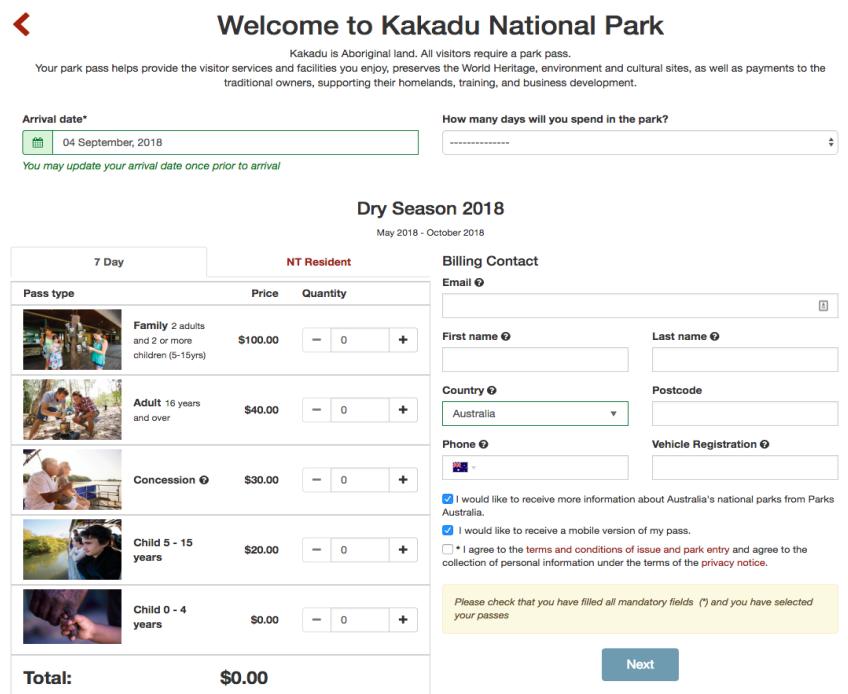
Our Response

An agile team following DTA standard and powered by highly automated devops

DNP decided to try an Agile approach as an alternative and engaged GoSource early January 2015. We deployed a small team including a part time delivery manager, a tech lead, a front end developer, a back end developer, and an automated test developer.

By early February we were testing prototypes with tour operators in Darwin and collecting valuable user research that changed the course of subsequent delivery. By early March we had a working “Alpha” MVP (minimum viable product) delivered to the AWS cloud and highly automated devops in place. By early April we had a fully featured “Beta” product soft launched with early customers. The system went live for all users a few days ahead of the original 1st May target date. The total cost was around half the original budget.

The e-ticketing platform has allowed DNP to adjust pricing, improve compliance, and gather valuable business insights to support more targeted marketing. As a consequence, park revenue is already far exceeding revenues for the same period last year and end customer satisfaction is very high.



Key Results

Winner of secretaries award for best project in the portfolio

E-Ticket sales rapid ramp up to 90% of sales volume

- The mobile responsive platform was intuitive and because it had a strong focus on the needs of the wholesaler (tour operators etc).

Improved compliance increased revenue

- 5 day validity anonymous paper tickets often changed hands between travellers. Named electronic tickets issues eliminated that behaviour.

Customer relationships transformed

- Responsiveness to evolving user needs led to a transformed relationship with both park staff and key resellers such as tour operators.

Rich analytics improved targeting of marketing campaigns

- Far richer traveller data allowed targeted marketing campaigns that have improved visitor numbers.

Extensibility – to Uluru, Booderee and other park activities

- The Kakadu solution has been extended to Uluru and Booderee and to related park activities such as campsite booking.

Independent audit (ANAO) found full compliance with no adverse findings.

Technologies

100 automated post-production releases without failure

Built



Managed



Deployed

