

Identifying Stakeholders

REQUIREMENT ENGINEERING | Engenharia de Requisitos

2023/24

RACI Matrix

Stakeholder

- A stakeholder is a person interested in a specific requirement. For this reason, it is necessary to identify the roles of different stakeholders and their responsibilities in a project.
- It is important to identify necessary stakeholders and their respective follow-up actions in order to engage with people according to the required action.

RACI Matrix

This matrix is useful for the business analyst and project manager who are interested in identifying stakeholders to involve them when and as needed.

- **R – Responsible** – Person interested and in need of the requirement.
- **A – Accountable** – Person who approves the fulfillment of the requirement, including the business case when warranted. The person responsible for a particular requirement.
- **C – Consulted** – Person or group to be consulted to obtain information to understand the current problem or opportunity.
- **I – Informed** – Person or group that will be informed about the results of the need.

RACI Matrix

Let's pick an example...

Our product is a site builder specialized on the real estate business that sells custom websites to real estate companies.

RACI Matrix

Some considerations:

- Training with the customer happens before the deploy of the website
- *Listing page* and *Detail page* won't be used by delivery team but will be used by the customer
- *Manage a Wishlist* and *Manage stock* will be used by the delivery team and the customer
- We will take the *development team* point of view
- We are considering that final users interviews will be managed by design team
- Sponsor is a generalization of the person interested. Could be any stakeholder

RACI Matrix

Initiative /Action	Sponsor	Product manager	Sales	Design Team	SEO Manager	Development Team	Trainer's team	Delivery Team	Support Team
Deploy a new website instance									
Listing page									
Detail page									
Manage a Wishlist									
Manage stock									

R – Responsible | A – Accountable | C – Consulted | I – Informed.

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Initiative /Action	Sponsor	Product manager	Sales	Design Team	SEO Manager	Development Team	Trainer's team	Delivery Team	Support Team
Deploy a new website instance	R	A	I	N/A	N/A	A	N/A	C	I
Listing page									
Detail page									
Manage a Wishlist									
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Deploy a new website instance	R	A	I	N/A	N/A	A	N/A	C	I
Listing page	R	A	C	A	C	A	I	I	I
Detail page									
Manage a Wishlist									
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Listing page	R	A	C	A	C	A	I	I	I
Detail page	R	A	C	A	C	A	I	I	I
Manage a Wishlist									
Manage stock									

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Detail page	R	A	C	A	C	A	I	I	I
Manage a Wishlist	R	A	C	A	N/A	A	I	C	I
Manage stock									

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Listing page	R	A	C	A	C	A	I	I	I
Detail page	R	A	C	A	C	A	I	I	I
Manage a Wishlist	R	A	C	A	N/A	A	I	C	I
Manage stock	R	A	C	A	N/A	A	I	C	I

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Listing page	R	A	C	A	C	A	I	I	I
Detail page	R	A	C	A	C	A	I	I	I
Manage a Wishlist	R	A	C	A	N/A	A	I	C	I
Manage stock	R	A	C	A	N/A	A	I	C	I

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RACI Matrix

Recap:

- The RACI matrix depends on the point of view of who is making it.

Personas

Personas

- who is impacted by the problem?
- Who will be impacted by its resolution?

Personas

- Personas are people that are impacted by the problem or it's resolution.
- Generally speaking, in a software company multiple departments can be considered personas that will be impacted by the solution and the end-users are who is using the software