



STAKEHOLDERS & DECISION MAKERS

"We envision a world where effortless, secure video conferencing is the standard, enabling individuals and organizations to achieve their goals with ease."

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*Logo icon from flaticon.com by Corner Pixel

Part 1: Stakeholder Analysis

Identifying Stakeholders

Executives and Management:

- **Rafa**, CEO. He has a high interest in launching the new permissions feature for the big clients, as he knows that building a product that other companies want will make Sync successful. Most interested in the product strategy aligning with the business strategy.
- **Fiona**, CTO. She is worried about a possible future outage, as the current infrastructure might not be able to support the high traffic. She is also worried about the accumulation of technical debt due to the addition of all new features.
- **Gen**, Head of Design. They are interested in excellent design and makes sure the design aligns with the company's guidelines. They are worried that the current state of affairs is too confusing.

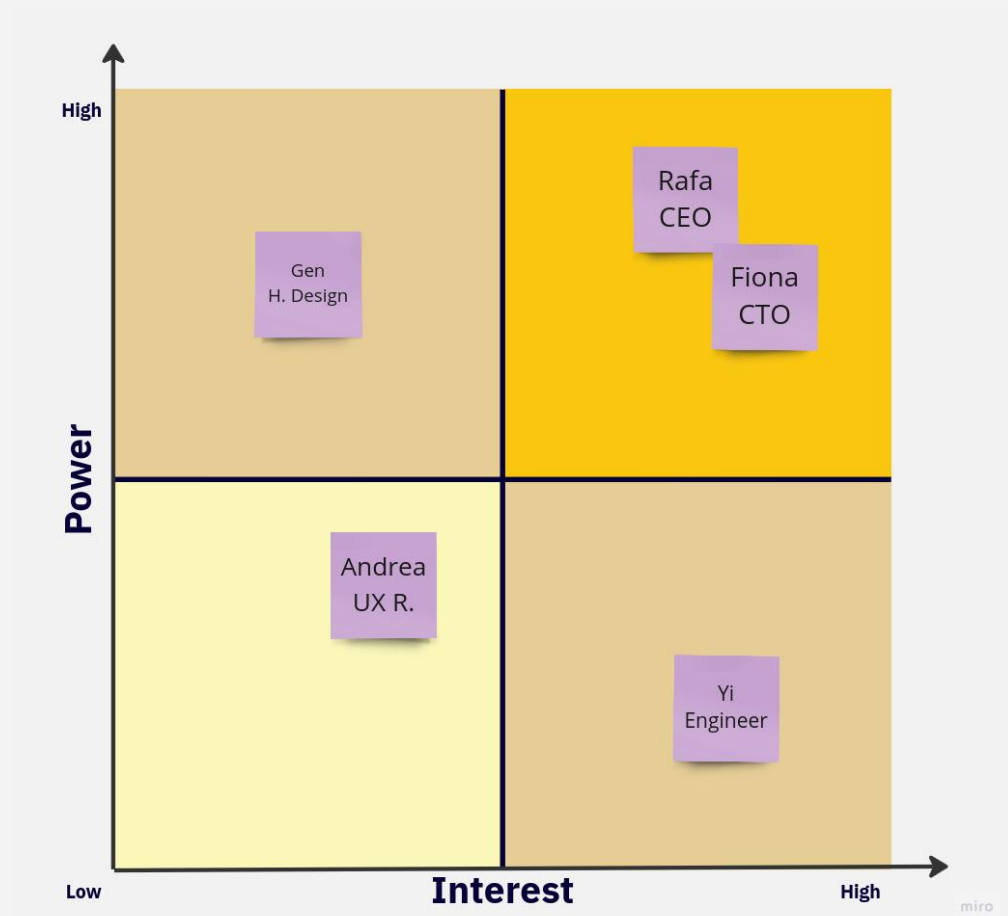
Development:

- **Yi**, Junior Engineer. She is working on the product itself, by building and implementing new features. She is very involved, by making suggestions, but they are worried about the constant change of direction from the company.

Design:

- **Andrea**, UX Researcher. Has a lot of ideas, she is very close to the customers. During the research of academic and government users they found that there are rigorous guidelines for sharing information in such environments.

Stakeholder Map



Part 2: Stakeholder Communication Strategy

Rafa

CEO, Founder
he/him



Stakeholder profile:

- Rafa is one of the founders and is very invested in the success of the product and the company.
- He and his cofounder, Fiona, built their own video conferencing software in 2010, while working in a partially remote company.
- Dedicated a lot of their free time before launching Sync.
- They trust each other completely and make decisions after consulting with each other.
- He has very high expectations of his team.
- He can be tough in meetings.
- He is very data driven, he wants to see hard data to back up assumptions and decisions.

** He seems to push for features that the biggest clients request, might need a lot of convincing or push back with data to back up if I might not agree on such requests.*

Communication Strategy:

- One **kick-off meeting** to get to know each other, what wants and needs they have. To build some trust.
- **Every six weeks a 1:1 meeting** to inform on the progress of the product and what is next on the product side. There will be a high level, data backed presentation. Coming in very prepared for any questions, with a clear agenda and topics. This is where hard decisions will be mentioned.
- **Monthly newsletter and emails** for information.

Rationale:

Rafa, as the CEO, is very busy with very high level topics. But as a founder he is extra invested in the product. I'd like to get to know him a bit, to discover his wants and needs. But will have to use meetings sparsely. I will need to be well prepared for these meetings, bring in it data to support my decisions.

Fiona

CTO, Founder
she/her



Stakeholder profile:

- Fiona's skills complement really well with Rafa's.
- She and his cofounder, Rafa, built their own video conferencing software in 2010, while working in a partially remote company.
- Dedicated a lot of their free time before launching Sync.
- They trust each other completely and make decisions after consulting with each other.
- Cares a lot about the current state of the product, its infrastructure and technical debt, might be worried about the too many features and poor quality of them.

** As per her expertise, I see it necessary to dedicate some development time to improving infrastructure and decreasing technical debt, to avoid a major problem, which could cause losing a lot of our user base to faster and more reliable competitors.*

Communication Strategy:

- One **kick-off meeting** to get to know each other, what wants and needs they have. To build some trust. Optionally more future ones.
- **1 big or several short brainstorming sessions** on what exactly they'd like to improve in the infrastructure and what technical debt shall we focus on the most.
- **Monthly meeting** to update them on the product progress.
- **Monthly newsletter and emails** for information.

Rationale:

As an executive they are also part of the bigger picture and really busy, but also closely invested in the product, even more so than Rafa, as they know more about the technical side of it. I will need to build a good relationship with Fiona, as she can influence Rafa on decisions, that's why I thought of hearing her out in a brainstorming session on what they'd like to change or improve. I want to make them feel like I do care about technical debt, not only new shiny features. And I want to update her often on how we handle those changes, to make her feel listened to.

Gen

Head of Design

they/them



Stakeholder profile:

- Gen are new at Sync, only joined 2 months ago, so they might rely a lot on my guidance in understanding the product.
- They strongly believe in their vision of helping people make connections through the product, which might be a bit in conflict with Rafa's of catering to small and big businesses.
- Known for excellent design.
- They want to streamline Sync's design, as everything is a bit confusing and there is not a unified design across platforms.

Communication Strategy:

- **1:1s** to get to know each other, **NATO** (No Action Talk Only) meetings, to build a relationship. As many as they want.
- **A few 30 minutes sessions** where we go through the product to help them catch up to speed.
- Communication mostly through **emails** and **Slack**.
- **Every 2-3 weeks a sync meeting** on resources for the Sprint.
- **Optionally** invited to sessions throughout **Discovery** and **Sprint Planning**.

Rationale:

As with everyone, I'd like to know them and hear more about their ideas and needs. As they are new, I'll need to help them understand the product and in exchange they can help me make the product less confusing and more appealing visually. I will need their help with getting designers to work on my ideas so I need to get them a bit more involved in the product, and keep them updated with the progress.

Andrea

UX Researcher

she/her



Stakeholder profile:

- She has a lot of insight into what customers want.
- Focused on academic and government users research at the moment.
- Things we could make the product better if we could fix the users' workarounds with new features, as we might be losing these users altogether to competitors.

** There seems to be some frustration among the user base regarding missing essential features and they are considering other video conferencing tools. We need to handle that before it's too late.*

Communication Strategy:

- A **kick-off meeting** to get to know each other, a possible recurring **1:1s** as they fit to build rapport.
- A **brainstorming session** to see what other problems may users have.
- **Weekly updates** on research via **emails** or optionally **video calls**.
- **Optionally** invited to sessions throughout **Discovery** and **Sprint Planning**.

Rationale:

I will work with Andrea very closely, so I want to know her. They have a lot of insights into what users want most, which will help me a lot with making decisions. We can do that in brainstorming sessions and communicate on a daily and weekly basis. It's very important to make her feel part of the Product team. Her help is very important throughout the discovery phase.

Yi

Junior Engineer

she/her



Stakeholder profile:

- She likes to be involved in suggesting features and improvements.
- She thinks things are very chaotic, and there is no clear direction, as there is constant change in strategy and direction of the product.
- It seems this feeling might happen across the whole development team, as features are dropped to work on new requests.

** There seems to not be a clear understanding of what is urgent and what is important at Sync. There is no clear strategy and might need a lot of standing my ground to avoid frustration in the whole development team. This information could align with Fiona's worries, as things seem to be delivered fast with little time for good quality. Time to consider slowing down a bit and focus.*

Communication Strategy:

- A first 1:1 to get to know each other and build some trust, with the option of following up with more spontaneous **1:1s**, will give Yi the option to approach me. This will be NATO meetings (No Action Talk Only).
- **Daily sync up** regarding any blockers she might have through automatic Daily Standup messages on Slack. With the possibility of further explanation in a meeting.
- **Sprint Planning** and **Retrospective every 2 or 3 weeks.**
- Communication mostly through **Slack** and tasks comments.

Rationale:

I'll be working and knowing Yi on a daily basis, I will need to give them context on any decisions I make and avoid her (and the whole development team) getting too frustrated and their work being interrupted all the time by changing directions. We need to go through the whole Product Cycle together. A lot of the daily communication will happen on Slack. I don't want to promise anything that I cannot follow up with, as that seems to have happened to her already. We cannot lose the excitement of Engineering.

* All stakeholder pictures are from Pixabay