Stakeholder Analysis

MediBook: Health Professionals Appointment App

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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 |

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# 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 |