

DESIGN THINKING MINDSET / EXPLORE PHASE

Identify Key Stakeholders

Gain an understanding of the key stakeholders involved in the use case, as well as how they interact and influence one another.

Why To Identify Key Stakeholders

Understand key stakeholders involved in the use case and how they interact and influence each other.

Stakeholder mapping...

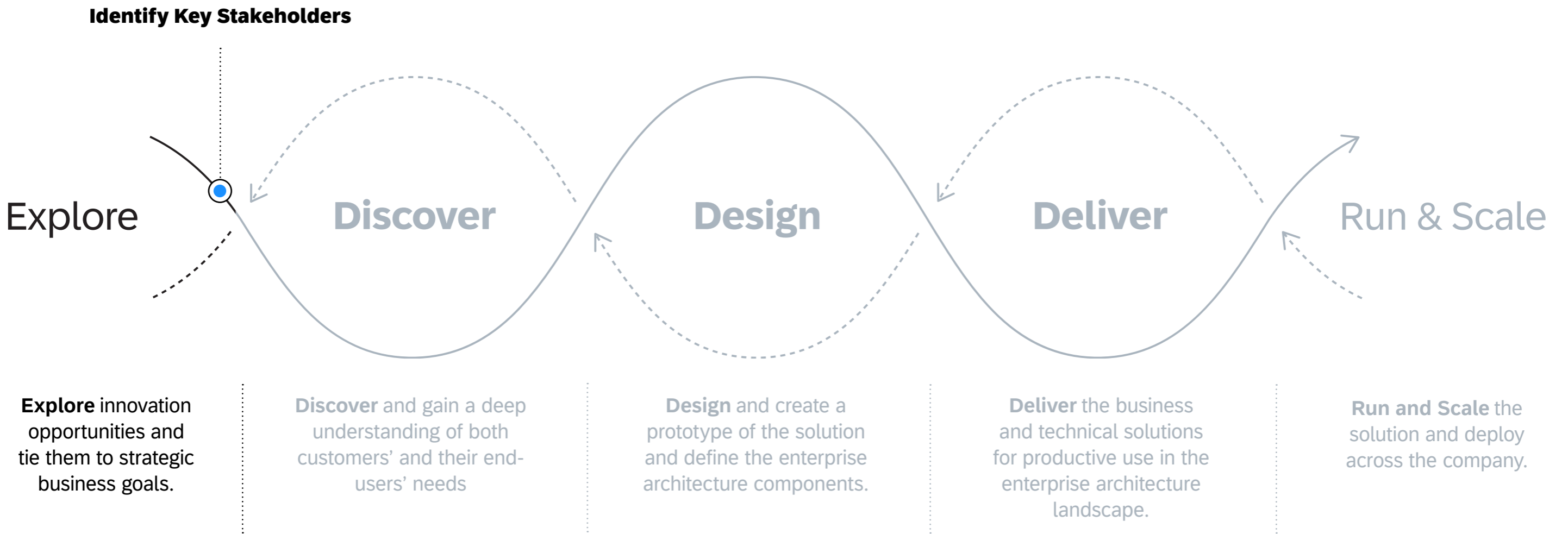
- ...brings alignment among team members around the organizational context of the project. It makes assumptions transparent.
- ...defines the roles of people and their relationships in a “human-centered system” view.
- ...provides a way of visualizing the many dynamics in play, including motivations, influences and relationships.



When To Identify Key Stakeholders

We use the Stakeholder Map as part of the Explore phase to clearly outline all the actors connected to the project. These actors can make decisions or can be affected by the decisions.

Once actors are known, the team can work on interactions and relationships between these actors. The team can also strategize how to best work with each and every stakeholder.



Learn more about SAP's Human-Centered Approach to Innovation: <https://apphaus.sap.com/approach>

How To Identify Key Stakeholders



Duration
Approx. 30 - 60 Minutes



Participation
2 - 8 People



Roles
Designers, Business Leads, Other Project Stakeholders

Steps

- 1 Work with your team to identify the business user and the scenario they are involved in. Encourage people to maintain an open mindset as they identify and describe all the actors within the system.
- 2 Use individual sticky notes to capture all relevant stakeholders who may be affected by or have an impact on the user challenge or scenario.
- 3 Place stakeholders on your stakeholder map appropriately, visually displaying their relation to the problem.

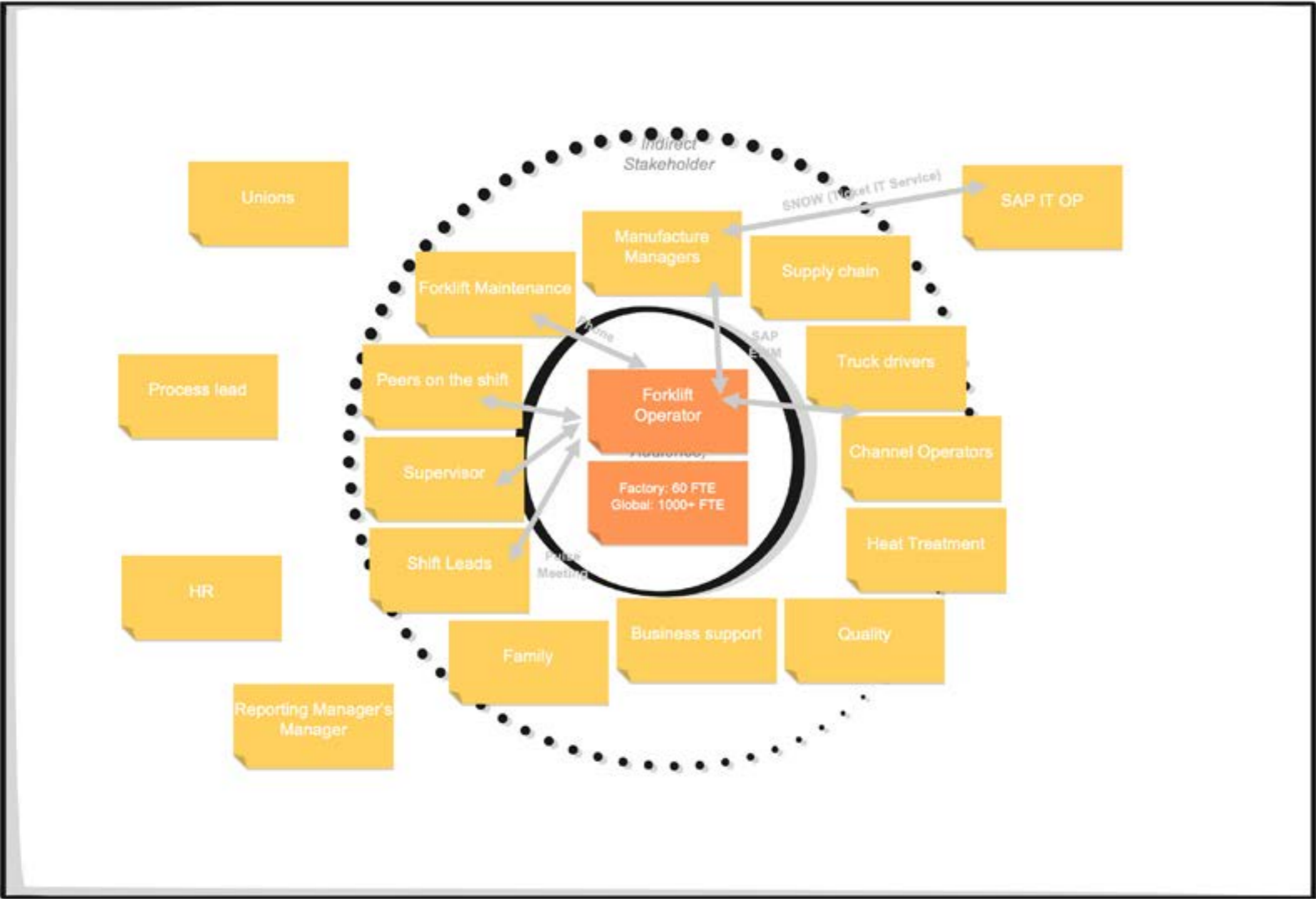
Expert Tips

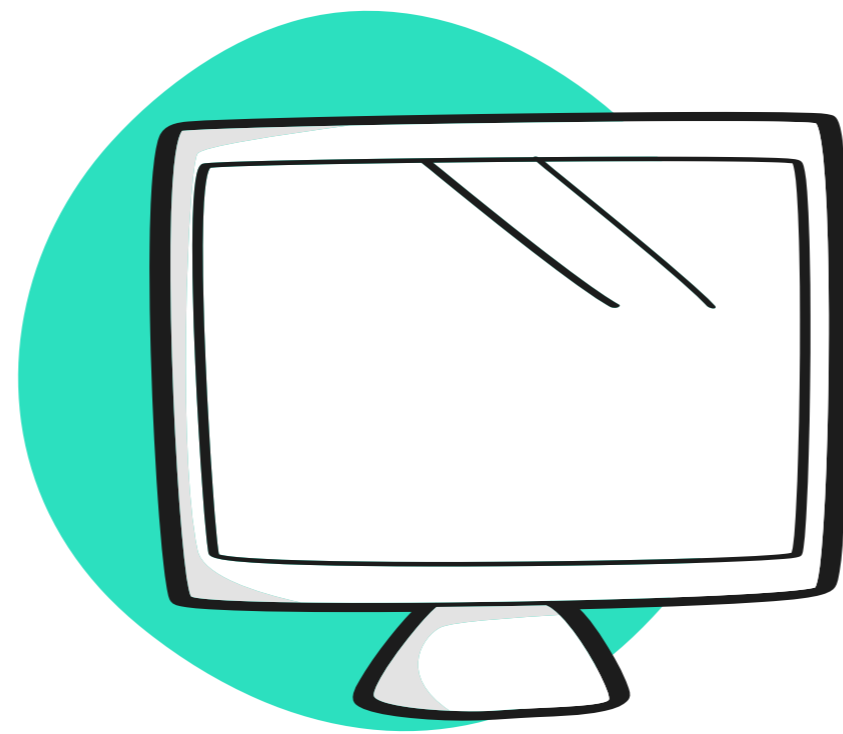
Consider both internal and external stakeholders during your brainstorming session.

Throughout the project, refer back to the map often to ensure that you are maintaining contact with all relevant parties.

Update the map as needed if the project focus shifts or new stakeholders are identified.

Example Stakeholder Map





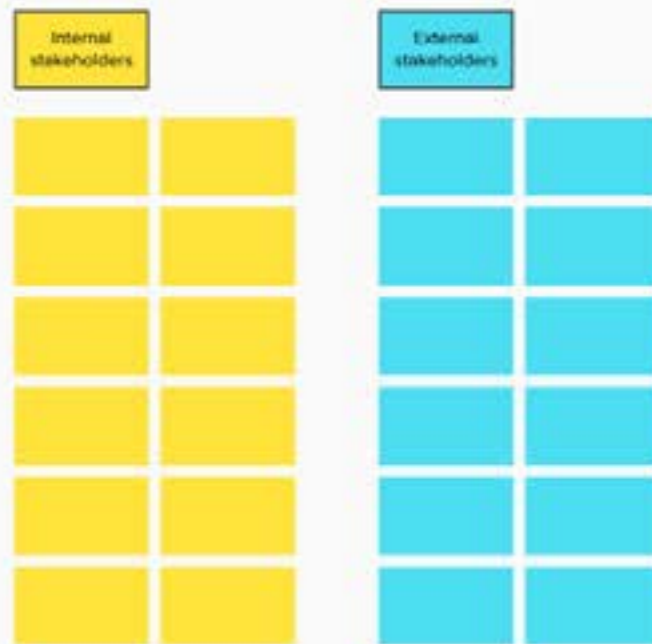
Virtual Collaboration Template

MURAL Template

Stakeholder Map

1. Identify internal and external stakeholders (10 - 15 min)

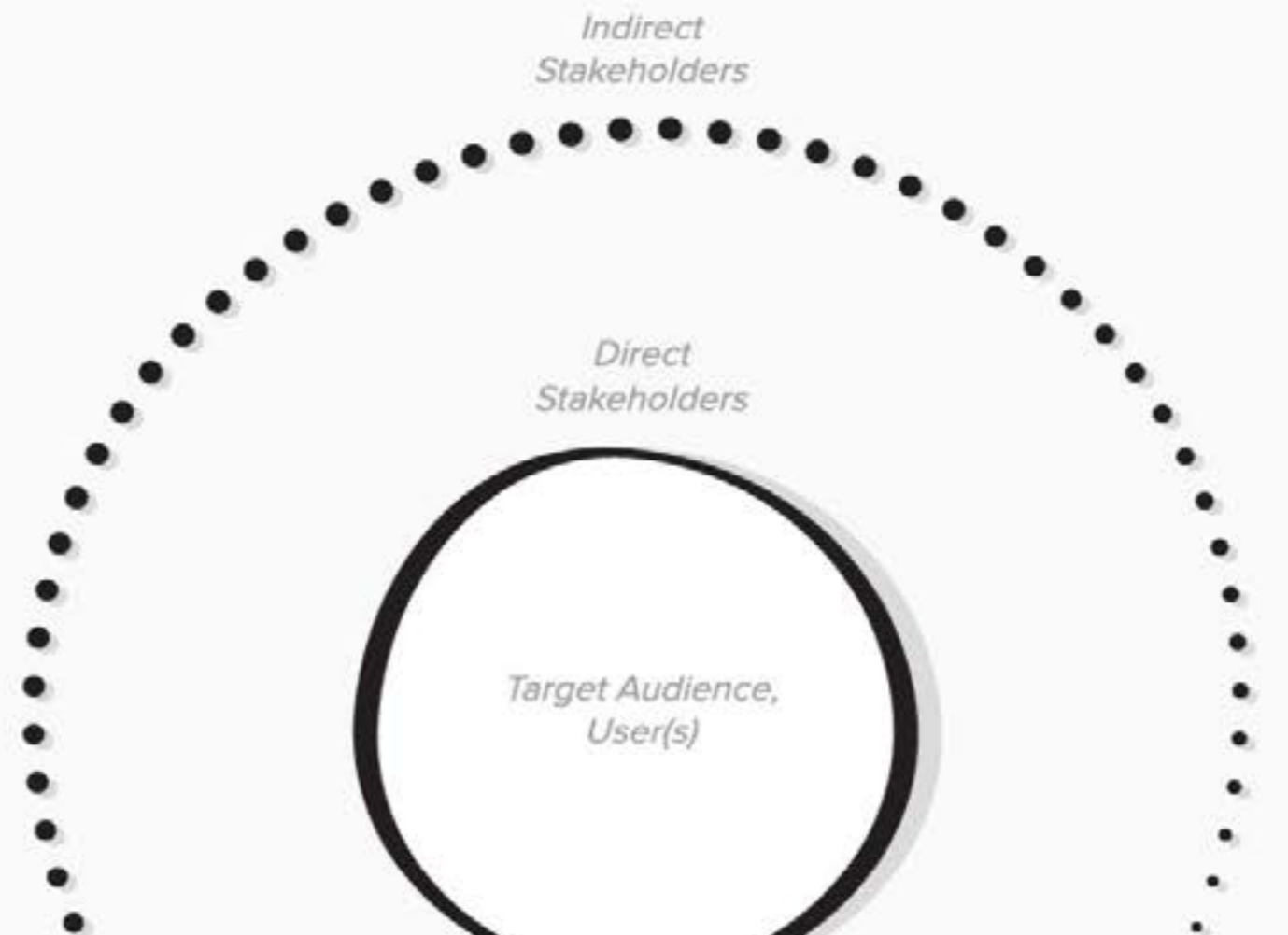
Write the roles of relevant stakeholders for the project on the corresponding post-its



Drag the post-its to the map

2. Place the stakeholders on the map (30 - 35 min)

Drag the identified stakeholders and place them on their corresponding area on the map.



Access the MURAL template*: <https://app.mural.co/template/1a1b5232-832a-4dca-b04a-15a6eb7be27c/6a039a77-c4aa-49ef-ae15-f2fb1e3b685e>

*Registration required