

# Stakeholder Model

First off, what is a stakeholder?

- A stakeholder is a person or organisation who influences the system's requirements or who is impacted by that system.
- Or it is a person with an interest in the system under development.

What are the roles and functions of a stakeholder?

## 1. Roles

- Owners (e.g individual shareholders, even the public);
- Partners (e.g other companies providing similar services);
- Department heads/Managers;
- Staff/Developers;
- Regulatory bodies/Legislative Representatives;
- Suppliers;
- Customers;
- Competitors;

## 2. Functions;

- Decision Makers (e.g sponsors, artefact approvals);
- Information Providers (e.g domain experts);
- Regulatory (e.g legal body);
- End users;
- Post-implementation support(e.g trainers, managers);

How do we analyse stakeholders?

We develop a stakeholder model and a stakeholder matrix.

1. What is their motivation?
2. What are their expectations?
3. How experts are at what they do so?
4. What is their availability?(for communication/negotiation)
5. What is their relation to other stakeholders? (official,informal friendships, rivalries)

We can organize these ties with wither a stakeholder model, a stakeholder matrix or an onion structure.

A stakeholder model is the basis for

- Rationale, requirements source
- Goal Modeling
- Domain Model
- System Vision
- Usage Model (Use Cases / Scenarios)

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Who can be a stakeholder and how is it relevent to a stakeholder model?

A stake holder model can be defined as placing the corporation in the middle of a web of relationships. Those in the web of the corporation is called a stakeholder.

There are two types of stakeholders:

- Primary — directly impacted by the actions of the corporation and can have a direct impact on the corporation itself;
- Secondary — have an indirect relationship with the corporation and are also indirectly impacted by the corporation itself;

Examble of prmary stakeholders:

- Customers;
- Stockholders/Owners;
- Employees;
- Suppliers;

- The Gouvernement;

Example of secondary stakeholders:

- Work Unions;
- Future generations;
- Communities;

We also have internal stakeholders, such as:

- Team Members;
- Managers;
- Executives;
- so on...

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Thus for Stadia in order to have a good stakeholder model we need to identify the primary stakeholders, we need to identify potential secondary stakeholders, internal stakeholders, and then we need to outline their relationships and finally their common goal...

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## Stadia

As for stadia we know that its a product of Google. Thus its a subsidiary of google. This means that though there would be a direct relationship with the main company and other branches, it won't have a direct impact (though it still going to cost the company), as the financial liabilities are contained.

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## Stadia's Business Model

Gamers can initially stream Stadia games only on the Chromecast Ultra, Pixel 3 phones, Chrome OS devices, and Chrome browsers on PCs this November. They can create accounts and make purchases on the Stadia app on iOS 11+ and Android M+ devices, but the companion app won't stream any games. (NOTE: for availability in accross decives i advise to read: <https://support.google.com/stadia/answer/9578631?hl=en-GB>)

Google will also launch a "founder's edition" bundle that includes a Chromecast Ultra, a Stadia controller, a copy of *Destiny 2* (including the new *Shadowkeep* expansion), a

three-month Stadia Pro subscription, and a three-month buddy pass (which allows two players to access your account at once) for \$130. Starting in 2020, the Pro subscription will cost \$10 per month, but it includes streaming access only to certain titles. Other games can be purchased separately at discounted prices.

Subscribers can stream games at a 4K resolution at 60 frames per second (fps) on internet connections faster than 30 Mbps. The recommended minimum, 10 Mbps, is adequate only for 720p streaming. Next year Google will also launch a free tier called Stadia Base, which will let gamers stream purchased games at up to 1080p and 60 fps. That service won't include any free games or discounts on purchased titles.

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### Problems with Stadia's Business Model

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Instead of being a "Netflix for games" for which gamers would pay a single monthly fee, gaining unlimited access to a library of games, Stadia is a platform that offers subscribers only a handful of games and asks them to pay for the rest.

But unlike digital download platforms like **Valve's** Steam and **EA's** Origin, Google doesn't let gamers download and install the games locally -- meaning that they'll always need a high-speed connection to play their purchased games. The average internet speed in the U.S. was 26 Mbps last year, which indicates many gamers won't subscribe to Stadia Pro because they can't stream 4K games.

Until internet speeds improve dramatically, Stadia will just be a cloud-locked version of Steam for most gamers. That might appeal to those who don't have access to gaming consoles or gaming PCs, but that's arguably a very narrow niche market.

Most of Stadia's better-known launch titles are already available on PCs and consoles. Its first exclusive game, the multiplayer physics game *Get Packed*, looks more like a low-budget iPad game than a triple-A title like *Assassin's Creed Odyssey*. Unless Google secures head-turning exclusive titles -- which could be tough because it's an untested platform -- most gamers will simply stick with PCs and consoles.

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### Comparing Stadia's Business Model to other

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Google also ignored **Sony's** streamlined approach to cloud gaming with PS Now. PS Now lets gamers stream more than 750 PS2, PS3, and PS4 games -- many of which are exclusive to Sony's consoles -- to PS4s and Windows PCs. It costs \$20 per month,

\$45 for three months, or \$100 per year -- which is cheaper than Stadia Pro's annual rate.

Sony also allows PS4 subscribers with spottier internet connections to download PS2 and PS4 games to their consoles. PS Now doesn't offer 4K streaming like Stadia, but downloaded titles can be played at 4K resolutions on the PS4 Pro.

PS Now had 700,000 subscribers at the end of 2018. That's a tiny sliver of its installed base of 96 million PS4s, but that base has grown more than 40% every year since its launch in early 2014 -- which indicates that Sony's early move into the cloud gaming market is paying off.

**Microsoft's** Xbox Game Pass and EA's Access platforms will also likely keep gamers away from Stadia. The Xbox Game Pass gives gamers unlimited downloads from a rotating library of over 200 Xbox 360 and Xbox One games for \$10 per month. Origin Access (PC) and EA Access (Xbox) are similar platforms for EA games that cost only \$30 per year. These aren't cloud gaming services, but they still compete against Stadia Pro in the "all you can play" market.

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How was Stadia supposed to work, and what repationships did Stadia hold with other branches of Alphabet's Google?

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<https://speedypaper.com/essays/stakeholder-analysis-for-google> (google stakeholders)