Exemplar: Identify Stakeholders and their Requirements

This document presents an exemplar solution to the lab, "Identify and Categorize Stakeholders." Please keep in mind that this is just one point of view and not a definitive solution.

Solution

List of potential stakeholders

Stakeholders
App users
Real estate agents
AbodeSeek's management
IT team
Marketing team
Regulatory authorities
Competitors

Document the findings

Stakeholder	Role	Internal/External	Power	Interest	Category
App users	Buyers and sellers	External	Low	High	Low power / High interest
Example					
A first-time homebuyer using the app to find listings. Their feedback on user experience (UX) is crucial, as positive experiences can lead to referrals and repeat usage. They might not have a direct influence over app features but can significantly affect its success through reviews and word-of-mouth.					
Stakeholder	**Role**	**Internal/External**	**Power**	**Interest**	**Category**
Real estate agents	Facilitators of Transactions	External	High	High	High power / High interest
Example					
An experienced real estate agent who relies on the app for client interactions and listings. Their insights into desired features (like advanced filtering options) can drive app improvements. If they find the app beneficial, they will promote it to their clients, increasing its user base.					
Stakeholder	**Role**	**Internal/External**	**Power**	**Interest**	**Category**
AbodeSeek's Management	Executive Oversight	External	High	High	High power / High interest
Example					
The CEO and executive team overseeing the app development. They set strategic goals, budget allocations, and key performance indicators (KPIs). Their decisions will directly impact on the project's direction, prioritizing user feedback and market trends.					
Stakeholder	**Role**	**Internal/External**	**Power**	**Interest**	**Category**

IT Team	Development and maintenance	Internal	High	Low	High power / Low interest
Example					
The software developers and IT support staff responsible for coding and maintaining the app. While they hold significant power due to their technical expertise, their interest may be low if they are working on multiple projects. They may prioritize technical issues over user experience unless directed by management.					
Stakeholder	**Role**	**Internal/External**	**Power**	**Interest**	**Category**
Marketing team	Promotion and user acquisition	Internal	Low	High	Low power / High interest
Example					
The marketing team creates campaigns to attract users to the app. They need insights from users and agents to tailor their messaging effectively. Although they lack decision-making power regarding app features, their strategies are crucial for increasing visibility and adoption.					
Stakeholder	**Role**	**Internal/External**	**Power**	**Interest**	**Category**
Regulatory authorities	Compliance Oversight	External	High	Low	High power / Low interest
Example					
Government bodies ensuring that real estate transactions comply with laws (e.g., data protection regulations). They have the authority to enforce regulations that could impact how the app operates, but they are generally not involved in day-to-day app development decisions.					
Stakeholder	**Role**	**Internal/External**	**Power**	**Interest**	**Category**
Competitors	Market Influence	External	Low	Low	Low power / Low interest
Example					
Other real estate apps in the market. They can indirectly influence the AbodeSeek app through competitive features or pricing strategies. However, their direct impact on stakeholder decisions is minimal, as they do not interact with the app itself.					

Stakeholders' categories and example requirements

Stakeholders	Requirements
App users (buyers and sellers)	- Ability to search for properties based on multiple filters (location, price range, number of bedrooms) - Access to virtual tours of properties - User-friendly interface for easy navigation - Option to save favorite listings and receive alerts for new matches - Ratings and reviews for agents and properties

Real estate agents	- Dashboard to manage listings and view inquiries from potential buyers - Tools for communication with clients through chat features - Access to performance analytics (for example, number of views, inquiries) - Ability to schedule and conduct virtual tours - Marketing tools to promote listings within the app
AbodeSeek's management	- Comprehensive reporting features to track user engagement and app performance - Insights into market trends from user data - Compliance with real estate regulations and data protection laws - Budgeting and resource allocation tools for app development and marketing
IT support team	- Detailed documentation of app architecture for maintenance purposes - Clear guidelines for user data management and security protocols - Escalation procedures for technical issues raised by users - Integration capabilities with existing company systems (for example, CRM, ERP)
Regulatory bodies	- Adherence to local real estate laws and regulations - Transparency in property listings to avoid deceptive practices - Data protection measures that comply with privacy regulations
Investors	- Regular updates on project milestones and financial performance - Assurance of return on investment through user growth statistics - Market analysis reports demonstrating the app's competitive advantage
Marketing team	- Tools for creating promotional content within the app (for example, banners, featured listings) - Analytics on user demographics and behavior for targeted marketing campaigns - Feedback mechanisms to gauge user satisfaction and areas needing improvement

Customer support team	• A knowledge base for common user inquiries about the app
	• Integration of a support ticket system directly within the app
	• Real-time chat support features for immediate assistance