

Stakeholder Analysis

MediBook: Health Professionals Appointment App

Group 7

- Matin Salimzadeh
- Theo Oey
- Johnny Nguyen
- Xinran Chen
- Luca Novello

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IDENTIFY STAKEHOLDERS & CATEGORIZES

Who They Are	What They Do	Category
Patients	People using the app to book appointments.	External - Main
Healthcare Providers	Doctors, clinics, hospitals using the app.	External - Main
Project Sponsors	Provide money and support for the project.	Internal - Main
Developers	Build and code the app.	Internal - Main

STAKEHOLDER REGISTER

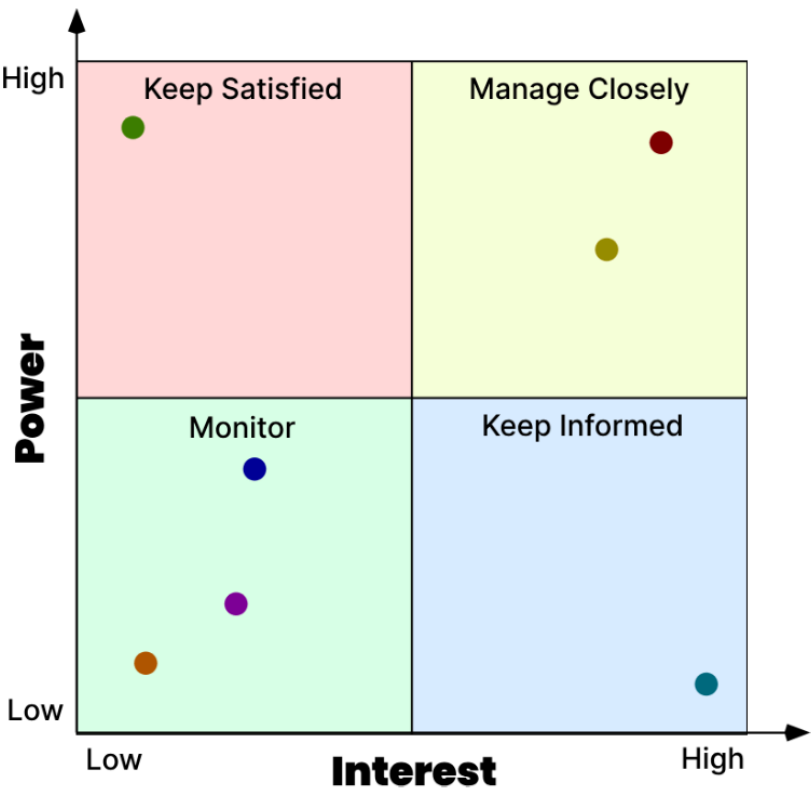
Who They Are	What They Do	Category
Patients	Use the app to book appointments	External - Main
Healthcare Providers	Manage appointments using the app	External - Main
Project Sponsors	Fund and support the project	Internal - Main
Developers	Build and maintain the app	Internal - Main
Designers	Create the app's look and feel	Internal - Support
Regulatory Bodies	Ensure the app follows legal rules	External - Support
Marketing Team	Promote the app to get more users	External - Support
IT Support	Keep the app working and secure	Internal - Support

POWER-INTEREST GRID

Stakeholder	Power	Interest	Placement on Grid
Project Sponsors	High	High	Manage Closely
Healthcare Providers	High	High	Manage Closely
Regulatory Bodies	High	Low	Keep Satisfied
Patients	Low	High	Keep Informed
Developers	Low	Medium	Monitor
Marketing Team	Low	Medium	Monitor
IT Support	Low	Low	Monitor

STAKEHOLDERS

- Project Sponsors
- Healthcare Providers
- Regulatory Bodies
- Patients
- Developers
- Marketing Team
- IT Support



STAKEHOLDER RISKS & ISSUES

Who They Are	Possible Problem	How to Fix It
Patients	May not know about the app or prefer phone calls	Ads, easy guides, special offers
Healthcare Providers	Might not want to switch from current system	Training, show benefits, support
Regulatory Bodies	Strict privacy rules could slow progress	Follow legal rules, security checks
Developers	Not enough time to finish the app properly	Clear plan, work in small steps
IT Support	System crashes or security problems	Regular checks, backup system
Marketing Team	Not enough people use the app	Social media, partner with clinics