

Customer in or out?

The relationship between customer involvement in a project and its success

Abstract—many studies in Information Systems have proved that when there is high involvement of the customer in developing a project there is a greater chance of the project to succeed.

This research is part of many studies that have been made on customer involvement in the success of a project, including small projects. The small projects in this research are the final projects of students of Information Systems at the University of Haifa. This study will examine how the relation between the customer's involvement in a final project of Information Systems students and the success of the project is manifested through the use of User Centric Design (UCD) and co-creation.

The aim of the study is to extend the research in this field by choosing success measures that are currently prevalent in the Information Systems field which examine the correlation between a project's success and the use of methodological approaches like UCD and co-creation, which encourage the involvement and integration of the customer in the project.

We found that there is a positive and clear connection between variables representing customer involvement and project success. This reinforces other research findings regarding the connection between the two, which means that the more the customer is involved in the project, the more successful the project is.

