Stakeholders Identification Table

Stakeholder	Stakeholder Role/Responsibility	Importance	Influence	Interests/ Positive Impacts	Concerns
Owner	Oversees the overall direction and success of the product. They may not use the product directly but are invested in its success.	High The owner is crucial as they define the product's vision, allocate resources, and make strategic decisions that determine the product's direction.	High Owners have high influence because they make key decisions about funding, priorities, and overall strategy.	Interested in profitability, market share, and long-term growth. The product's success impacts their business.	Concerns about ROI, competition, and market risks.
Software Developers	Develop, maintain, and improve the product. They use development tools and frameworks to build the product.	Medium Developers are essential because they design, build, and maintain the product. Their expertise directly impacts the product's functionality and quality.	Low Developers have significant influence over the technical implementation but have no influence over the decision making aspects	Interested in creating a functional, scalable, and maintainable product. The product's success reflects their expertise.	Concerns about unclear requirements, tight deadlines, and technical debt. maintainable product. The product's success reflects their expertise.

Customers	Use the product to fulfill personal or business needs. They may interact directly with the product or benefit from its outcomes.	High Customers are critical because the product's success depends on their satisfaction and adoption. Without customers, there is no market for the product.	Medium While customers influence product decisions through feedback and demand, they typically do not have direct control over product development or strategy.	Interested in product quality, usability, and value. The product helps them achieve their goals efficiently.	Concerns about product reliability, cost, and customer support.

Artisans	Use the product to manufacture or assemble goods. They rely on the product for efficient production processes.	Medium Production staff are important for ensuring the product is manufactured or assembled correctly, but their role is more operational than strategic.	Medium They have some influence over production processes and quality control but limited influence over broader product decisions.	Interested in product reliability and ease of use. The product helps them meet production targets	Concerns about product malfunctions and workflow disruptions.

Sales Staff	Use the software to manage sales processes and interact with customers. They rely on the software to sell the store products efficiently.	Medium Sales staff are important for driving revenue and customer acquisition, but their role is more about making sales than defining the product.	Medium They influence customer perceptions and provide feedback from the market, but they do not directly control product development.	Interested in software usability, efficiency, and accuracy. The software helps them manage sales and customer interactions effectively.	Concerns about software errors, slow performance, and difficulty in learning the system.

Artisan Manager	Manages artisans and ensures product quality. They use the product to oversee production and maintain standards.	Medium Artisan managers are important for maintaining quality and overseeing production, but their role is more operational than strategic.	Medium They influence production standards and team performance but have limited influence over broader product decisions	Interested in product consistency and quality. The product helps them manage their team effectively.	Concerns about quality control and meeting deadlines.
Warehouse Staff	Use the product to manage inventory and logistics. They rely on the product for efficient storage and distribution.	Medium Warehouse staff are important for managing inventory and logistics, ensuring the product is stored and distributed efficiently.	Low They have limited influence over product decisions, as their role is more about operational support.	Interested in product functionality and ease of use. The product helps them organize and track inventory.	Concerns about system errors and inventory discrepancies.
Sales Manager	Oversees the sales	High	Medium	Interested in	Concerns about

	team and uses the software to monitor sales performance, manage customer relationships, and optimize sales strategies. They rely on the software for reporting, analytics, and decisionmaking.	Critical for driving sales strategy and team performance.	Influence over how the software is used for sales operations but limited influence over its	software functionality, data accuracy, and ease of generating reports. The software helps them track sales trends, manage the team, and improve sales outcomes.	software limitations, data inaccuracies, and difficulty in extracting insights.