

Lecture: Stakeholders

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GIT 542: Usability and User Experience



Text Caption : Lecture: Stakeholders

Slide Notes:

Welcome to the Stakeholders lecture. We're going to talk about who a stakeholder is, as well as how that stakeholder could influence your project.

It's all about the user, right?

It's all about the user, right?

- Tendency to focus on user research
- Business personnel have a say
- Need to know the inner workings

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Text Caption : Tendency to focus on user research

Text Caption : Business personnel have a say

Text Caption : Need to know the inner workings

Slide Notes:

When we talk about user experience and usability, there is a focus on the user. And that's as it should be. However, you're not creating a design or user experience in a vacuum. The organization itself has a say in what should happen. And that's as it should be as well. You need to know the inner workings of the business, even if you are an employee and you think you know them, but you can't know them all.

UX process

UX process

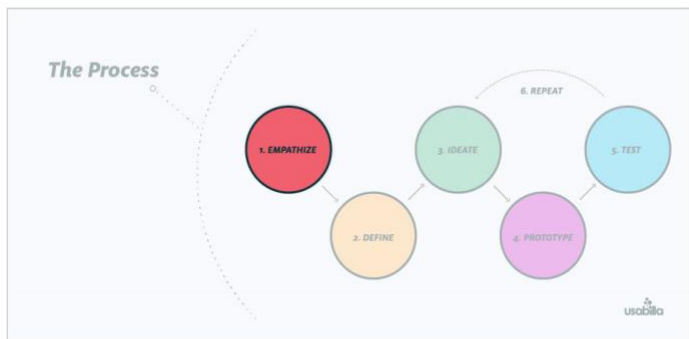


Image source: Usabila
Information source: Interaction Design Foundation

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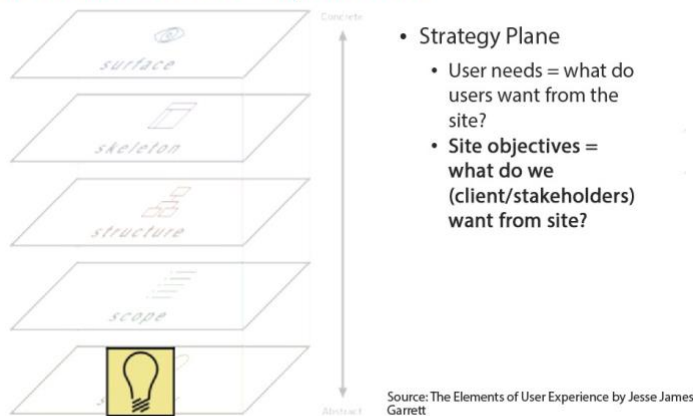
Text Caption : Image source: Usabila

Text Caption : Information source: Interaction Design Foundation

Slide Notes:

Conducting research and interviews of stakeholders is part of the Empathize stage. In addition to finding out more about users, in this stage you also are gathering information about the product and about the people in the organization who have a stake (hence, the word stakeholder) in the product's success.

Elements of user experience

Elements of user experience

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Text Caption : Strategy Plane

Text Caption : User needs = what do users want from the site?

Text Caption : Site objectives = what do we (client/stakeholders) want from site?

Text Caption : Source: The Elements of User Experience by Jesse James Garrett

Slide Notes:

In Garrett's elements of user experience, the stakeholder is actually part of the site objectives in the Strategy plan. It's also user needs, so it's user research. But it's also knowing what the site objectives are. so it's user research. What do the stakeholders want from the site? So site objectives are derived from inside the organization. User needs are gathered from the outside, from the users.

In this lecture, we're covering the site objectives.

Site objectives

Site objectives

- Business goals
- Brand
- Metrics

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Text Caption : Business goals

Text Caption : Brand

Text Caption : Metrics

Slide Notes:

It's important to get these down on paper or computer. Many times designers will automatically assume what the site objectives are without actually digging around, asking the right people.

The business goals are the internal goals. These are the goals of the stakeholders. And what I mean by stakeholders is anyone within the company who has a stake in its success. This includes a web designer who is hired within the company. This is why designers often think they know the business goals. They're a stakeholder, after all. But you may not know all of the goals. I talked on an earlier slide about the inner workings. The only way you can find this out is to talk to people.

Brand is one of the single most important visual aspects of a business, but it's also one of the single most emotional aspects of a business. It's emotional because customers build a loyalty toward a business. And loyalty is an emotion. Those of you who own an iPad, iMac, iPhone... think about the Apple brand. What does it say to you? Apple goes to great lengths to communicate just the right messages with their brand identity. A website is an extension of that brand identity.

And finally, metrics -- how are you going to measure the success of your site? These are concrete indicators of how effective and positive the user experience is on your site. And I'm not just talking about hits. Hits are actually the old way of doing things. Now it's how many visitors-- unique visitors and return visitors -- who visit the site. What pages are they visiting? How long are they staying? Return visitors is a good way to measure success as well. This lets you know if your site is meeting their needs.

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There are also indirect ways of measuring success. For example, let's say you have a product and your business gets several phone calls a week about a specific problem. During your user research you find this out and decide to put a help section on the site that addresses this problem. If phone calls go down from several a week to a few a month, guess what? That's a metric of success, and a tangible result that the stakeholders will appreciate.

Who to talk to? Stakeholders!

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- Business owners/executives
- Managers
- Marketing/sales
- IT/network administrators
- Subject-matter experts
- Investors/board members
- Customer service reps/receptionists and other staff

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Text Caption : Business owners/executives

Text Caption : Managers

Text Caption : Marketing/sales

Text Caption : IT/network administrators

Text Caption : Subject-matter experts

Text Caption : Customer service reps/receptionists and other staff

Text Caption : Investors/board members

Slide Notes:

So we know you need to talk to stakeholders, but who can be a stakeholder? Everyone from the CEO to receptionists can be a stakeholder. I'm not joking! Depending on the project, it could be anyone on the list above: business owners, executives, managers, marketing and sales departments, IT departments, SMEs (or subject matter experts), customer service reps or receptionists or other staff who are "on the front lines" so to speak, with the customers. Investors and board members are important to include as well.

Why talk to stakeholders?

Why talk to stakeholders?

- Gather business objectives
- Know stakeholder's roles and level of influence
- Get buy-in from stakeholders
- Tailor your design process

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Text Caption : Gather business objectives

Text Caption : Know stakeholder's roles and level of influence

Text Caption : Get buy-in from stakeholders

Text Caption : Tailor your design process

Slide Notes:

Why do you talk to these people? Part of the reason is to gather business objectives, and that includes the site objectives, and getting those objectives in order of priority. Another part is to understand each stakeholder's role, attitudes and perceptions, as well as their level of influence. Another part is to get buy-in from the stakeholders.

Also, knowing the stakeholders' expectations can help you tailor your design process. One size does not fit all. Some organizations are very collaborative with decision-making and some have the decisions come only from the top, the CEO or the office upstairs. Knowing this information will allow you to be flexible in your own design process.

Stakeholder information

Stakeholder information

- Name and role in organization
- Duties and responsibilities
- Typical day
- Who he/she works closely with

Source: Just Enough Research
by Erika Hall

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Text Caption : Name and role in organization

Text Caption : Duties and responsibilities

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Slide Notes:

So what do you need to know about the stakeholders? I realize that some of you may not be able to interview the stakeholders, but if you are able, this list from Erika Hall's book Just Enough Research is excellent.

Know the name and role of the stakeholder within the organization, as well as their duties and responsibilities. What makes up a typical day for him or her? Who does he or she work with closely?

Stakeholder information

Stakeholder information

- Perception of success/positive changes when project completed
- Concerns about project
- Challenges for success of project
- Changes with interactions inside and outside organization after completion of project

Source: Just Enough Research
by Erika Hall

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Text Caption : Perception of success/positive changes when project completed

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Text Caption : Challenges for success of project

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Slide Notes:

Find out what his or her perceptions of success of the project, and also if they have any concerns and what those are. What do they view as challenges for the project to succeed? And finally, how do they see the changes in the project making a difference both within the company and outside the company.

If you are able to get this information, you should feel pretty confident that you know the stakeholders' perceptions, levels of influence on the success (or failure) of the project, the resources needed for you both inside the organization and resources you will need on your end, and -- most important -- the priorities of goals.

If you are unable to interview the stakeholders, you can glean an enormous amount of information from the company's website. There also are websites that will provide company profiles for thousands and thousands of companies.

Stakeholder information

Stakeholder information

- Influence in project
- Interest in project
- Main goal(s) for project

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Text Caption : Influence in project

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Slide Notes:

I'm adding a few of my own points that you should be getting from your stakeholders.

The first is the influence in the project. One would think that the CEO would have the biggest influence in the project but that's not necessarily true.

Also, find out the stakeholder's interest in the project. The influence and interest could be two different things. If it's a large organization, such as Amazon, Jeff Bezos may not have much of an interest in a small change to the website, but he might have a larger influence.

Also, what is the stakeholder's main goal or few goals for the project? Depending on the influence and interest, these answers are going to vary.

Assignment information

Assignment information

- Find out who the stakeholder are (or interview if possible)
- Create a document with a table outlining who the stakeholders are

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Text Caption : Find out who the stakeholder are (or interview if possible)

Text Caption : Create a document with a table outlining who the stakeholders are

Slide Notes:

You will be doing an analysis of the And guess what? You are going to have an assignment called the stakeholder analysis. You'll be doing an analysis of the stakeholders for your chosen website. You'll also create a document with a table outlining who the stakeholders are for your chosen website.

On the Assignment 2 page is the Stakeholder Analysis Toolkit. It's a link. You will be following the Stakeholder Analysis for Small Projects example in that toolkit. There's also much more information about the assignment on the Assignment 2 page.

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Slide Notes:

This concludes the Stakeholders lecture. I know I probably sound like a broken record, but I'm going to say it again. Look at that Toolkit. Make sure you look at it early so you know what questions you'll need to ask. The Toolkit is on the assignment page but also is under the reading for the module.