

The Problem of	Describe the problem	untimely and improper resolution of customer service issues	the lack of a computer system to keep track of bookkeeping with automated backups	Stakeholders <ul style="list-style-type: none"> ● Who is a Stakeholder? ● An individual who is materially affected by the outcome of the system or the project(s) producing the system ● Or the people who suffer from the problem being addressed ● Stakeholder categories (can multi): Users (incl.mgmt, execs, other systems), Sponsors (pay for affected only by business outcome) {business mgr, investor, dept head}, Developers, Authorities (expert in aspect of prob soln) {ministry, tech exp, domain exp}, Customers (do business with company)
Affects	The stakeholders affected by the prob	our customers, customer support representatives, and service technicians	Company owner, customers, suppliers	
The impact of which is	What is the impact of the problem?	customer dissatisfaction, perceived lack of quality, unhappy employees, and loss of revenue	possible loss of important accounting information, in keeping track of accounting information, difficulty in searching/filtering accounting information.	
A successful solution would	List some key benefits of a successful solution	provide real-time access to a troubleshooting database by support representatives and facilitate dispatch of service technicians, in a timely manner, only to those locations that genuinely need their assistance	Provide automated always-on backups that would enable restoring the whole data set at any time. Enable searching/filtering based on transaction type and supplier. Enable tracking spending vs budget. Have a booking system to avoid overlaps and enable viewing schedules. Have a request tracking system.	

Stakeholder Title / Identifier	Category	Stakeholder Title / Identifier	Category
Business owners (family)	Sponsor	Boarding clients	User, Customer
Accountant	User	Software company	Developer
Equestrian coaches	User	Veterinarian	Authority
Stable staff	User	Farrier	Authority
Lesson clients (of equestrian coaches)	User, Customer		

For	[target customer]	Include all relevant customers for your client. If a business, include the business name. If a set of consumers, include defining or important characteristics or demographics	Richards' Riding Stables	Current account-holding customers
Who	[statement of the need or opportunity]	What is the key need that your client has?	Need a computer software system to manage bookkeeping records. Bookkeeper who requires a means to track budget, expense, income. Coaches who need to organize their schedule, the availability of the track, and assignment of horses. Stable staff who need to view customer/student requests and respond to feedback. Customers and students who need to book services online.	Require instant access to their account details that the funds they contain
The	[product name] is a [product category]	Create any product name you like, you can change this later in development	Horsys is a accounting and customer management system	Super ATM is an automated teller machine
That	[statement of the key benefit, that is, compelling reason to buy]	Why should the client consider your product? Include a few key important and compelling reasons	Provides the ability to keep track of income and expenses, searching/filtering, automated always-on data backup, lesson online tracking, customer request tracking/answering.	Provides the ability to perform simple bank transactions (such as withdrawing or depositing funds, or transferring funds between accounts)
Unlike	[primary competitive alternative]	What is the primary alternative that you are competing with? What is the effect of this alternative?	Manual bookkeeping	Accessing funds and details over the counter at the branch
Our Product	[statement of primary differentiation]	Why should the client choose your solution over the competitive alternative?	Will ensure that no records are ever lost, accountant can rapidly access/filter/report based on needs, staff and customers can get the answers they need without depending on the other party always being on call.	Is available 24 hours a day and does not require the assistance of a bank teller

Key Stakeholder and User Needs - Business owner o Keep track of accounting information in a computer database system that allows for querying based on supplier and expense type. o Have the information always backed up, so that in case of data loss it can be restored. - Equestrian coaches o Easily avoiding overlap of usage of various horse areas. o Ability to manage/see students' schedules.	_ Stable staff o View customer feedback o Reply to customer feedback - Equestrian lesson students o Book services online o Request services and appointments online
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