|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Stakeholder** | **Roles** | **Interests** | **Influence** | **Needs** | **Concerns** |
| Author | writes, edits, and posts articles; tracks statistics and earnings | Interest = High; reaching a broad audience; generating revenue from articles | Power = Low: can request features and report problems or abuse | easy-to-use text editor; submitting articles to publications; customizable statistics reports | security of posted articles; long-term stability of platform |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

Stakeholder Profiles