

RACI Matrix

Project Task	Management	Marketing	Sales Manager	Web Admin	IT Department	Customer Service	Customers	BA/PM
Identify website issues (survey, focus groups, quantitative and qualitative analysis)	I	R	R	R	I	R	C	A/R
Requirements analysis, prioritization and User stories	C	C	C	-	I	C	-	A/R
Checkout process redesign (workshops)	I	R	R	R	R	R	-	A/R
Usability testing	I	C	R	I	I	I	C	A/R
Development of the new checkout and website redesign	I	I	I	I	A/R	I	-	C
Website launch	I	I	I	I	R	I	I	A
Monitor website performance and user feedback	I	R	A/R	R	I	R	-	I
Provide customer support and assistance	I	I	I	I	-	A/R	-	I
Review and analyze sales data and customer feedback	I	R	R	C	C	C	-	A/R
Evaluate the effectiveness of implemented changes	I	C	C	C	C	C	-	A/R

Each letter in the RACI matrix indicates stakeholder involvement in the respective activities

R - "Responsible" refers to those responsible for completing tasks.

A - "Accountable" refers to those ultimately answerable for the tasks' completion.

C - "Consulted" refers to those whose input is sought during task completion.

I - "Informed" refers to those who need to be kept informed of progress and decisions.

The purpose of completing a RACI matrix in this scenario was to clarify roles and responsibilities for each task and prevent ambiguity as to who is supposed to do what. Here is a sample allocation of the tasks. To avoid confusion, it was important to make sure that Accountability for a task was allocated to only one person. While the responsibility for completing the task can be shared by several people, the accountability for the task completion shouldn't really be shared.