PetPal

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#	Stakeholder	Description
1	Students and Campus Community	Students and the wider campus community benefit from improved engagement with animal welfare through the PetPal project. They gain the ability to report sick and injured animals, check vaccination statuses, and submit adoption requests, empowering them to actively contribute to animal wellbeing. Their feedback also influences the ongoing development of the system.
2	Animal Welfare Organizations	Animal welfare organisations are positively impacted by the project's digital infrastructure, which supports their mission of animal care. PetPal helps them coordinate vaccinations, streamline adoptions, and mobilise volunteers more efficiently, improving their overall outreach and impact.
3	Pet food brands	Pet food brands benefit from the opportunity to contribute to a socially impactful initiative, improving their public image and corporate social responsibility. By donating food, they help reduce operational costs for the project while promoting their products to an engaged audience.
4	Stray Animals	Stray animals stand to gain food, water, and potentially homes from the PetPal project, and thus are affected by the outcomes of the project. Their health and wellbeing should not be omitted in any phase of the project.
5	City Councils	City councils stand to gain time and resources normally spent on gathering stray animals. With the implementation of PetPal, animal disturbances will become less frequent and the need for council intervention will lessen, freeing up council resources for essential city services.
6	Cafes, Restaurants, and Butchers	These businesses stand to gain time thanks to the option to have a volunteer pick up leftovers that would normally go to waste, to feed to stray animals. Instead of having to take out their own leftovers to the bin, or for some bigger businesses, hiring a waste disposal service, businesses can save time, and even money with the mentioned option.
7	Vets	Veterinarians benefit from having easier access to animal health and vaccination records via the platform. This helps them deliver more effective care, monitor animal activity, and support adoption procedures with accurate medical checks.

8	Health Workers & Animal Attack Victims	In the event of an animal attack, knowing the types of vaccinations an animal has, and even its medical history will help narrow down the infections health workers need to treat for. This both saves the vital time of health workers, and prevents animal attack victims from undergoing unnecessary treatments.
9	Campus Administration	Campus administration is affected through their involvement in enabling the project's infrastructure, granting permissions, and potentially allocating budget. Their support not only ensures the system runs smoothly but also reflects the university's commitment to social and environmental responsibility. In return for this support they get good media coverage, and improved satisfaction among students.
10	Animal Rights Clubs	Animal rights clubs benefit from the PetPal system by having a centralised platform to help advocate for animal welfare, run awareness campaigns, and report sickly animals. Their visibility and influence within the campus community are strengthened as a result.
11	Potential Adopters	Potential adopters, including residents in and around the university area, are directly impacted by the PetPal project through greater access to adoption opportunities. The system simplifies how they discover, learn about, and apply for pets, encouraging responsible ownership. Their engagement also supports the project's mission by increasing adoption rates and improving animal welfare outcomes.
13	Smart Device Manufacturers	Smart device manufacturers are key stakeholders affected by the performance and longevity of the devices they provide—such as RFID sensors, QR code tags, and feeding stations. The success of the PetPal system reflects on their technology's durability and innovation, potentially influencing future partnerships and product demand.