Problem Identification and Stakeholder Management – Exercise Answers Template

Step 1: Problem identification

DELIVERABLE 1: Qualitative and Quantitative Analysis and Recommendations

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|  | **Feb-24** | **Mar-24** | **Difference** | |
| **Sales Statistics** | **TOTAL** | **TOTAL** | **Value** | **%** |
| Total Sales Value: | $71,626.00 |  |  |  |
| Total Number of Transactions: | 477 |  |  |  |
| Average Daily Sales Value: | $2,558.07 |  |  |  |
| Average Number of Transactions per Day: | 17 |  |  |  |
| Average Transaction Value | $150.16 |  |  |  |

**Most common complaints:**

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| --- | --- | --- | --- |
| **Ref** | **Complaint type** | **Quantity** | **%** |
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**Conclusion:**

DELIVERABLE 2: Root Cause Analysis Questions

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|  | **Questions** |
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**Root Cause Diagnosis:**

DELIVERABLE 3 - User Role Analysis – Northwind Trading online store

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| **User role** | **Role description** | **Concerns/Requirements** |
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DELIVERABLE 4 - Stakeholders Analysis and Mapping.

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| **Stakeholder** | **Project Responsibility** | **Interest/Concerns** | **Influence** |
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POWER - INTEREST GRID

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| --- | --- |
| **Low Interest – High Influence** | **High Interest- High Influence** |
| **Low Interest – Low Influence** | **High Interest – Low Influence** |

DELIVERABLE 5 - RACI MATRIX

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|  | **Project Task** |  |  |  |  |  |  |  |  |
| 1 | Identify website issues (survey, focus groups, quantitative and qualitative analysis) |  |  |  |  |  |  |  |  |
| 2 | Requirements analysis, prioritization and User stories |  |  |  |  |  |  |  |  |
| 3 | Checkout process re-design (workshops) |  |  |  |  |  |  |  |  |
| 4 | Usability testing |  |  |  |  |  |  |  |  |
| 5 | Development of the new checkout and website re-design |  |  |  |  |  |  |  |  |
| 6 | Website launch |  |  |  |  |  |  |  |  |
| 7 | Monitor website performance and user feedback |  |  |  |  |  |  |  |  |
| 8 | Provide customer support and assistance |  |  |  |  |  |  |  |  |
| 9 | Review and analyze sales data and customer feedback |  |  |  |  |  |  |  |  |
| 10 | Evaluate the effectiveness of implemented changes |  |  |  |  |  |  |  |  |

Conclusion: