

Task #9 – Stakeholder Mapping

Topic: 360-degree digitalization of bank service.

1. Target Audience:

- Bank customers (retail and corporate).
- Digital banking users.
- Potential customers looking for seamless financial services.
- Regulators ensuring compliance and security.
- Employees adapting to digital workflows.

2. Client (Banking Institution/Financial Service Provider):

- Banks aiming to transition from traditional to fully digital services.
- Financial institutions looking to improve efficiency, security, and user experience.
- Clients expecting innovative solutions like AI-driven support, blockchain security, and personalized banking.

3. Manager (Project Manager/Digital Transformation Lead):

- Oversees the end-to-end digitalization project.
- Ensures alignment with business objectives and compliance requirements.
- Coordinates between IT teams, vendors, and financial analysts.
- Manages risks and ensures smooth implementation.

4. SME (Subject Matter Experts – IT, Banking, Cybersecurity):

- IT Experts – Develop secure and scalable digital banking infrastructure.
- Banking Experts – Ensure smooth integration with existing financial services.
- Cybersecurity Specialists – Implement fraud detection, encryption, and regulatory compliance.
- UX/UI Designers – Create a seamless digital banking experience for customers.

5. Reviewers (Compliance Officers, Quality Assurance, Customer Feedback):

- Regulatory Compliance Team – Ensures digital banking follows financial laws and security protocols.
- Quality Assurance Team – Tests functionality, security, and efficiency before full deployment.
- Customer Feedback Groups – Provide insights on user experience, needs, and areas for improvement.