Shareholder Analysis Report

Shareholder Types

The shareholders considered in the development of this project are as follows:

- The developers
- The purchasing company
- The purchasing company's investors
- Future Users of the product
  - Sellers
  - Buyers
  - Moderators

Each shareholder will factor into the final product through some means and have a set of problems and expectations.

Shareholder Overviews

Developers

Developers will have a stake in the development of this project, as they will be making decisions such as tools used and how to implement features for these tools. They will earn money from the product as a result of their development efforts.

Purchasing Company

The company purchasing this product will be the primary stakeholder in this project. Their goal is to allow for the sale of products and make a profit by allowing the sale of products on their site. They also need to please investors by making a profit and proving the product is necessary. They have done the market research and decided the need for a web product was necessary and given the developers the role of actually creating the product.

Investors

Investors are those who own shares of the purchasing company. They ultimately want to see a profit, and as a result, they will be involved in the project to ensure a profit is made. Those with more shares of the company will likely have more to contribute in different stages of the development cycle.

Users

As noted in the project proposal, users will play a major role in the success of this project, as it revolves around a community being able to purchase and sell books. As a result, each user type should be considered carefully.

Sellers

One user type for this project is the seller. They exist and play a role in the development, as they will be the ones who use the website. Without sellers, there is no product to buy. They will want a reason to use this site over others, and therefore showing the development of the product is important.

Buyers

Buyers will play a role in the development as they will be one of the most frequent users. They will visit the site and purchase any product listed by sellers online. Similar to the above, they will need a reason to choose this platform over another, and having buyers as a stakeholder is important.

Moderators

Moderators are another user type who will play a role in the development. They will contribute to a healthy ecosystem and therefore should be considered significantly in the development process.

Shareholder Expectations

Developers

Developers should expect payment from the company who wants the product developed, for the product. They should expect clear communication, frequently in order to deliver a satisfactory product.

Purchasing Company

The Purchasing company of the software product expects a polished software product that fulfills the requirements provided to the development team. They expect information to be secured to prevent legal costs. They should be able to take a cut of ALL sales to make a profit. They also expect to have analytics to show to company investors to please them. They can also expect, continued payment, upkeep, and further development as needed on the software project after its initial release.

Investors

Investors of the company solely expect company profits. They want to see features implemented that allow the purchasing company to profit, such as taking a portion of profits, or

advertisements. If they don't see profits, investors in the purchasing company can be expected to get rid of their shares in the company.

Users

Users have expectations that will need to be met in order for them to actually use the website and create an ecosystem of buyers and sellers. The expectations that apply to all users are security and a good user experience. The website should be visually appealing for this purpose, without being over the top or hard to navigate.

Sellers

Sellers should expect the ability to sell products and make money with their sales (a small cut will be given to the company). They should expect proper ability for their listings to be visible so that listings do not get lost. Last, sellers should expect ease in handling shipping and actual sales when a product is sold.

Buyers

Buyers should expect the ability to purchase products from sellers. Their transactions and bank information should be kept confidential. They should expect to not have to distinguish scams from real listings and should expect to actually receive a product when they pay for it.

Moderators

Moderators should expect an easy experience to moderate. They should expect permission to remove listings, refund scam purchases, and do so in a user-friendly way.