Chapter 2 Summary: Know Your Audience

Stakeholders

* Stakeholder: Persons and organizations actively involved in the project r whose interest may be positively or negatively affected by the execution or completion of the project
* To a BA A stakeholder is anyone who may contribute to or have interest in the requirements

Best way to understand another person’s communication is to understand

* Motives
* Personal biases
* Expertise
* experience

Establish trust with your stakeholders

Key stakeholder roles

* Executive or project sponsor (page 40)
  + Why do they want the project done
  + Do tell them about project problems tell them what you will to do move forward
* Project manager (page 44)
  + Focuses on project resources, money, timing and deliverables
  + Focuses on the big picture not the details
  + Builds the work breakdown structure
  + Acts as a director and manages the project
* Other business analysis
  + Multiple BA’s may be assigned to a project by area
* SMEs and users (page 49)
  + Not all SME’s are users of the software
  + Not all users are SME’s
  + Anyone that has information about the business, not tied to their title
  + Need to think about finding the right SME for a given project
  + Not all managers have the depth of knowledge to define requirements
  + BA may not always get the best SME
  + Knowledgeable SME may omit details as they assume you know them or over simplifiy
  + Some SME’s may be afraid to give incorrect information
  + Some SME’s may be frustrated from prior projects
  + Some SME’s are unhappy with their jobs
* Quality Assurance analyst (page 58)
  + Responsible for testing
  + Can determine if a requirement can be tested
  + Involve early on in the project
* Usability professional (page 60)
  + User experience
* IT Architect (page 61)
  + Software solutions designer
* IT developer (page 62)
  + Consumer of the requirements
  + Need to understand how the developer will respond to the requirements
* Data DBA/Architect/analyst (page 67)
  + Where data is physically stored and how it can be accessed
* Database designer/administrator
* Vendor (page 68)
  + Supplier of software and services
  + Response to RFP, RFI
  + Vendor Relationship Life Cycle

Stakeholders Analysis

See list of consideration when evaluating the project stakeholders (page 71)

Working with Dispersed teams

* Physical distance
* Time zones
* Nationality/cultural differences
* Language differences
* Using team collaboration tools
* Shared presentations
* Shared documents