SE 216 – SOFTWARE PROJECT MANAGEMENT
STAKEHOLDERS DOCUMENT

PROJECT NAME: LIKE.

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#	STAKEHOLDER	DESCRIPTION
1	Users	There are two different user categories on the LIKE platform: standard and subscription-based models. As part of the standard model, users will see advertisements while using the platform. In contrast, after paying for a subscription plan, users of the subscription-based model can enjoy an ad-free experience.
2	Developers	Developers are the keystone of the project. They are responsible for software development, coding and system planning.
3	Advertisers	Advertisers provide a budget for LIKE with their advertisements. In LIKE due to our algorithms and measurements costs, advertisers have a crucial role.
4	Investors	Investors support the development of LIKE by providing financial resources. These investments allow the platform to innovate, expand its user base, and explore new opportunities for revenue generation.
5	Customers	Understanding the client's vision and requirements for our project is key to its success and essential for ensuring customer satisfaction.
6	Streaming Services	Streaming services such as Netflix, Spotify, Disney+ etc. may be integrated into LIKE's platform. This way, LIKE would contribute to the viewership and revenue streams of these platforms.
7	Review Platforms	Review platforms provide valuable feedback and insights for our project's recommendation algorithms.