Stakeholders

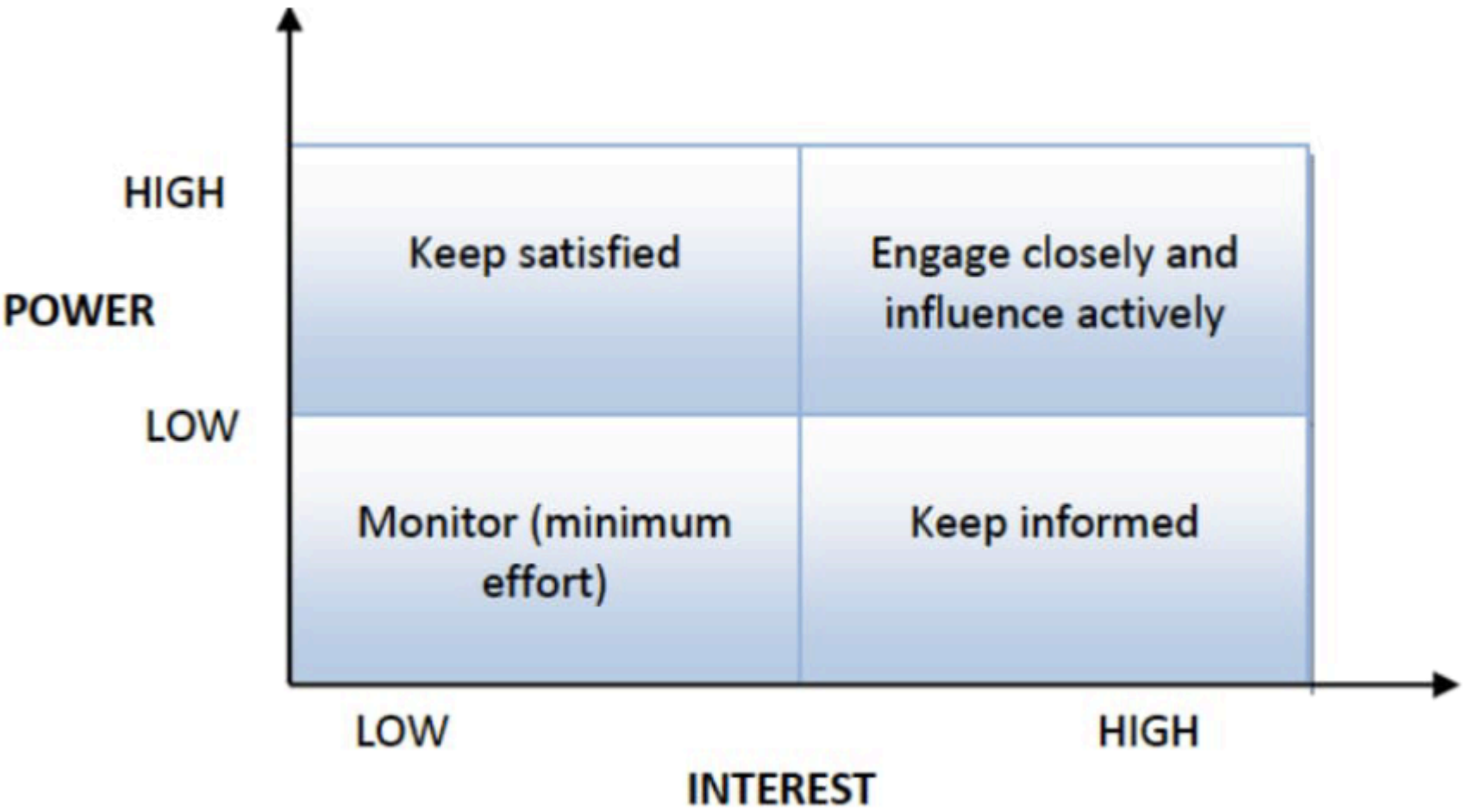Last edited by **An Nguyen** 1 year ago

Stakeholders

Stakeholders definition

Our key stakeholders including:

- Developers
- PM
- PO
- Internal marketing team
- Communication team (providing marketing materials, other kinda content) - internal
- Investors - people putting funds into the project (maybe from internal?)
- Language experts/teachers - external
- End users/language learners - external
- App distribution platforms (Play Store, Appstore, etc.) - external
- Legal experts/lawyers? - could either be internal/external
- Designers - internal

Stakeholder prioritization

Based on the stakeholders' impact on the project throughout the product lifecycle using the power/interest matrix. Here, we classified the stakeholder as `<power> - <interest>` with `L` means `low` and `H` means `high`.

Engaged closely and influence actively

- PM/PO: H - H
- Language experts/teachers - external: H - H

Keep satisfied

- Investors - people putting funds into the project (maybe from internal?): H - L
- App distribution platforms (Play Store, Appstore, etc.) - external: H - L
- Legal experts/lawyers? - could either be internal/external: H - L

Keep informed

- End users/language learners - external: L - H
- Developers: L - H -> develop the app, but no power to make "big" decisions
- Designers - internal: L - H

Monitored (minimum effort)

- Internal marketing team: L - L
- Communication team - internal: L - L

Comments