Stakeholder Analysis

BA Case Study: Transparent Construction & Home Services Platform (Conceptual)

1. Stakeholder Identification

The following stakeholders have been identified based on their involvement and influence on the home services booking and delivery process.

Primary Stakeholders
- Business Owner / Product Sponsor
- Operations Manager
- Service Partners (Electricians, Plumbers, Technicians)
- End Customers

Secondary Stakeholders
- Customer Support Team
- Data & Analytics Team

2. Stakeholder Roles & Responsibilities

Stakeholder	Responsibilities
Business Owner	Owns the product vision and business goals, approves requirements, prioritizes features, and evaluates overall platform performance.
Operations Manager	Oversees daily service operations, manages partner allocation, monitors service-level adherence, and resolves operational issues.
Service Partners	Accept assigned service requests, deliver on-site services, update job status, and adhere to quality and service standards.
End Customers	Initiate service requests, select preferred time slots, interact with service partners, and provide post-service feedback and ratings.
Customer Support Team	Handles booking-related issues, customer complaints, and escalations arising from service delivery failures.
Data & Analytics Team	Analyses operational and customer data to generate insights, track KPIs, and support business decision-making.

3. Stakeholder Goals & Expectations

Stakeholder	Goals / Expectations
Business Owner	Scalable platform, reduced cancellations, improved customer retention, visibility into performance metrics
Operations Manager	Smooth booking flow, fewer manual interventions, faster issue resolution
Service Partners	Fair and predictable job allocation, clear service expectations, performance recognition
End Customers	Reliable service delivery, trusted professionals, transparent pricing and scheduling
Customer Support Team	Reduced complaint volume, clear issue tracking, faster resolution
Data & Analytics Team	Consistent data capture, measurable KPIs, actionable insights

4. Stakeholder Pain Points (Current State)

Stakeholder	Key Pain Points
Business Owner	Limited performance data, difficulty measuring business impact
Operations Manager	Manual coordination, lack of real-time visibility, high escalation volume
Service Partners	Irregular demand, unclear job assignments, limited feedback on performance
End Customers	Last-minute cancellations, service delays, lack of trust in service quality
Customer Support Team	High dependency on manual follow-ups, incomplete booking information

5. Influence and Interest Assessment

- **High Influence / High Interest:** Business Owner / Product Sponsor, Operations Manager
- **Medium Influence / High Interest:** Service Partners
- **Low Influence / High Interest:** End Customers

6. Assumptions and Constraints

Assumptions

- Stakeholders are willing to adopt a digital booking and service management process
- Service partners have access to smartphones and basic digital literacy
- Customer ratings and feedback reasonably reflect service quality

Constraints

- No access to real customer or partner data

- Limited initial service partner network

- Conceptual scope without live system validation