1. Project Overview

Project Name: Bookify Hotel Reservation System
Objective: Develop a scalable, full-featured hotel booking web application using ASP.NET Core MVC, following N-Tier Architecture, Repository, and Unit of Work patterns.
Primary Goal: Enable customers to book rooms online and allow hotel admins to manage rooms, types, and reservations through an admin panel.

2. Key Stakeholders

Stakeholder	Role/Interest	Influence Level	Interest Level	Expectations / Needs	Engagement Strategy
Project Manager	Oversees the project timeline, scope, and delivery.	High	High	Ensure project milestones are achieved on schedule and within scope.	Regular progress updates and sprint reviews.
Development Team (Full Stack .NET Developers)	Builds and maintains the system using ASP.NET Core MVC and EF Core.	High	High	Clear requirements, stable development environment, and CI/CD setup.	Daily stand-ups and version control via Git.
UI/UX Designer	Designs user interface and ensures user experience quality.	Medium	High	Clear design specifications and feedback from test users.	Regular design review sessions.
Hotel Admin (End User)	Manages rooms, bookings, and users through the admin panel.	Medium	High	A simple, secure, and responsive admin interface.	Beta testing feedback and admin training.

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Hotel Customers (End User)	Uses the platform to search, book, and pay for rooms.	Low	High	Easy booking experience, transparent pricing, and secure payments.	User testing, surveys, and feedback forms.
Business Owner / Hotel Management	Funds the project and expects increased bookings and revenue.	High	High	ROI, uptime reliability, and professional branding.	Monthly progress demos and KPIs reports.
QA/Testers	Ensure system reliability, performance, and security.	Medium	High	Defined test cases and bug tracking system.	Automated and manual testing reports.
Payment Gateway Provider (Stripe)	Provides secure online payment services.	Low	Medium	Smooth integration and API compliance.	Technical documentation and monitoring.
Database Administrator (if separate)	Manages data consistency and performance.	Medium	Medium	Database integrity, performance tuning, and backup strategy.	Database review meetings.
Hosting Provider / IT Operations	Maintains server uptime and deployment.	Medium	Low	Stable and secure hosting environment.	Periodic maintenance checks and alerts.

3. Stakeholder Influence–Interest Matrix

Influence \ Interest	Low Interest	High Interest
High Influence	Payment Gateway Provider, Hosting Provider	Project Manager, Business Owner, Development Team
Low Influence	-	Customers, Hotel Admin, Testers, UI/UX Designer

4. Key Insights

- **Critical stakeholders:** Business Owner, Project Manager, and Developers — directly affect success.

- **Primary users:** Hotel Admins and Customers — determine usability and satisfaction.

- **External dependencies:** Stripe (payment processing) and Hosting Provider — key for stability and security.

- **Engagement focus:** Frequent communication, transparent progress tracking, and active feedback cycles.