

# Audience for a Business Case

## Case Study: Secure Bank Mobile Check Deposit Implementation

### 1. Stakeholder Identification

SecureBank's mobile check deposit project involves a diverse group of stakeholders, each playing a critical role in the project's success. Below is a comprehensive list of stakeholders along with their roles and interests:

#### Internal Stakeholders:

1. **Chief Executive Officer (CEO):** Provides strategic approval and ensures project aligns with business goals.
2. **Chief Finance Officer (CFO):** Oversees budget allocation and assesses the final impact of the project
3. **Chief Risk Officer (CRO):** Manages financial, fraud, and operational risks associated with the project, crucial for a secure mobile deposit system
4. **Chief Compliance Officer (CCO):** Ensures adherence to banking regulations and risk mitigation strategies.
5. **Chief Technology Officer(CTO):** Oversees technical development and ensures digital transformation success.
6. **Project Manager:** Responsible for overall project success, including timeline, resources, and stakeholder communication.
7. **Business Analyst:** Responsible for eliciting requirements, communication between stakeholders, and ensuring project completion
8. **Technical lead:** Guides the technical aspects of the mobile deposit feature development.
9. **Marketing Lead:** Develop strategies for customer adoption and promotion of the new service.
10. **QA Team:** Ensures the mobile check deposit feature meets quality standards by conducting rigorous testing, identifying defects, and validating system performance before deployment.
11. **Developer:** Responsible for coding, API integration, and system performance optimization to ensure the mobile check deposit feature functions smoothly.
12. **UX(User Experience) Designer:** Designs an intuitive and user-friendly interface for the mobile check deposit feature to enhance usability and customer satisfaction.
13. **Cybersecurity Analysts:** Implement security measures, monitor vulnerabilities, and prevent fraud risks associated with mobile check deposits.
14. **Fraud Analyst:** Analyzes transaction patterns, detects fraudulent activities, and implements fraud prevention mechanisms.
15. **Branch Managers:** Educate and assist customers in using the new feature, provide feedback on usability, and support adoption.
16. **Customer Service Representatives (CSRs):** Handle customer inquiries, provide troubleshooting assistance, and ensure a seamless user experience for mobile check deposits.

## External Stakeholders:

- Customers(End Users):** End users who utilize the mobile check deposit feature; their adoption and feedback are critical to the project's success.
- Regulatory Authority:** Ensures SecureBank complies with financial regulations, data security laws, and anti-fraud measures.
- Investors and Shareholders:** Monitor the project's financial impact, ROI, and contribution to SecureBank's overall digital transformation strategy.

## 2. Stakeholder Categorization:

Each stakeholder is accessed based on their level of authority(power) and level of Interest in the project. The power-interest matrix below classifies them into four key engagement categories:

Category	Stakeholders	Justification	Engagement Method	Communication Frequency
<b>High Power, High Interest</b> (Engage Closely)	CEO, CTO, CRO, CFO, Project Manager	These stakeholders hold decision-making authority and are responsible for project success. Require continuous involvement and strategic updates.	Weekly strategy meetings, progress reports with KPI tracking, executive dashboards	Weekly, with daily updates as needed
<b>High Power, Low Interest</b> (Satisfy without Overwhelming)	CCO, Regulatory Authorities, Investors & Shareholders	They have significant authority but lower day-to-day involvement. Require periodic updates but not daily engagement.	Monthly executive summary reports, regulatory compliance updates, investor briefings	Monthly to Quarterly
<b>Low Power, High Interest</b> (Inform & Involve Appropriately)	Business Analyst, Technical Lead, Marketing Lead, QA Team, Developer, User Experience(UX) Designer, Cyber Security Analyst, Fraud Analyst, Customers(End Users)	Actively engaged in feature implementation, customer interaction, and security. Need regular updates and training.	Regular team meetings, progress updates, workshops, Slack for regular communication	Bi-weekly to monthly with continuous feedback channels
<b>Low Power, Low Interest</b> (Monitor with Minimal Resources)	Branch Managers, Customer Service Representatives(CSRs),	Have minor influence and limited interest, requiring only occasional updates.	Email updates, occasional briefings, App notifications,	Quarterly or milestone-based

### 3. Stakeholder Matrix:

The table below further defines stakeholder's characteristics, key motivations, and concerns.

Stakeholder	Power	Interest	Key Motivations and Concerns
Chief Executive Officer (CEO)	High	High	Decision-maker, highly invested in project success and strategic alignment
Chief Finance Officer (CFO)	High	High	Controls budget, highly interested in ROI and financial impact
Chief Risk Officer (CRO)	High	High	Responsible for risk management, highly concerned with security and compliance
Chief Compliance Officer (CCO)	High	Low	Ensures regulatory compliance but is less involved in day-to-day project details
Chief Technology Officer(CTO)	High	High	Oversees technology strategy, and ensures seamless integration, security, and innovation.
Project Manager	High	High	Responsible for project execution, timeline management, and stakeholder coordination.
Business Analyst	Low	High	Gathers business requirements, translates needs into technical specifications, and ensures alignment.
Technical Lead	Low	High	Oversees technical implementation, ensures best practices, and resolves development roadblocks.
Marketing Lead	Low	High	Designs adoption strategies, and ensure customer awareness, but has limited influence on technical aspects.
QA Team	Low	High	Responsible for testing the system but doesn't influence strategic decisions
Developer	Low	High	Implements features but has limited say in overall project direction
UX Designer	Low	High	Design user interfaces to ensure a positive user experience but limited influence on broader decisions
Cybersecurity Analysts	Low	High	Essential for Implementing security protocols, monitoring threats, and ensuring data protection. But don't set overall project direction

Stakeholder	Power	Interest	Key Motivations and Concerns
Fraud Analyst	Low	High	Important for risk mitigation but limited influence on project scope
Branch Managers	Low	Low	Affected by the outcome but not directly involved in the implementation
Customer Service Representatives (CSRs)	Low	High	Will use the system but not be involved in development decisions
Customers	Low	High	Will use the system but not be involved in development decisions
Regulatory Authority	High	Low	Can impact project approval but not involved in daily operations
Investors and Shareholders	High	Low	Have significant influence through financial stake, but limited involvement in day-to-day project details