Sponsors:

Type of interest: positive

Involvement: will be responsible for placing advertisements on the website and funding the project’s upkeep costs with said sponsorships

Knowledge/competence: high

Expectations: High user traffic, high ad watch-time, high amount of advertisement clicks.

Potential influence: high, monetizing users who don’t spend money on microtransactions will help with finances and upkeep costs.

End users:

Type of interest: positive

Involvement: will be using the website for entertainment, generating revenue from either microtransactions or advertisements.

Knowledge/competence: unknown (anyone is able to sign up and play on the website)

Expectations: High amount of content, enjoyable mechanics, reliable systems.

Potential influence: high, the amount of users directly influences the success of the project

Server maintenance team:

Type of interest: positive

Involvement: will be responsible for manual upkeep of the servers.

Knowledge/competence: high

Expectations: Stable connection, minimal server downtime.

Potential influence: high, without proper server maintenance no user will be able to access the website, resulting in no user interaction and no revenue.