

Situation statement

| Stakeholder Register | | Stakeholder Register | | New Campus Development | | | |
|----------------------|------------|----------------------|------------|--------------------------|-----------------------------|---------------------|------------------------|
| ID | Name | Role / Title | Location | Influenced by / Impacts | When in the project | Internal / External | Supporter / Challenger |
| 0001 | John D. | CEO | London | Strategic direction | Phase 1 (Phase 2 / Phase 3) | Internal | Supporter |
| 0002 | Jane S. | Finance Director | London | Budget constraints | Phase 1 | Internal | Challenger |
| 0003 | Michael R. | Operations Director | Birmingham | Operational requirements | Phase 2 | Internal | Supporter |
| 0004 | Sarah L. | Marketing Director | London | Brand positioning | Phase 1 | Internal | Challenger |
| 0005 | David K. | Local Council | London | Regulatory approval | Phase 1 | External | Supporter |

Updated stakeholder register



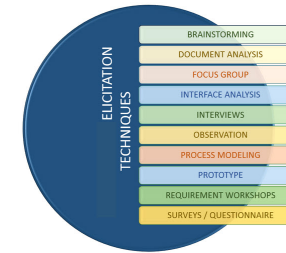
Stakeholder engagement and communication approach

Inputs

Outputs

5.3 - Determine Stakeholder Engagement and Communication Approach

Determine Stakeholder Engagement and Communication Approach is the process of developing appropriate methods to effectively engage and communicate with stakeholders throughout the product life cycle, based on an analysis of their needs, interests, and roles within the business analysis process. The key benefit of this process is that it provides a clear, actionable approach to engage stakeholders throughout business analysis and requirements related activities, so that stakeholders receive the right information, through the best communication methods and frequency to satisfy the needs of the initiative and meet stakeholder expectations.



Elicitation techniques

Persona Analysis

Persona analysis

How he finds us

- He was referred onto by someone he trusts.
- He comes to the website at the beginning of his buying journey.
- He isn't interested in using the information on the site beyond research.

Pain points

- The size of the service team is very important to him.
- There are five other people involved in the buying decision.
- He wants a competitive price with strong experience.

Who is he?

- CEO of large financial company worth €85 million.
- Has been in this role for ten years.
- He is an innovator and isn't afraid to take risks.
- He likes to communicate via email or face-to-face. He is on LinkedIn and Twitter.

What he wants to know

- Latest projects
- Expertise
- He is looking for a partner-led approach
- Testimonials
- Awards

What he doesn't want

- He doesn't want to pay large fees. Value for money is important.

RACI model

| Project tasks | Product Owner | Business Analyst | Financial Lead | Design Director | Design Lead | CRM Lead | Head of CRM | Senior Stakeholders | AGENCY |
|----------------------------|---------------|------------------|----------------|-----------------|-------------|----------|-------------|---------------------|--------|
| 3. Research | C | C | A | I | I | C | I | C | R |
| Economic model | A | C | C | I | I | I | I | C | R |
| Strategic framework | | | | | | | | | |
| 2. Define | | | | | | | | | |
| Product concept | | | | | | | | | |
| User journey | | | | | | | | | |
| Design framework | | | | | | | | | |
| Technology recommendations | | | | | | | | | |
| Measurement framework | | | | | | | | | |
| Product backlog | | | | | | | | | |

Retrospectives and lessons learned

Retrospectives and lessons learned

What Went Well

What Could Have Been Improved

Actions

