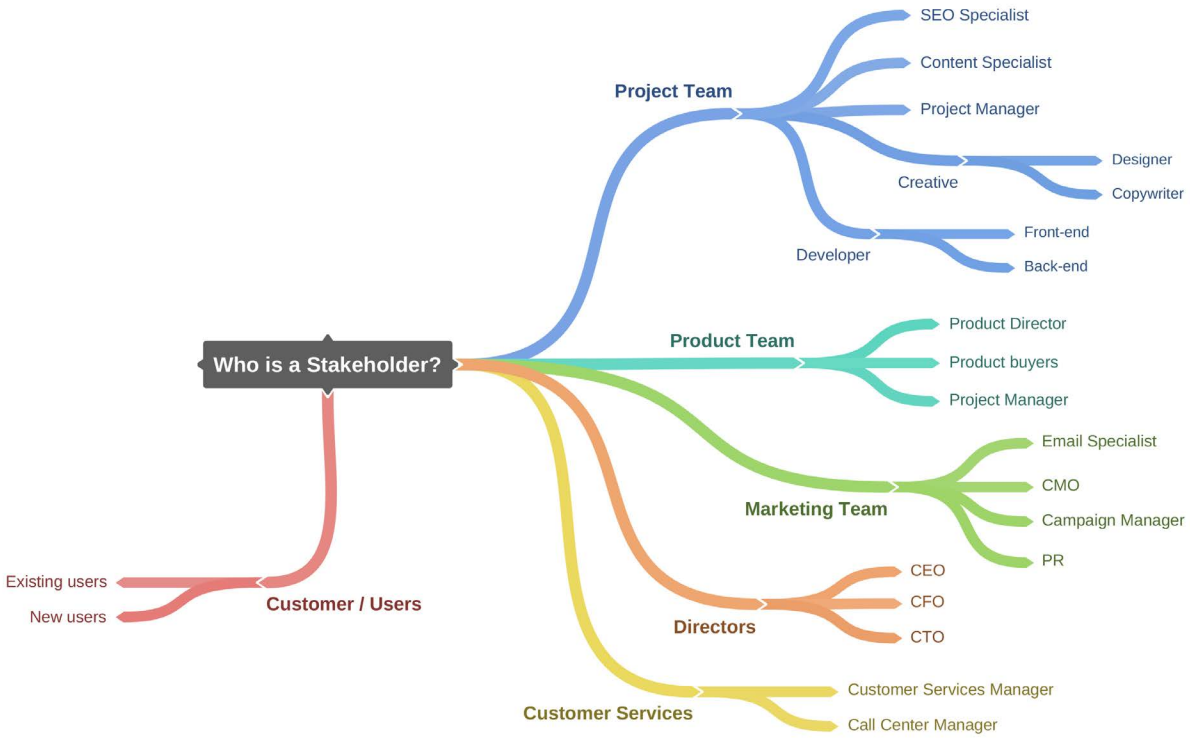
Who is a Stakeholder?

How many times have you asked or been asked this question? A stakeholder is typically someone who has an interest or concern, especially in business. In product design however, this can include the user so it's up to your team to define and agree on the stakeholders in order to extract the most relevant information.

Here are some examples of people and roles to consider when interviewing for project requirements.



Adapted from Chudley, James and Allen, Jesmond, Smashing UX Design: Foundations for Designing Online User Experiences (Wiley, 2012), 52.