**Assignment 1: Digital Transformation Readiness Assessment**

**Project Title:** *AI Digital Transformation Conference & Production of Trailer/Play Based on C.P. Cavafy’s Ithaca*\*  
**Course:** CRM/ERP and Digital Transformation  
**Duration:**    
**Team Size:** 3 Teams (

**1. Assignment Overview:**

This assignment focuses on **collecting data** to assess the **digital transformation readiness** of **local businesses, organizations, and government entities**. The data collected will help both projects:

1. The **AI Digital Transformation Conference**: Understanding the **current digital practices and needs** of businesses and public entities.
2. The **Trailer/Play Production**: Gathering insights on **cultural preservation and technological integration** from local stakeholders.
3. **Common Data Team**: Collecting information from **government agencies, public institutions, and cross-sector stakeholders** that benefit both projects.

**2. Learning Objectives:**

* Develop a **structured approach** to data collection.
* Understand **stakeholder engagement** through in-person, email, and phone interactions.
* Apply **survey design principles** to gather **reliable and actionable data**.
* Develop **collaborative skills** by cross-checking questionnaires between teams.
* Practice **data management and analysis** for **project planning**.

**3. Team Structure:**

**Team A:**

* Focus: **AI Digital Transformation Conference**
* Objective: Assess **digital literacy, AI adoption, and transformation needs** among **local businesses and tech organizations**.

**Team B:**

* Focus: **Trailer/Play Production**
* Objective: Understand how **local cultural organizations and creative industries** perceive **AI integration and cultural preservation**.

**Team C (Common Data Team):**

* Focus: **Government and Public Sector Readiness**
* Objective: Assess **digital transformation strategies, policies, and readiness** from **public institutions and government bodies**.

**4. Assignment Tasks:**

**📅 Phase 1 – Preparation**

**Objective: Develop the questionnaire and identify stakeholders.**

**Task 1: Questionnaire Development**

1. **Brainstorm Questions:**
   * Each team will draft **20-25 questions** relevant to their focus area.
     + **Team A:** AI adoption, digital literacy, data management practices.
     + **Team B:** Cultural preservation, digital storytelling, AI-enhanced creativity.
     + **Team C:** Government digital policies, public service transformation, AI in governance.
2. **Question Types:**
   * **Multiple Choice:** For quantitative insights (e.g., digital tool usage).
   * **Likert Scale:** To assess attitudes towards AI adoption.
   * **Open-Ended:** To capture personal insights or organizational challenges.
3. **Questionnaire Format:**
   * **Intro:** Brief description of the project and purpose.
   * **Consent:** Inform about data privacy and voluntary participation.
   * **Main Questions:** 20-25 questions categorized by topic.
   * **Demographics:** Basic information (e.g., industry, organization size).
4. **Discussion & Alignment:**
   * Teams will **meet to present their draft questionnaires**.
   * Identify **overlapping or redundant questions**.
   * Finalize a **harmonized version** that covers all essential areas.

**Deliverable:**

* **Draft Questionnaire:** One per team.
* **Meeting Summary:** Notes from the **collaborative discussion**, highlighting agreed changes.

**📞 Phase 2 – Data Collection (Week 2)**

**Objective: Collect data from identified stakeholders using various methods.**

**Task 2: Stakeholder Identification:**

1. **Local Businesses and Tech Organizations:**
   * Restaurants, retail stores, tech startups, educational institutions.
2. **Cultural Organizations:**
   * Museums, cultural centers, arts initiatives.
3. **Government Entities:**
   * Local government offices, municipal digital transformation departments, public service providers.

**Task 3: Data Collection Strategy:**

1. **In-Person:**
   * Each student collects **20 responses** through face-to-face interactions.
   * Document the **interaction process** and challenges faced.
2. **Email:**
   * Send questionnaires to **10 relevant contacts**.
   * Use **standardized email templates** to maintain consistency.
3. **Phone:**
   * Conduct **5 interviews over the phone**.
   * Prepare a **script** to ensure consistency and clarity.

**Deliverable:**

* **Collected Questionnaires:** 20 in-person, 10 email, 5 phone per student.
* **Interaction Log:** Brief notes on **challenges and responses**.

**5. Final Deliverables:**

1. **Draft Questionnaires:**
   * One finalized version per team (3 total).
2. **Stakeholder Map:**
   * A list of identified stakeholders with **contact details and assigned team members**.
3. **Data Collection Log:**
   * Overview of collected data (number of responses and methods used).
4. **Presentation:**
   * 5-minute presentation per team on:
     + **Survey Design:** How questions align with project goals.
     + **Data Collection Strategy:** Methods used and challenges faced.

**6. Assessment Criteria:**

| **Criterion** | **Points** |
| --- | --- |
| Quality and Relevance of Questionnaire | 30 |
| Stakeholder Identification and Mapping | 20 |
| Data Collection Strategy and Execution | 30 |
| Presentation and Collaboration | 20 |

**7. Submission Guidelines:**

* Submit a **single PDF document** containing:
  + Finalized questionnaire
  + Stakeholder map
  + Data collection log