

Stakeholder List, Map, or Personas

The *Stakeholder List, Map, or Personas* pattern creates elements and a diagram using a matrix to show how stakeholders can be positioned into the quadrants of represent their influence and the impact on them. The understanding of stakeholders is critical to stakeholder management and the matrix is a powerful way of visualizing their relationship to a system, product or initiative.

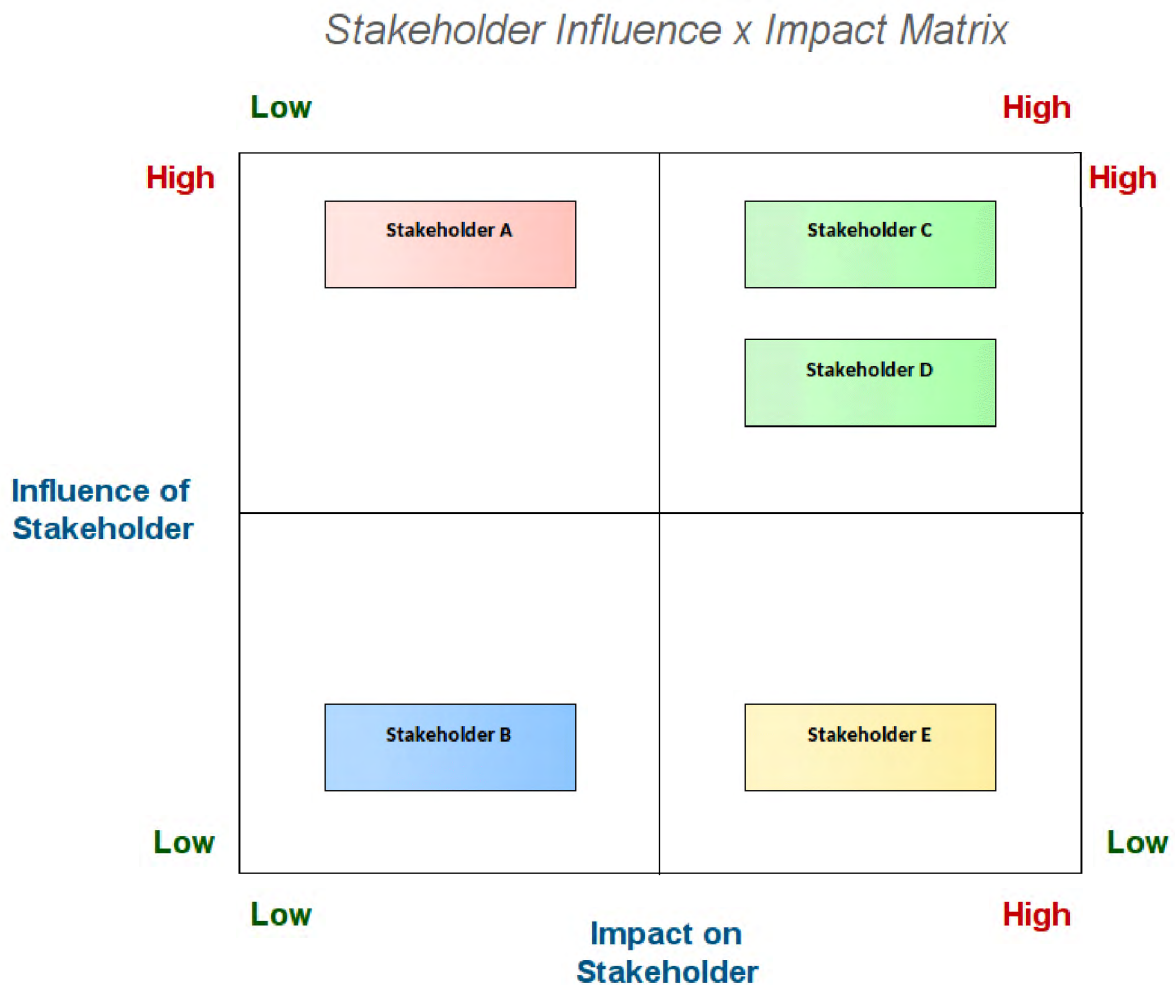


Figure 1. Shows a Class diagram where a swim lane matrix is used to classify stakeholder based on their influence and the impact the initiative will have on them.

Discussion

The purpose of the pattern is to ensure that all the important stakeholders have been tabled and their characteristics have been defined. The matrix also ensures that the stakeholders are well understood so that any decisions made regarding the stakeholder engagement, collaboration, and communication can be carried out in a way that provides the best outcomes not only for the initiative but also for the stakeholders.

It is typically completed early on in an initiative and a Business Analyst completes it to ensure they have discovered all the important stakeholders. It will provide a useful reference during all stakeholder engagement and communication and along with other devices such as lists and personas will ensure the requirements gathering process is

The following is a list of some things you may want to do when working with this pattern.

- Any number of Stakeholders can be added to the diagram.
- Notes can be added to the stakeholder elements to record additional information.
- The color of the elements can be changed to record additional properties of the stakeholders.

The following is a list of some of the next steps available when applying the pattern.

- Instances of Stakeholders can also be created and dragged onto the diagram allowing named people to be represented that fill a particular stakeholder role.
- Other mechanism can be used to record information about the diagrams such as a Class diagram that records the relationships between the stakeholders.
- Trace relationships can be created between the stakeholders and other-up process or down-process elements such as goals, drivers and requirements.

Reference

The following help topics will assist you learn about how to work with this pattern.

[Stakeholder List, Map, or Personas](#)

[Stakeholder Modeling](#)

[Swimlanes Matrix](#)

[Business Analysis Body of Knowledge \(BABOK\)](#)

[Traceability Tools](#)

[Documentation](#)

The following are some of the tools that will be helpful when working with this pattern.

Document Generator

The Document Generator is a powerful facility in Enterprise Architect that allows a Database Engineer or other stakeholder to create high quality corporate or technical documentation directly from the model, suitable for internal or external audiences. For more details see the [Documentation](#) help topic or the more general topic on [Model Publishing](#).

Element Discussions

The Element Discussion facility is a fully featured collaboration tool allowing modelers and model viewers and reviewers to communicate with each other directly inside the repository. Modelers using the full client or occasional viewers using WebEA can both post and reply to discussions and communicate and engage in chat. For more details see the [Element Discussions](#) help topic.

Specification View

The Specification View can be used as a way of working with any element type in a spreadsheet or word process view. It is particularly useful when there are a large number of elements as is typically the case when describing a system of any appreciable size. For more details see the [Specification View](#) help topic.

Relationship Matrix

The Relationship Matrix provides a spreadsheet like view of two groups of elements and the relationships that exist between them. It can be used as a powerful analysis mechanism to visually indicate how elements are related to each other and to discover

which elements are missing relationships. For more details see the [Relationship Matrix](#) help topic.

[Traceability Window](#)

The Traceability Window automatically displays the relationships that exist between Use Cases and other model elements including up-process and down-process elements. The traceability tree view can be conveniently expanded to see deeper relationships and elements displayed in the window can be located in all diagrams in which they appear. For more details see the [Traceability Window](#) help topic.