

SE 216 – SOFTWARE PROJECT MANAGEMENT

STAKEHOLDERS DOCUMENT

PROJECT NAME: MallTrails

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#	STAKEHOLDER	DESCRIPTION
1	Shoppers /End users	Shoppers are the primary stakeholders in the mall navigation app project as they will be the primary users of the app. A successful project can lead to a positive impact on shoppers, as it can provide a user-friendly tool to navigate the mall, leading to increased convenience and satisfaction. This results in higher customer loyalty and increased revenue for retailers. However, if the project fails, shoppers may experience frustration and inconvenience due to the app's poor functionality, leading to a negative impact on their shopping experience. This can result in a decrease in customer loyalty and potential revenue loss for retailers.
2	Project Managers	Project Managers are key stakeholders in any project, including our project. They are responsible for leading the project team, ensuring that the project is delivered on time, within budget, and to the required quality standards. A successful project can enhance their reputation, increase their job opportunities, and demonstrate their ability to deliver complex projects. Conversely, a failed project can damage their reputation, limit their career progression, and reduce their opportunities for future projects.
3	Development Team	The Development Team is responsible for designing, developing, testing, and implementing the app project. A successful project can lead to increased career and business opportunities, job satisfaction, and motivation.However Project Failure can damage their reputation, decrease morale, and increase stress, affecting their personal and professional lives.
4	Mall Management	Mall Management is a vital stakeholder in our project. They are responsible for ensuring that the mall runs smoothly and meets the needs of its customers. The success of the project can have a positive impact on Mall Management, such as increased foot traffic, sales,and customer satisfaction. Also, a successful project can attract new businesses, and differentiate them from their competitors. On the other hand , failure can have negative consequences for Mall Management, such as decreased sales, and customer satisfaction, leading to a loss of revenue and businesses. Moreover, failure can damage their reputation, resulting in a negative impact on future business prospects.
5	Retailers	Retailers are responsible for operating stores and ensuring customer satisfaction. Success of the mall navigation app can increase sales, and improve customer loyalty. It can also provide marketing opportunities and customer data for analyzing behavior and preferences. Failure can decrease sales, and customer engagement, leading to lost opportunities for marketing and data collection and ultimately leading to lost profits.
6	Marketing and Advertising Companies	The mall navigation app can provide marketing and advertising companies with the potential for location-based advertising. Project Success can result in increased revenue from targeted ads, leading to higher sales and profits for both Retailers and advertisers. Failure can lead to lost revenue from location-based advertising, decreased customer engagement, and ultimately lower revenue of marketing companies.
7	Data Providers	Data Providers can be stakeholders in the development of our project. They may provide the data for mapping, real-time mall traffic information, and other essential services. A successful project can lead to increased demand for their data, resulting in potential new business opportunities and higher revenue. Conversely, if the project fails, it may negatively impact their reputation and potential future business prospects.

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8	Investors	Investors are significant stakeholders in the mall navigation app project, as they are responsible for funding the project. Successful project can lead to increased revenue and profits, resulting in a positive return on investment for investors. Additionally, a successful project can enhance their reputation and attract potential investors for future projects. On the other hand, failure can lead to a loss of investment and potentially damage the investor's reputation.
9	Competitors	Competitors can be considered as stakeholders in the mall navigation app project, as the success or failure of the project can have a significant impact on their market position. If the project is successful, it can lead to increased competition, as other businesses may want to develop similar apps to keep up with the market trends. Also competitors may face challenges in maintaining their market share, as the MallTrails can attract customers away from their app and business. However, if the project fails, it can have a positive impact on competitors because it could reduce the competition in the market. Project failure can also provide opportunities for competitors to gain a competitive advantage, as they can improve their own navigation apps or offer alternative services to attract customers.
10	Government	The government can also be considered a stakeholder in our project, as it can have an impact on the local economy and community. A successful project can increase the number of visitors to the mall and contribute to the growth of the local economy, leading to increased tax revenue for the government. It can also enhance the government's reputation for promoting innovation and supporting businesses in the community. However, if the project fails, it can have a negative impact on the local economy and community, potentially leading to a decrease in tax revenue and business opportunities. The government may also face criticism for investing in a failed Project.