

Stakeholder Analysis is not an Academic Exercise

Too Broad / Vague

Users – “all sexes, ages, levels of education”

“The regulators of this product include the government and public opinion. Either of these entities can affect the success of the product through legal action or defamation. Their stake in our project is to ensure that we are following data acquisition policies and following related regulations. These stakeholders ultimately keep the company in check from engaging in any suspicious activity that may call for legal action.”

Out of Reach

- Ontario Ministry of Education
- Ministry Security Engineers
- School Board
- Canada Revenue Agency
- Canadian Healthcare

- Facebook
- Google
- Yelp
- Facebook Developer Team
- Amazon (AWS)
- Human Resource Department of some company

- Credit Card company
- Bar owner

- Housing developers
- Entertainment venues
- Doctor
- Teenager
- Child

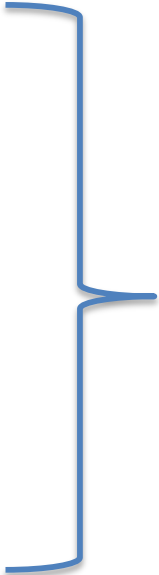
- Lawyer
- Inspector
- Food Safety Regulator
- Alcohol Regulator

- Corrupt politicians
- Trolls

Proxies

- Lawyer
- Inspector
- Food Safety Regulator
- Alcohol Regulator
- Industry Standards

- Corrupt politicians
- Trolls



can learn requirements
from documentation
rather than from
stakeholders

Cannot Depend Solely on Proxies

Overcome Attitudes

Some developers think of other people (and users) as “uncontrollable risk factors”

The data

- Only 1 in 12 startups succeeds
- The primary reason startups fail is because their “inner dimensions” [product, team, finance, legal] get ahead of their “outer dimensions” [users, customers, product usage, revenue]. **Called premature scaling.**
- 70% of startups that scale prematurely focus on product; startups that scale properly focus on customer development.

But I'm an engineer, not a salesperson!

Aim for some degree of separation

Use your Resources

- Ask your network/peers for a referral
- *meetup*
- Talk to bored people who are stuck standing in line or riding the bus.
- Post on Facebook groups, Craigslist

Post on Facebook Groups

“At work, when I need to figure out what needs to be built, I talk to users about their problems - **I literally post on Facebook groups / craigslist to find the right users**, and then schedule half hour phone calls to casually ask about their current experience with something. And from there figure out what problems we want to go after, and what our goals are. After a few sessions of these, you sort of have a sense of what things could be interesting”

UW SE grad, class'09

You can do this!

If you go about it in a professional and thoughtful way, you will find lots of people who are willing to help and give you some of their valuable time.

References

Giff Constable. *Talking to Humans, 2014.*

- “How to Find Your Interview Subjects”



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