|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Name/Role** | **Department** | **Interest** | **Influence** | **Engagement Level** | **Expectations** | **BA Strategy** |
| Sarah Kapoor – Pharmacy Manager | Operations | Ensure medicines are delivered accurately & timely | High | High | Wants better visibility on inventory | Involve in sprint reviews, weekly sync |
| Dev Mehta – Delivery Coordinator | Logistics/Delivery | Track order dispatches & delays | Medium | High | Real-time delivery dashboard | Involve in UAT and dashboard feedback |
| Rajiv Nair – CTO | IT/Tech | Scalability, data security | High | Medium | Seamless system integration | Engage in sprint planning, architecture |
| Priya Sharma – Customer Service Lead | Customer Support | Improve issue resolution time | Medium | Medium | Access to order history & real-time tracking | Consult during user story writing |
| Anjali Verma – Product Owner | Product Team | Owns product vision and backlog | Very High | Very High | Wants business value delivered every sprint | Work closely on backlog grooming & demo |
| BA Team (You) | Project | Requirement gathering, coordination | High | High | Smooth communication between tech & business | Central bridge across all stakeholders |

**Stakeholders Influence Matrix**

**Communication\_Plan**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Stakeholder** | **Preferred Channel** | **Frequency** | **Format** | **Owner** | **Purpose** |
| Sarah Kapoor – Pharmacy Manager | Microsoft Meet/ Email | Weekly | Sprint Review | BA / Scrum Master | Feedback on inventory features |
| Dev Mehta – Delivery Coordinator | Microsoft Meet / Email | Bi-weekly | Dashboard Demo | BA | Validate delivery tracking needs |
| Rajiv Nair – CTO | JIRA / Zoom | Twice a week | Backlog Grooming | BA | Story refinement and sprint planning |
| Priya Sharma – Customer Service Lead | Email / Microsoft Meet | On Sprint Start | Technical Architecture Summary | BA/Tech Lead | Ensure scalability and compliance |
| Anjali Verma – Product Owner | Email / Google Docs | Sprint End | Feature Documentation | BA | Review helpdesk-related features |