**Stakeholder Identification for Network Feedback Mobile App.**

Stakeholder Identification for a Network Feedback Mobile App is the process of recognizing all individuals or groups who impact or are impacted by the app. These stakeholders vary in roles, influence, and interest. Proper identification ensures their needs are addressed and the app achieves its objectives effectively.

### ****Objective of Stakeholder Identification****

To ensure that you:

1. Understand who has a stake in the project.
2. Know their interests, influence, and expectations.
3. Engage the right people at the right time to improve decision-making and project success.
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# Stakeholder Categories

Stakeholders are grouped into three categories:

* A. Primary Stakeholders
* Mobile/Internet Users.
* Service Providers (e.g., MTN, Orange, Camtel and others ).
* Regulators (e.g., ART in Cameroon).
* B. Secondary Stakeholders
* App Developers.
* UX/UI Designers.
* Telecom Customer Support Teams.
* Researchers & Academics.
* Policy Makers / Government.
* C. Tertiary Stakeholders
* NGOs & Civil Society.
* Privacy Advocates.
* Investors or Donors.

### ****Steps to Identify Stakeholders****

1. **Understand the project goals**  
    In this case: Build a mobile app for users to report and rate their network service (e.g., signal strength, speed, reliability).
2. **Brainstorm potential stakeholders**  
   Include:
3. **Internal stakeholders**: App development team, project manager, UI/UX designers.
4. **External stakeholders**:

* **Users** (main target group).
* **Telecom service providers** (MTN, Orange, etc.).
* **Regulatory bodies** (e.g., Telecoms authority in Cameroon).
* **Investors or sponsors**.
* **Government or public sector entities.**
* **Consumer rights organizations.**
* **Media outlets or tech bloggers.**
* **Competitors** (indirect stakeholders).

1. **Categorize stakeholders**  
   You can group them by:

* Power and interest.
* Influence and impact.
* Internal vs. External.

1. **Document them in a stakeholder register or mapping matrix**  
   This helps in planning how to engage with each stakeholder.

# 4. Stakeholder Analysis Matrix

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Stakeholder Name | Category | Role/Interest | Influence Level | Interest Level | Needs/Expectations | Concerns/Risks | Communication Strategy |
| Mobile Users | Primary | Provide feedback, use the app | Low | High | Easy feedback, user-friendly app | Data privacy, time usage | Push notifications, in-app prompts |
| MTN Cameroon | Service Provider | Receive feedback, improve service | High | Medium | Accurate feedback reports | Negative publicity, system criticism | Periodic email reports, meetings |
| ART (Regulator) | Regulator | Monitor service quality, policy compliance | High | High | Reliable service quality data | Data accuracy, political implications | Dashboards, monthly reports |
| App Developers | Technical | Build and maintain the app | Medium | High | Clear requirements, timely feedback | Scope creep, changing features | Sprint meetings, documentation |
| UX Designers | Technical | Design user-friendly interface | Medium | High | Real user insights | Misunderstanding user behavior | User journey testing, workshops |
| Donor (NGO) | Funder | Provide funding and monitor impact | High | Medium | High-impact project, transparency | Low user adoption, poor reporting | Impact dashboards, quarterly updates |
| Telecom Support | Support Team | Act on feedback and resolve complaints | Medium | Medium | Clear and structured user complaints | Overload from fake/incomplete reports | Alert system, internal dashboard |
| Civil Society Org | Advocacy | Push for better service access | Medium | High | Public reports, open data access | Data misuse, exclusion of rural voices | Newsletter, policy briefs |

# Benefits of Stakeholder Identification

* Better Engagement.
* Improved Communication.
* Conflict Avoidance.
* Enhanced Adoption