

Stakeholders Analysis

1. Client:

- 1.1. Our client is not a technical person, which means she might not understand some technical concepts and cannot always precisely estimate the cost of a certain feature.
- 1.2. She provides a basic UI model of her idea, which presents her ideas well.
- 1.3. Our client is enthusiastic about the project. It is rather convenient to contact our client for us and a regular weekly meeting is scheduled.
- 1.4. Thus, we need to keep a close contact with our client to make her aware of our progress. And we need to try to explain our ideas in a more plain way so that she can have a better understanding, which is beneficial to reducing the gap between her expectation and the real product.

2. Common people(Users)

- 2.1. Our target is young people aged 18 - 35. They usually have a bit of income and are passionate about charity. Some people may be willing to donate money to charity while the traditional way of donating money is rather inconvenient.
- 2.2. For our target, they usually prefer a more interactive user interface and the function of chatting and recommendation might be attached great significance.
- 2.3. Hence, we need to learn from popular social application like Instagram, Facebook. And a good-looking UI and functions of social communication ought to be rather important.

3. Charity

- 3.1. The charity organisations which are accredited by ACNC will be taken into consideration. For most charity organisations, donations have to be conducted using a website. And by integrating the pages of different charity organisation in a mobile application, the charity can be known by more people and more donations will come
- 3.2. It is expected that some of the charities will use our application, and we can guarantee them the rights to edit the profile themselves. For other charities, we can get the information from third party source.