

Executive Summary-Relish Interactive Developing a Business Transformation Strategy

The purpose of this report is to detail our project experience with Relish Interactive for the course APS1013 – Applying Innovations in Engineering conducted by Professor Stephen C. Armstrong.

The report begins with the background information of Relish Interactive, the problem statement, scope, and the approach we took for this problem. In short, we were provided with a problem and the 6-step problem solving methodology was utilized to generate the solutions for this problem. A total of four data gathering meetings were scheduled and conducted with Paul Pattison, the owner of Relish Interactive; where additional information on the company structure, the product development process, and the business model of Relish Interactive were established. A root cause analysis was conducted and the problems were found in three specific areas of the company: Team experience and motivation, imbalanced company structure, and loose development process. A capability assessment of Relish Interactive was also performed and the results are detailed and summarized in this report. A case study of Alliance Enterprise was carried out along with an interview with the owner of the company, Rick Gifford. The case study was chosen because Alliance Enterprise experienced a similar situation as Relish Interactive of transitioning from a startup to a more mature company. One important aspect of the case study is the introduction of gamification which aided in the company's current success. A multitude of solutions were generated and listed in the Possible Solutions section. We proposed a two-step plan for Relish Interactive, starting with an Initial Improvement Plan, which is to introduce, implement, and create certain organizational change within the company in hope that the

company will reach a financial position to be able to hire a CEO and transform into a successful company in the near future.