

Transforming Ideas into a Viable Project



Learning Outcomes: From Idea to Project



Transition from Idea to Project

Move from a broad idea towards a clear and achievable Level 6 project.



Support in Project Definition

Identify your project's purpose, aims and objectives, scope, feasibility, key stakeholders, and how you will evaluate its success.



Route-Based Development

Use your chosen project route to develop your idea in a way that is appropriate for your project.

Which route are you currently considering?

- **Applied Events** – Plan and contribute to the delivery of an event.
- **Consultancy** – Investigate a real organisational problem or opportunity.
- **Research** – Explore a specific topic or problem through academic research.
- **Still Unsure?** – That is completely fine at this stage.

**Any questions
from last week?**

How do I know which route is right for me?

Think about how you want to work:

Applied Events

→ I want to plan, organise and deliver something practical.

Consultancy

→ I want to investigate a problem and provide recommendations to an organisation.

Research

→ I want to investigate a topic, collect/analyse information and develop conclusions.

How do I know which route is right for me?

Key questions to consider:

1. What interests me most?
2. What type of work do I enjoy?
3. What can I realistically access?
4. Which route best suits my project idea?

Idea → Project

Having an interest in a topic is a good starting point, but an interest on its own is usually too broad for an Independent Project.

Broad interest (Example):

“I’m interested in social media and tourism.”

What is wrong with this?

The next step is to narrow the idea down and give it a clear direction.

Focused project:

“I want to explore how TikTok influences the destination choices of Generation Z travellers.”

Interest → Narrow the focus → Clear project idea



“I want to focus my project about social media.”

What's the problem here?

- Too broad
- No clear focus
- No specific audience or context
- Unclear what will actually be investigated
- Difficult to know what success would look like

How can we improve it?

“I want to focus my project about social media.”

WHO? → Who are we focusing on?

WHAT? → What specifically are we exploring?

WHERE? → Is there a particular organisation/industry/context?

WHY? → Why does this matter?

Revised version:

“Explore how TikTok influences the destination choices of Generation Z travellers.”

Where can I start?

To become a project, your idea needs:

1. A clear focus

What exactly are you exploring, creating or addressing?

2. A purpose

Why does the project need to be completed?

3. Boundaries

What will and won't be included?

4. An outcome

What do you hope to achieve, discover or produce?

Curiosity → Focus → Purpose → Boundaries → Outcome → Viable
Project

Purpose, Aims, Objectives, Activity, Outcome



Start with the purpose

Purpose = Why?

What is the project trying to achieve or improve in the real world?



Aims & Objectives

Aim = What? Your overall goal.

Objectives = How?

The key things you need to achieve to reach your aim.



Keep Objectives Focused

Make objectives clear and focused. Use SMART where appropriate, but avoid simply creating a list of tasks.

We now know the difference between purpose, aim and objectives.

Let's look at how these work together in a realistic Tourism & Events project example.

As we go through it, think about how you could apply the same approach to your own project.

“Improving the Visitor Experience at a Local Food Festival”

Purpose – Why?

Visitors may find it difficult to navigate the festival and discover what is available.

Aim – What?

To improve the visitor experience at a local food festival.

Objectives – How?

1. Identify what visitors currently like and dislike about the event.
2. Explore ways to improve visitor information and navigation.
3. Develop and test a simple visitor guide for the festival.

Activity 1 – Build Your Project Draft



Draft Your Project

Write a first draft of your: Working title, Purpose/Issue, Overall aim, 2-3 objectives



Pair Review

Swap with a partner:
Ask: “Can I clearly understand what this project is trying to achieve?”



Improve Your Draft

Use the feedback to improve your draft. Check that your title, aim and objectives all connect.

Resources and Boundaries: Can You Achieve It?



Check Your Resources

Do you have enough time, access, skills and resources to complete the project?



Set Clear Boundaries

Decide what your project will and will not cover. Keep it focused and manageable.



Test Your Idea

Ask yourself: “Can I realistically complete this project within the time available?”

We now have a project idea, purpose, aim and objectives.

The next question is: **Can it realistically be completed?**

Let's return to our example and consider its resources and boundaries.

“Improving the Visitor Experience at a Local Food Festival”

Check Your Resources - What do I realistically have?

- Around 5 months to complete the project.
- Access to a local event or relevant participants.
- Skills to create surveys/interviews and analyse feedback.
- Free or low-cost tools to develop a visitor guide.

“Improving the Visitor Experience at a Local Food Festival”

Set Clear Boundaries - What does this project cover?

I WILL:

- Focus on one local food festival.
- Explore the visitor experience.
- Gather feedback from a manageable number of participants.
- Develop a prototype visitor guide.

I WON'T:

- Study every tourism event in Wales.
- Redesign the entire festival.
- Try to solve every visitor issue.

Activity 2 – Resources and Boundaries:



Check Your Resources

Do you have enough time, access, skills and resources to complete the project?



Set Clear Boundaries

Decide what your project will and will not cover. Keep it focused and manageable.



Test Your Idea

Ask yourself: “Can I realistically complete this project within the time available?”

Who Does Your Project Matter To?

Stakeholders



Identify Your Stakeholders

Who is involved in, affected by, or interested in your project?



Understand Why They Matter

What are their needs, expectations or concerns?



Use Their Perspective

Use this understanding to help shape your purpose, scope and evaluation.

Who? → Why do they matter? → How should this influence your project?

We now know that our project is focused and achievable.

Next, we need to think about the people or organisations connected to it.

Let's return to our example and identify who the stakeholders are, why they matter, and how they could influence the project.

“Improving the Visitor Experience at a Local Food Festival”

Identifying Stakeholders = Who is involved or affected?

- **Festival visitors** – experience the event.
- **Event organisers** – plan and manage the festival.
- **Food vendors** – interact directly with visitors.
- **Local tourism organisations** – want the event to support the destination.

“Improving the Visitor Experience at a Local Food Festival”

What do they need or expect?

➤ **Visitors:**

Want clear information and an enjoyable experience.

➤ **Organisers:**

Want satisfied visitors and an event that runs effectively.

➤ **Vendors:**

Want visitors to easily find and engage with their stalls.

➤ **Tourism organisations:**

Want the festival to positively promote the local area.

Activity 3 – Identifying Stakeholders



Identify Your Stakeholders

Who is involved in, affected by, or interested in your project?



Understand Why They Matter

What are their needs, expectations or concerns?



Use Their Perspective

Use this understanding to help shape your purpose, scope and evaluation.

Who? → Why do they matter? → How should this influence your project?

How Will You Know It Worked?

Success and Evaluation



Define Success Early

Decide what success will look like before you begin your project.



Choose Your Success Measures

Identify 3–5 things that will show whether your project has been successful.



Make Sure They Connect

Your success measures should link back to your purpose, aim and objectives.

What do I want to achieve? → What would success look like? → How will I measure it?

We now have a **focused project**, understand **who it matters to**, and know that it is **realistically achievable**.

The final question is: **What would success actually look like?**

Let's return to our example and decide what success means and how we could measure it.

“Improving the Visitor Experience at a Local Food Festival”

Define Success Early = What do I want to achieve?

For this project, success would mean:

- Better understanding of what affects the visitor experience.
- Creating a practical visitor guide.
- Showing that the guide could be useful to visitors.

Success = achieving what I originally set out to do.

“Improving the Visitor Experience at a Local Food Festival”

How will I know if it worked?

I will look at:

- **Visitor feedback** – Did visitors find the guide useful?
- **Ease of use** – Was the guide clear and easy to understand?
- **Navigation** – Did it help visitors find key areas?
- **Overall experience** – Did visitors think it could improve their festival experience?

These give me evidence rather than simply saying *“I think it worked.”*

Activity 4 – Success and Evaluation



Define Success Early

Decide what success will look like before you begin your project.



Choose Your Success Measures

Identify 3–5 things that will show whether your project has been successful.



Make Sure They Connect

Your success measures should link back to your purpose, aim and objectives.

What do I want to achieve? → What would success look like? → How will I measure it?

Route- Development Workshop

Continue the good work from today by developing your chosen project route and thinking more deeply about your project idea.

You can work here, in the IQ/IM/Y Fforwm, or from home.

Make sure you complete the workshop activity (It builds on what you have done today), as you will use this work next week when we begin to break down and develop the requirements for Element 1.

The more you develop today, the stronger your starting point will be next week.

Route-Specific Development Workshop:

Applied Events



Select the Event Component

Choose the event component that interests you and explain why it matters to you



Explain the Component's Contribution

Describe what that component contributes to the wider event



Define Responsibilities and Success

Identify responsibilities involved and what successful delivery looks like

Route-Specific Development Workshop: *Consultancy Project*



Identify the organisation, the problem or opportunity, and why it matters



Explain potential organisational value and map the key stakeholders



Define what could realistically be investigated within the project boundaries

Route-Specific Development Workshop: *Research Project*



Develop a research question that is connected to tourism and events.



Come up with objectives aligned to the aim and define initial research questions



Explain why the topic matters.

This ensures relevance and motivation

Have You Built the Foundations of Your Project?



Your Project Idea

Working title and your chosen project route



What You want to Achieve

The problem, opportunity or focus, your aim, and key objectives.



Who Matter's & Why

Your key stakeholders/ audience, why the project matters to them, and any potential challenges.

Key Takeaways

From Idea to Project

A broad idea becomes a viable project through purpose, aims, objectives, and outcomes

Project Feasibility

Feasibility and scope keep the project achievable and focused

Measuring Success

Stakeholders and evaluation indicators make success measurable and meaningful

A still life composition featuring a lit candle in a glass jar, a bouquet of red roses, and a fountain pen, all set against a warm, orange-toned background. The candle is lit, with a small flame. The roses are in full bloom, and the fountain pen is positioned in the foreground. The overall mood is warm and appreciative.

Thank You