

EXPLORE PHASE / Joint Activity

# Stakeholder Map

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

# Why to use a Stakeholder Map

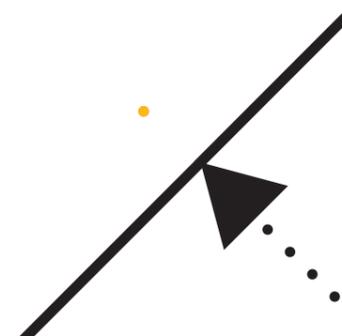
Understand key stakeholders around the use case and how they interact and influence each other.

## 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.



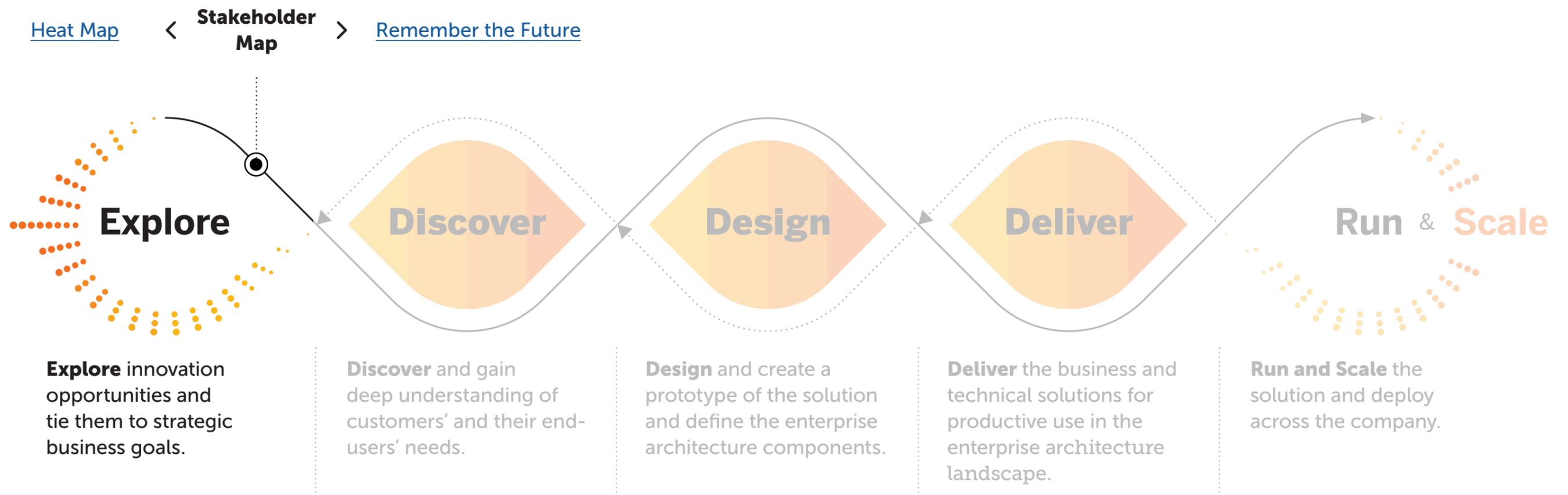
# Explore



# When to use a Stakeholder Map

We use the Stakeholder Map as part of the Explore Phase to explicate all the actors that are related 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.



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

# How to use a Stakeholder Map



Duration  
**Approx. 30–60 minutes**



Participation  
**2–8 People**



Roles  
**Designers, Business Leads, other project stakeholders**

## Steps

- 1** Identify the business user and scenario with your team. Invite people to have an open mindset to explicate all the actors in the system.
- 2** On individual post-it notes, capture all of the relevant stakeholders that may be affected by or cause impact in the user challenge or scenario.
- 3** Place stakeholders on your stakeholder map appropriately, visually displaying their relation to the problem.

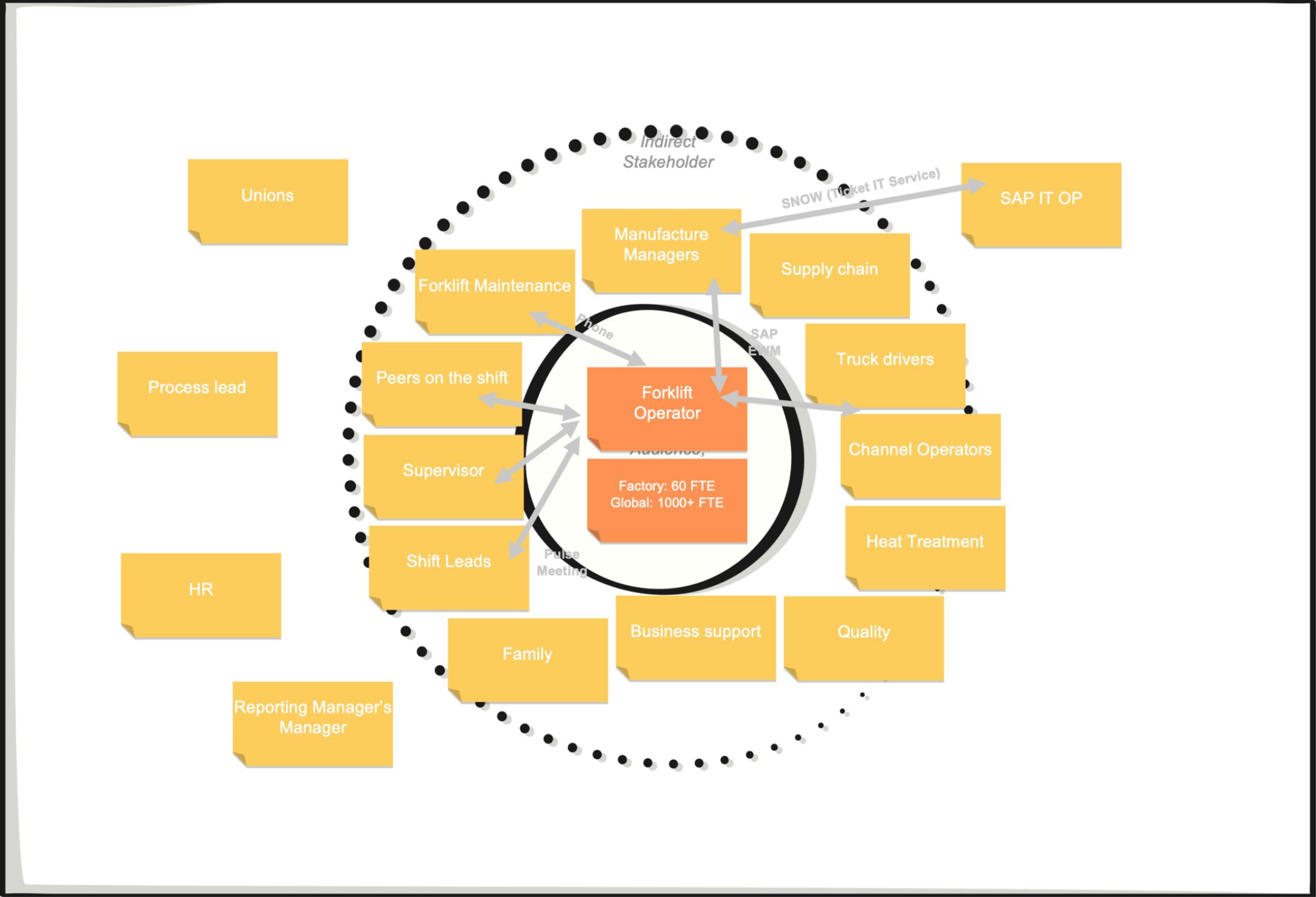
## Expert Tips

Think both internal & external stakeholders during your brainstorm.

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

Add to the map as needed if the focus of the project shifts or new stakeholders are identified.

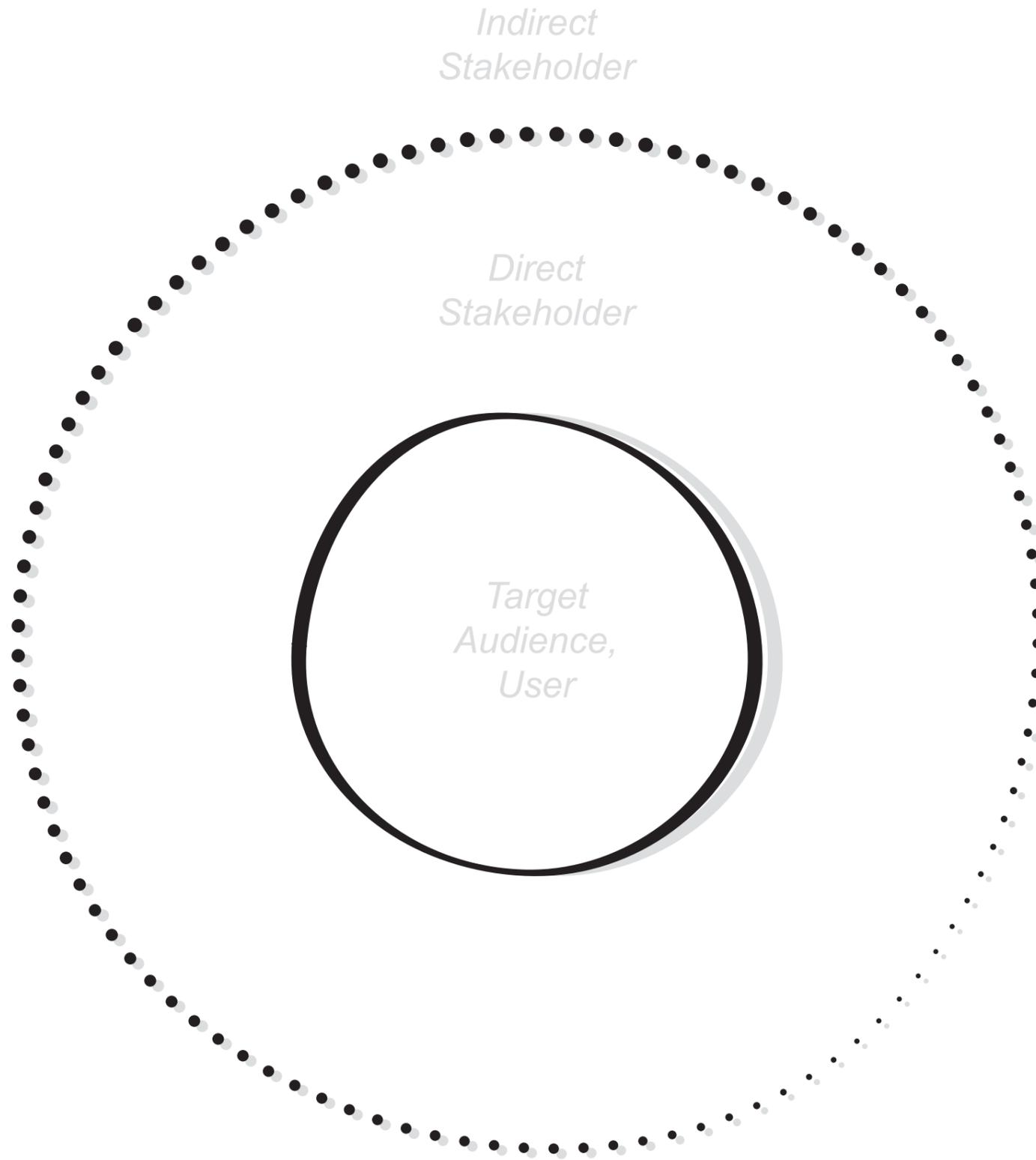
# Example Stakeholder Map

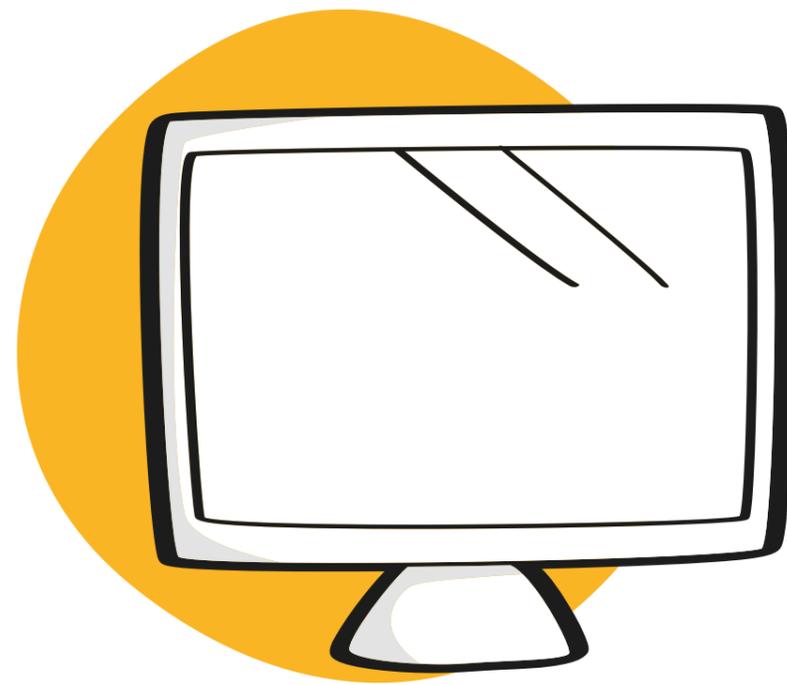




# Template for Print

# Stakeholder Map





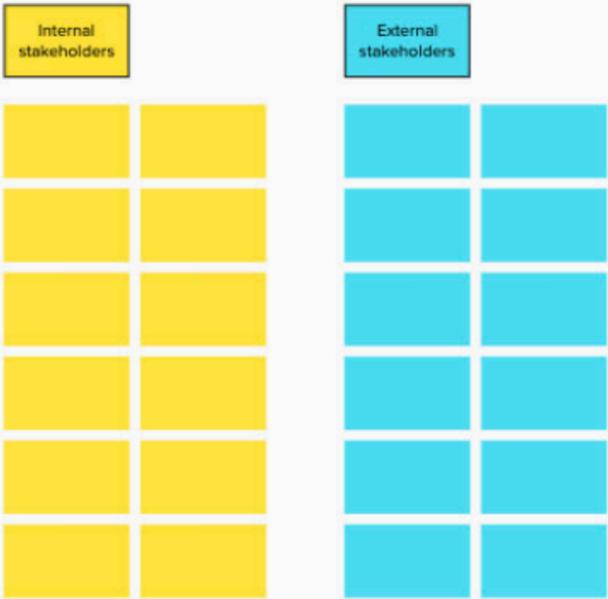
# Virtual Collaboration Template

# MURAL Template

## Stakeholder Map

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

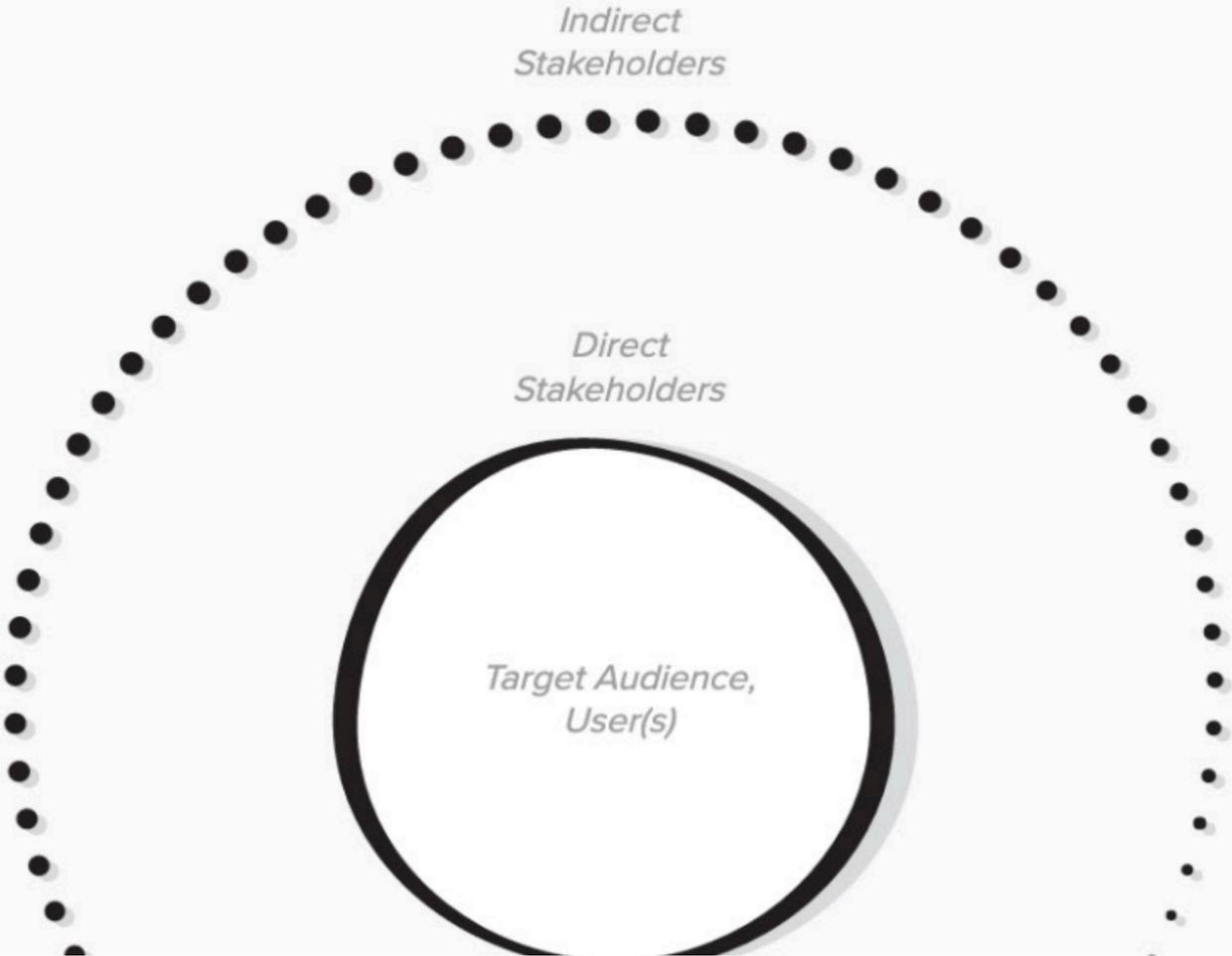
Write the roles of relevant stakeholders for the project on the corresponding post-its



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

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

Drag the post-its to the map



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