

Strategy : Stakeholders Analysis

Fundamentals of the strategy

What is the goal of this strategy ?

Identify the **stakeholders** of a product in the most exhaustive way possible.

When to use it ?

This analysis should be done **early** in the life cycle of the product in order to avoid forgetting any stakeholder which could be put at risk by the software.

Assessment question

Who is impacted by my software ?

What is a stakeholder ?

“**Individuals, groups, organizations, institutions, and societies** that might reasonably be **affected by the technology**” - Value Sensitive Design.

It is **any entity** on which the software can have an impact, **positively** or **negatively, directly** or **indirectly**.

A stakeholder can be non-human.

Applying the strategy

The analysis can be performed in 2 steps:

1. A **broad brainstorming**, and the usage of **questions** to deepen the reflection.
2. The use of the **direct vs indirect stakeholders chart** and its categories.

Example questions for brainstorming

- Who will use your product on a daily basis?
- Who is in geographical proximity with the users of your product?
- Who is in social proximity with the users of your product?
- Who is involved in the maintenance of your product?
- Who provides services that are needed to run your product?
- Who provides funding?
- Which communities are active in the application domain?

Markkula center questions



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Direct vs Indirect

Direct stakeholders are in contact with the software.

Indirect stakeholders are impacted by the existence of the software although they do not directly interact with it.

Examples are given in this graph:

