



# Business Requirements Document (BRD)

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Information Systems Capstone Project

**Created By:**

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# Table of Contents

<b><i>Introduction.....</i></b>	<b><i>1</i></b>
<b><i>Scope.....</i></b>	<b><i>1</i></b>
<b><i>Stakeholders .....</i></b>	<b><i>2</i></b>
Internal Stakeholders .....	2
External Stakeholders .....	3
Stakeholders to be Managed by the Client/Organisation .....	3
Communication Plan .....	4
Internal Stakeholders .....	4
External Stakeholders.....	5
<b><i>Empathise .....</i></b>	<b><i>6</i></b>
Customer personas .....	6
Empathy maps .....	8
Research.....	10
Stakeholder requirements .....	11
<b><i>Define.....</i></b>	<b><i>13</i></b>
Customer journey map .....	13
Problem Statement .....	16
<b><i>Global Extension into the UAE with Hofstede.....</i></b>	<b><i>17</i></b>
<b><i>Roles and Responsibilities.....</i></b>	<b><i>22</i></b>
<b><i>Key Dates &amp; Milestones .....</i></b>	<b><i>23</i></b>
<b><i>Conclusion.....</i></b>	<b><i>24</i></b>
<b><i>References .....</i></b>	<b><i>25</i></b>

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## Introduction

Giverly, an innovative digital platform, seeks to revolutionise charitable giving with secure, efficient, and transparent donation processes. This report outlines a strategic approach for Giverly's expansion into the UAE, addressing the unique regulatory, cultural, and technological landscape. The UAE's dynamic fintech environment, characterised by recent regulatory changes and a growing tech-savvy population, offers both opportunities and challenges. Drawing on detailed research, user personas, and empathy maps, this report identifies the specific needs and preferences of Giverly's target users in the UAE. By focusing on robust security measures, user-friendly interfaces, and localised features, Giverly aims to enhance user engagement and satisfaction, fostering a seamless and impactful philanthropic experience. This tailored approach ensures that Giverly can establish a strong presence in the UAE, driving its mission to promote charitable giving through innovative and accessible solutions.

## Scope

The **primary objective** of this project is to facilitate Giverly's expansion into the UAE by addressing regulatory, technical, and market-specific challenges. This involves ensuring complete adherence to UAE fintech regulations and obtaining necessary licenses through a comprehensive regulatory review. Localisation efforts will adapt the app to include local language support, currency, and cultural preferences, providing a personalised user experience. Our user experience enhancements, based on feedback, will focus on improving app functionality and integrating AI for personalised experiences and security, demonstrating our commitment to meeting the needs of our users.

**Exclusions** include not establishing a physical office or hiring new local staff. **Constraints** involve adhering to stringent UAE fintech regulations, strict timelines for compliance and localisation, and a limited budget. **Assumptions** are that existing partnerships and technologies will be adaptable to the UAE market, the regulatory environment will remain stable, and user data from other regions will indicate UAE user preferences. **Deliverables** include a Regulatory Compliance Report, a localised app and software, enhanced app features and user experience, and AI integration for personalisation and security. This approach aims to create a seamless and secure platform for Giverly's users in the UAE.

# Stakeholders

## Internal Stakeholders

**Table 1**  
*Internal Stakeholders*

Stakeholder	Role	Data and Technology Needs	Effect of the Project	Level of Interest
<b>Board of Directors</b>	Provide strategic direction and oversight for the expansion project.	Comprehensive project updates, financial reports, impact assessments.	Ensures alignment with Giverly's mission and strategic goals.	High
<b>Executive Director</b>	Oversees overall management and execution, ensuring alignment with Giverly's mission and vision.	Detailed project reports, regulatory compliance data, performance metrics.	Direct involvement in decision-making and strategic direction.	High
<b>Project Manager</b>	Manages project planning, execution, timeline, risk assessment, and resource allocation.	Project management tools, real-time data analytics, resource tracking.	Increased workload and responsibility for ensuring project success.	High
<b>Finance Team</b>	Manages budget, provides funding updates, and oversees financial planning and monitoring.	Financial management software, budget reports, compliance data.	Monitoring financial impact and ensuring budget adherence.	Medium
<b>Marketing Team</b>	Handles public relations, tracks project milestones, creates marketing content, plans campaigns, and analyzes impact data.	Market analysis tools, campaign tracking software, user feedback data.	Crafting localized marketing strategies and campaigns.	High
<b>IT Department</b>	Provides technical support, implements data security protocols, specifies system requirements, and troubleshoots.	Development tools, cybersecurity software, user data analytics.	Enhancing app features and ensuring technical robustness.	High

## External Stakeholders

**Table 2**  
*External Stakeholders*

Stakeholder	Role	Data and Technology Needs	Effect of the Project	Level of Interest
<b>Customers</b>	Utilize the Giverly app and provide feedback on its features and usability.	User-friendly app interface, customer support tools.	Improved user experience, localized content, enhanced security.	High
<b>Local Partners and Brands</b>	Collaborate on marketing campaigns, integrate payment systems, and support localization efforts.	Integration APIs, marketing collaboration tools	Increased visibility and potential for co-branded initiatives.	High
<b>Local Charitable Organizations</b>	Collaborate to promote charitable giving and ensure transparency in donation utilization.	Donation tracking tools, transparency reports.	Access to a broader donor base and increased donations.	High
<b>Media</b>	Promote awareness of Giverly's expansion through success stories and milestones.	Press releases, media kits, impact stories.	Coverage of Giverly's initiatives and success stories.	Medium
<b>Government</b>	Monitor compliance and funding utilization, ensure adherence to local regulations.	Regulatory compliance data, audit reports.	Assurance of regulatory compliance and fostering a supportive environment.	High

## Stakeholders to be Managed by the Client/Organisation

If Giverly decides to implement the recommendations for its expansion in the UAE, it is essential to manage several key stakeholders effectively. Continuous compliance updates and proactive engagement with local regulatory bodies are essential to address any regulatory changes. Building and nurturing solid relationships, holding regular meetings, and establishing partnership agreements with local partners and brands are crucial for supporting marketing campaigns and integrating payment systems. Regular communication, impact assessments, and joint initiatives are necessary to ensure the transparent utilisation of donations when working with local charitable organisations. Engaging customers in the UAE through user feedback mechanisms, surveys, and robust customer support is vital for maintaining satisfaction and loyalty. Managing local media visibility and maintaining a positive public image will require media outreach, press releases, and showcasing success stories. Additionally, it is essential to provide ongoing updates, hold meetings, and conduct performance reviews with

internal teams in project management, IT, finance, and marketing to ensure alignment with project goals and timelines. Effectively managing each stakeholder is critical for the success of the project.

## Communication Plan

### Internal Stakeholders

**Table 3**

*Internal Stakeholders – Communication Plan*

Stakeholder	Communication Frequency	Channels	Details
<b>Board of Directors</b>	Monthly	Formal reports, board meetings, email updates	Provide strategic updates, financial reports, and discuss high-level project decisions.
<b>Executive Director</b>	Weekly	Meetings, email updates, project management tools	Detailed project reports, regulatory compliance data, performance metrics.
<b>Project Manager</b>	Weekly	Internal meetings, project management tools, email	Update on project progress, discuss challenges and solutions, ensure alignment with project goals and timelines.
<b>Finance Team</b>	Bi-weekly	Financial reports, meetings, email updates	Budget updates, financial planning, compliance data.
<b>Marketing Team</b>	Weekly	Meetings, collaborative platforms, email updates	Market analysis, campaign tracking, user feedback data.
<b>IT Department</b>	Weekly	Internal meetings, project management tools, email	Technical updates, cybersecurity reports, user data analytics.

## External Stakeholders

**Table 4**

*External Stakeholders – Communication Plan*

Stakeholder	Communication Frequency	Channels	Details
<b>Local Regulatory Bodies</b>	Monthly	Compliance reports, formal meetings, email updates	Provide regular compliance updates, discuss regulatory changes, and address any concerns promptly.
<b>Local Partners and Brands</b>	Bi-weekly	Meetings, email updates, collaborative platforms	Share project progress, discuss partnership opportunities, coordinate marketing and integration efforts.
<b>Local Charitable Organizations</b>	Monthly	Meetings, email updates, reports	Update on project progress, discuss collaborative initiatives, ensure transparency in donation utilization.
<b>Customers in the UAE</b>	Weekly	In-app notifications, email newsletters, social media	Provide updates on new features, gather feedback, inform about upcoming events or changes.
<b>Local Media</b>	As needed	Press releases, media briefings, social media	Announce major milestones, share success stories, maintain a positive public image.

# Empathise

## Customer personas

Fig. 1

Persona 1 – Ahmed Al-Farsi



Ahmed Al-Farsi (Fig. 1) embodies the intersection of youthful professionalism and technological fluency. As a 28-year-old finance advisor in Dubai, Ahmed seeks solutions seamlessly integrating into his career-driven lifestyle while prioritising convenience and security. It is crucial to focus on Ahmed's need for intuitive platforms that enhance his financial management and productivity, ensuring robust security measures without compromising user experience. By understanding his motivations, financial acumen, and commitment to social impact, Giverly can draw inspiration for solutions that not only meet his technological expectations but also resonate with his personal and professional aspirations. This strategic alignment ensures that Giverly serves as a reliable tool in Ahmed's philanthropic



**Fig. 2**

*Persona 2 – Fatima Al-Habsi*



Fig. 2, Fatima Al-Habsi, portrays a dedicated stay-at-home mother in Abu Dhabi, passionately advocating for children's education and welfare. Giverly should prioritise understanding Fatima's commitment to the community and her desire for convenient, impactful charitable solutions. Fatima values platforms that offer transparency and clear reporting on donation impacts, ensuring her contributions make a tangible difference. She seeks brands that align with her values of education and community support, providing opportunities for her to actively engage and contribute. Giverly can enhance Fatima's experience by offering user-friendly interfaces that integrate seamlessly into her daily routine, allowing her to effortlessly support causes she cares deeply about. By emphasising transparency, security, and ease of use, Giverly can empower Fatima to translate her empathy into meaningful actions, fostering a sense of fulfilment and purpose in her philanthropic endeavours.

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## Empathy maps

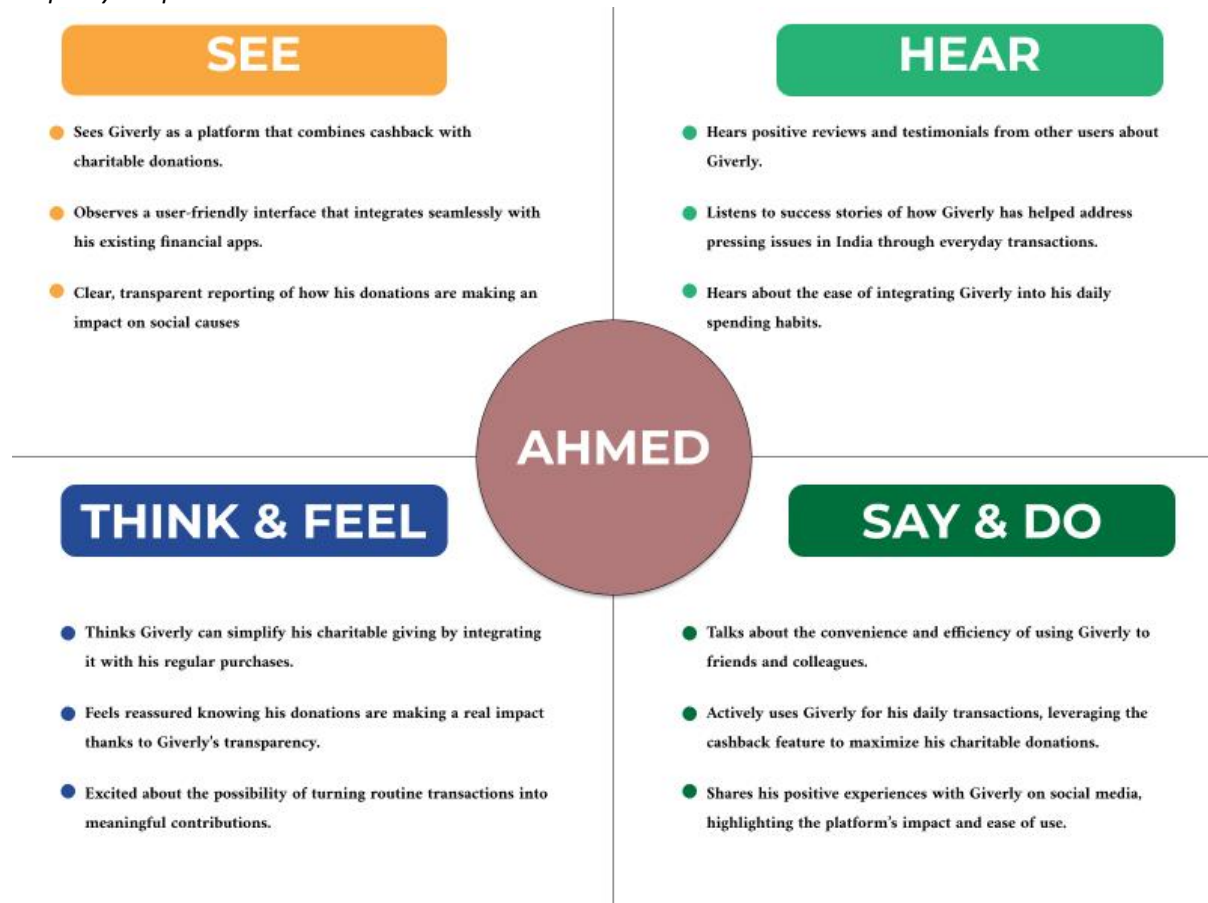
In exploring the empathy maps for Ahmed Al-Farsi and Fatima Al-Habsi in relation to Giverly, distinct patterns of needs, behaviours, and emotional drivers emerge. Ahmed (Fig. 3), a tech-savvy finance advisor in Dubai, values convenience, security, and transparency in his charitable engagements. His map highlights a preference for seamless integration with existing financial tools and clear reporting on donation impacts. Ahmed's emphasis on efficiency and trust reflects a desire for platforms like Giverly to enhance his philanthropic experience through user-friendly interfaces and robust security measures.

In contrast, Fatima (Fig. 4), a dedicated stay-at-home mother in Abu Dhabi, focuses on children's education and community welfare. Her empathy map illustrates a deep commitment to transparency and impactful contributions. Fatima seeks platforms that provide clear information on how donations support educational initiatives and community programs. She values brands that align with her ethical values and offer seamless, convenient solutions that fit into her daily routine. For Fatima, Giverly's potential lies in its ability to facilitate meaningful engagement and empower her to support causes she cares passionately about without disrupting her responsibilities at home.

These empathy maps present Giverly's strategy to tailor its platform, emphasising transparency, convenience, and community impact to effectively meet the diverse needs of users like Ahmed and Fatima in their charitable endeavours.

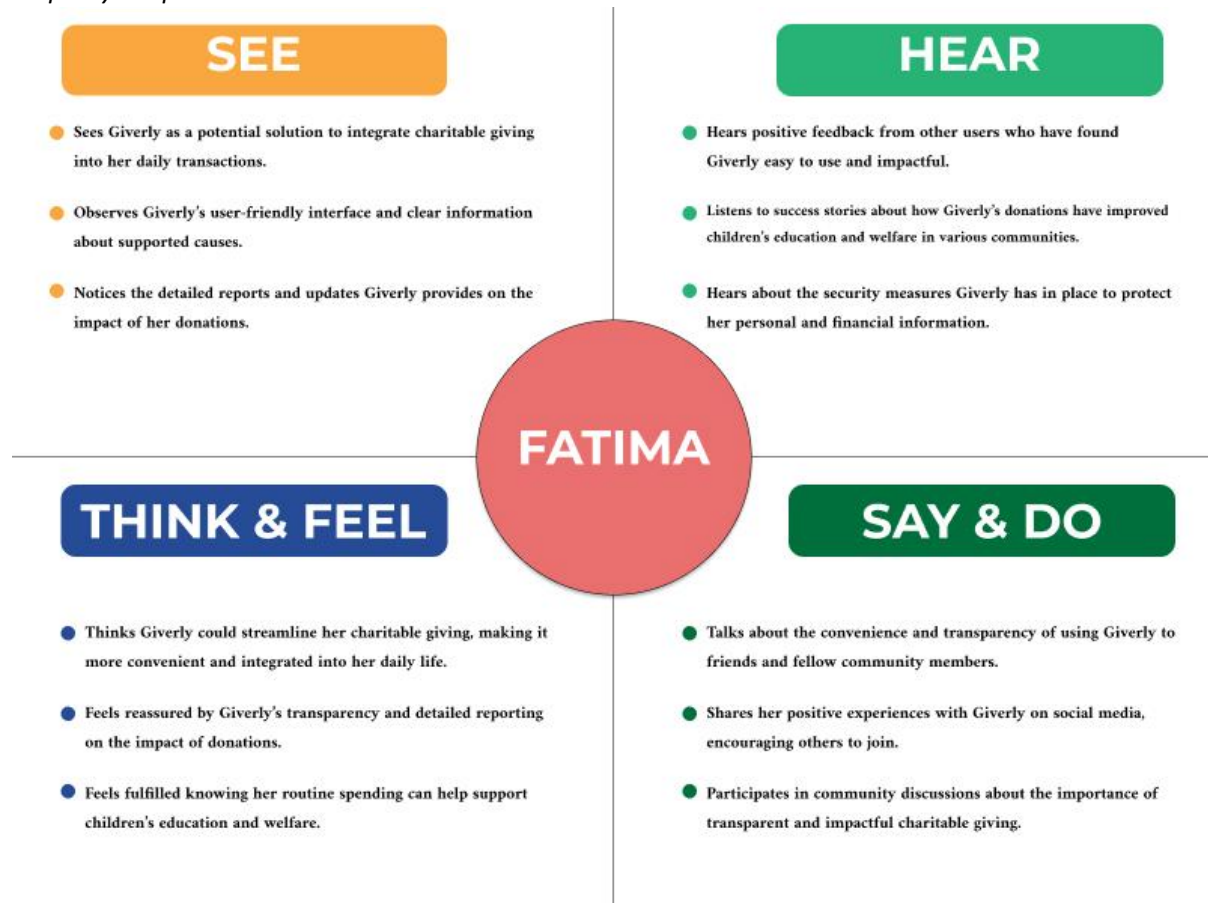
**Fig. 3**

*Empathy Map – Persona 1 Ahmed Al-Farsi*



**Fig. 4**

*Empathy Map – Persona 2 Fatima*



## Research

To effectively cater to Ahmed Al-Farsi's and Fatima Al-Habsi's needs, extensive research was conducted into their personas concerning Giverly's service offerings. Ahmed, a 28-year-old finance professional in Dubai known for his tech-savvy approach, emphasises the seamless integration of financial tools with stringent security measures. In the UAE, the recent regulations have spurred the entrance of a new wave of payment gateways and processors into the country's payment ecosystem. This includes a diverse mix of international entities establishing operations alongside local initiatives, emerging from the region's start-up and FinTech hubs (Srouji, 2020, p. 3). This research supports the industry growth on digital payment trends, underscoring the growing demand for secure, user-friendly fintech solutions tailored to Ahmed's demographic.

Conversely, Fatima Al-Habsi, a dedicated 35-year-old stay-at-home mother in Abu Dhabi, places high value on transparency and impactful charitable contributions. Reward-based fundraising via digital

crowdfunding platforms is deemed the most convenient and straightforward method to raise funds, as the existing trust in the management significantly aids in securing financial support (Sarea et al., 2023, p. 254). The research revealed opportunities for Giverly to excel by integrating ease of use with comprehensive transparency in charitable activities through their platform. Furthermore, consumer behaviour based on the persona would need reliable insights into the impact of donations to build trust with users like Fatima.

By synthesising these insights, Giverly should prioritise robust security and seamless user interfaces to meet Ahmed's needs while focusing on transparency and meaningful impact reporting to empathise with Fatima. These findings establish a strategic foundation for Giverly's development, ensuring it effectively addresses the diverse needs and preferences of its user base.

## Stakeholder requirements

Hudaib et al. (2018, p. 64) define the Moscow technique as one of the simplest methods for requirement prioritisation. Analysts and stakeholders use the MoSCoW technique to prioritise requirements collaboratively and quickly understand the customer's view of what is essential for launch and what is not. According to this prioritisation method, the requirements can be classified into four categories:

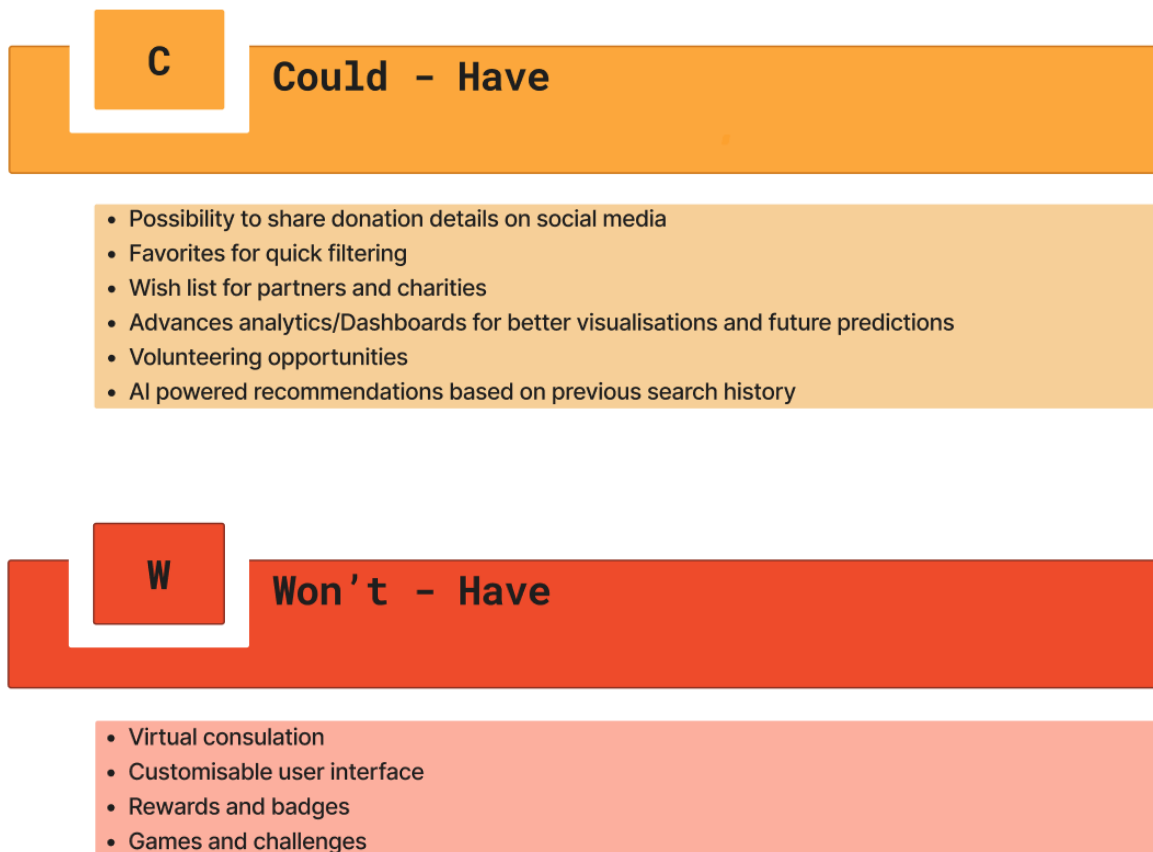
- Mo – Must Have – essential requirements that must be included in the project, to avoid failure
- S – Should Have – high priority requirements, but not critical for launch.
- Co – Could Have – desirable requirements, but not necessary ones
- W – Won't Have – requirements that will not be included in current development.

Fig. 5 illustrates the stakeholder requirements using MoSCoW prioritisation technique.

**Fig. 5**

*Giverly stakeholder requirements using MoSCoW prioritisation*





*Note:* Figure created in Figma

## Define

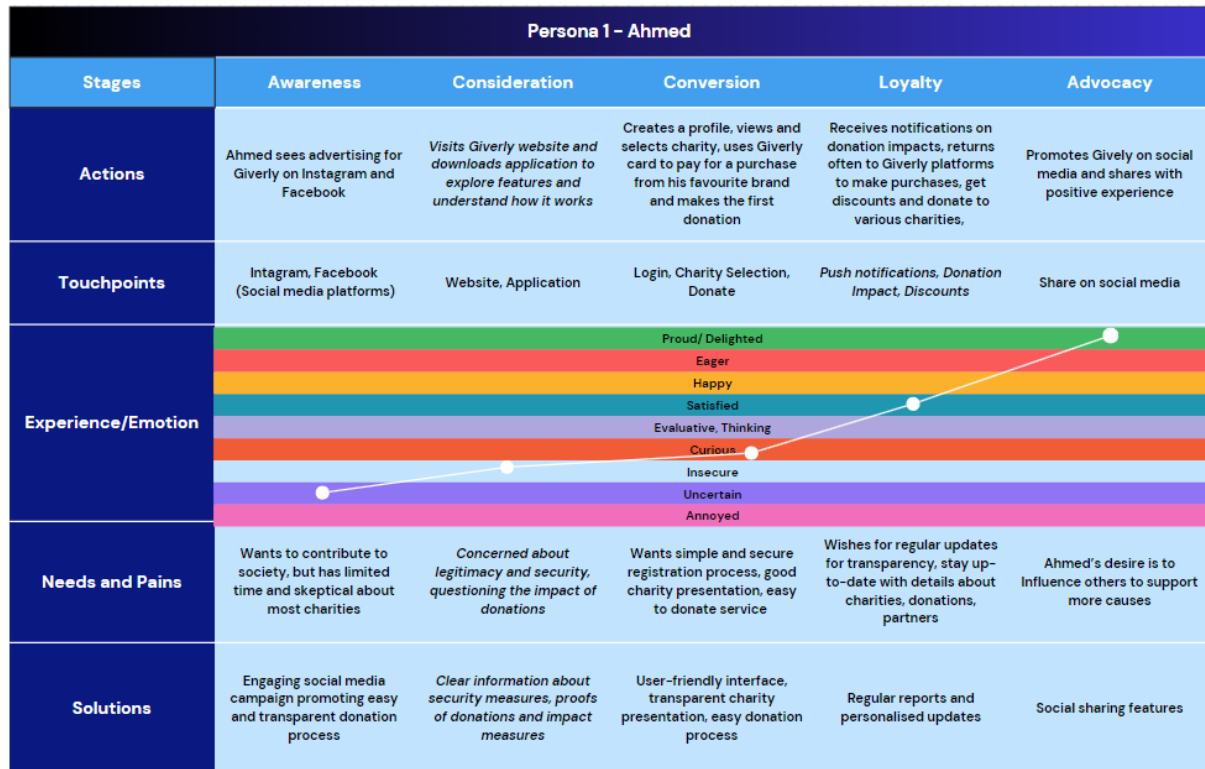
### Customer journey map

Customer journey maps visually represent the customer's interaction with a service during the entire purchase process. They identify touchpoints and enable management to collaborate with cross-functional teams to improve customer service provider interactions and enhance the overall customer experience at each touchpoint (Rosenbaum et al., 2017, p. 144).

Figures 6 and 7 present the customer journey maps for Ahmed and Fatima. To better understand how different these journeys and interactions with Giverly can be, a third fictitious persona has been created: Omar. Omar is 55 years old, enjoys spending time online, and is a businessman in Sharjah. Fig. 8 presents Omar's customer journey.

**Fig. 6**

*Customer journey - Ahmed*



*Note: Customer journeys created in Canva ([www.canva.com](http://www.canva.com))*



**Fig. 7**

*Customer journey - Fatima*

Persona 2 - Fatima					
Stages	Awareness	Consideration	Conversion	Loyalty	Advocacy
Actions	Very involved in charitable opportunities, volunteers regularly, donates frequently, always on the lookout for new options to help others. Fatima hears about Giverly at a charitable event.	Visits Giverly's website to find out more, looks for familiar charities	Registers on the application and makes a donation to a children education program	Participates to events promoted by Giverly, follows donation progress	Encourages friends and family to join Giverly
Touchpoints	Community event	Website	Register, View Charity, Select Charity, Donate	Events, Impact reports	Social gatherings, social media
Experience/Emotion					
Needs and Pains	Considers charity should be part of everyone's life, finds joy in helping others, want to see improvements and new ideas in philanthropy	Wants to find out every detail, charities and organisations involved. Is very knowledgeable, wants to ensure everything is genuine and trustworthy	Easy navigation and easy filtering by cause types	Continuous engagement and connection to the cause	Fatima wants to make a bigger impact, by involving her community
Solutions	Design new, creative philanthropic initiatives, presence at charitable events	Ensure transparency, give all available information, offer contact details, detail all actions are legal and lawful	Intuitive app design with category-specific donation options	Interactive donation progress updates, constant updates about the cause	Community engagement programs and social sharing options.

**Fig. 8**

*Customer journey - Omar*

Persona 3 - Omar					
Stages	Awareness	Consideration	Conversion	Loyalty	Advocacy
Actions	Reads an interview about Giverly in an online newspaper	Omar discusses about Giverly with his family and they decide to visit the website to find out more	Registers on the website, makes a purchase and donates to a local healthcare initiative. He is very keen to help sick, elderly people	Receives donation impact notification	Leaves good ratings and reviews on various websites to promote it and convince people about his good experience, shares information about Giverly in his community
Touchpoints	Online articles, interviews	Website	Register, Partners, Charity selection, Donate	Notification	Community meetings, other websites
Experience/Emotion					
Needs and Pains	Likes online media and interviews about interesting initiatives in his country, especially for doing good, usually trusts the media.	Seeks validation from trusted sources	Simple and secure donation process, prefers to support local charities, feels that has a better control	Regular and reliable updates on local causes and the impact made by him together with his family.	Wants everyone to know that because of his donation more people get a better treatment
Solutions	Detailed informational online articles	Testimonials and success stories	Easy to use website, various local charity options	Consistent and detailed app notifications	Social sharing, presence on multiple online articles, to give chance to interact with other, leave comments

## Problem Statement

Giverly faces significant challenges in expanding into the UAE and providing its customers with a seamless and culturally adapted user experience. It must integrate advanced AI capabilities to deliver personalised experiences and enhanced security features. Additionally, the app and software must be localised to meet UAE users' specific cultural and language preferences. Ensuring compliance with stringent UAE fintech regulations and forming strategic partnerships with local brands and charitable organisations are also critical. Addressing these challenges must align with Giverly's mission of promoting charitable giving through innovative and user-friendly transactions.

## Global Extension into the UAE with Hofstede

Hofstede's Cultural Dimensions Theory is not just a theoretical framework but a practical tool for understanding and navigating cultural disparities among nations. Its implications for business practices and diplomacy are profound, and understanding this model is key to fostering effective communication in these domains. It has the advantage of helping understand diverse cultures while fostering recognition of diversity and promoting global collaboration (Wale, n.d.). Fig. 9 illustrates the six cultural dimensions defined by Hofstede.

**Fig. 9**

Hofstede's Cultural Dimensions Framework (de Bruin, 2017)

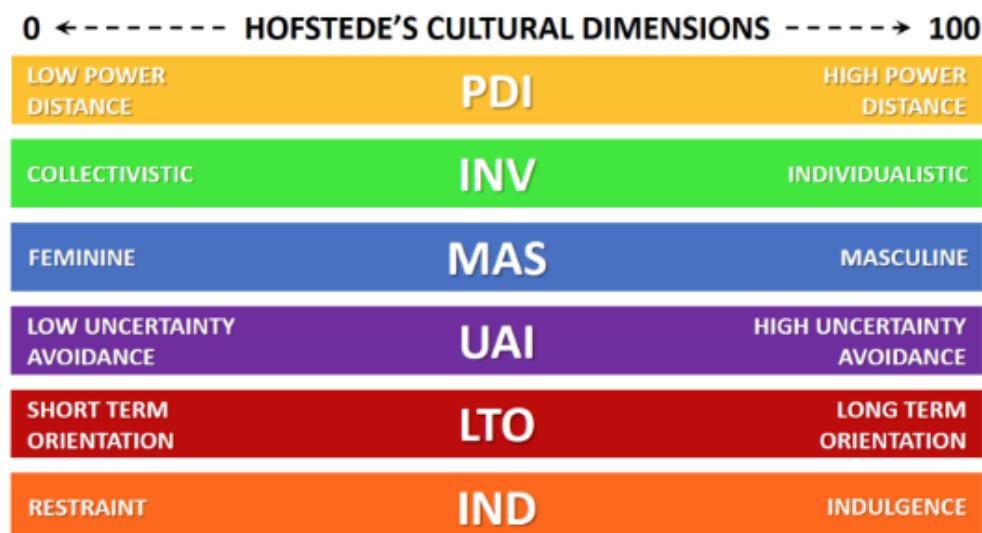


Table 5 describes each dimension in order to understand each of these cultural dimensions better.

**Table 5**

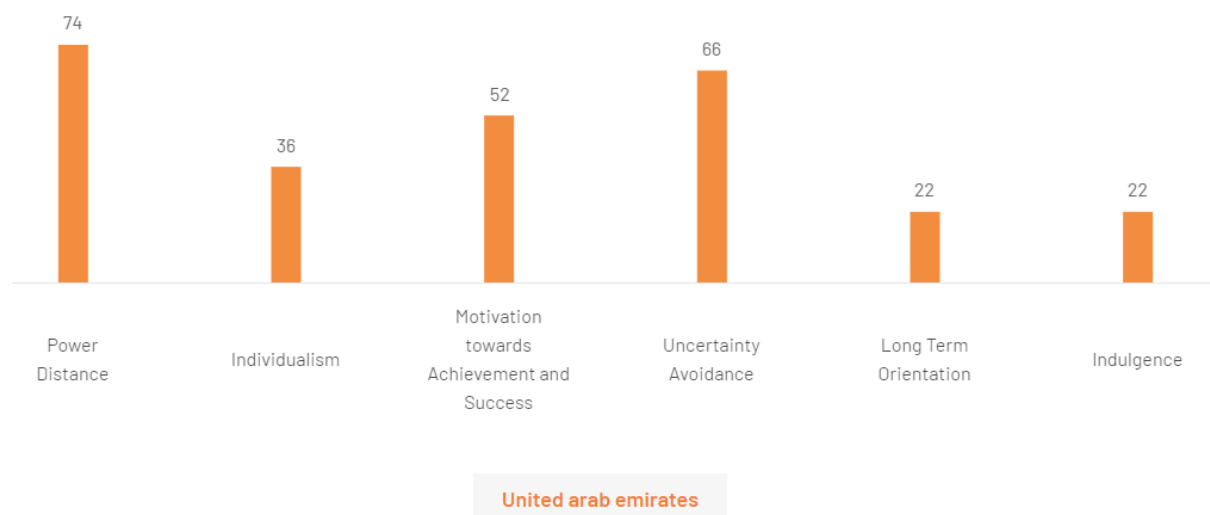
*Cultural dimensions* (Adapted from Sridharan & Pal, 2022)

Dimension	Description
<b>Power Distance Index (PDI)</b>	The degree of inequality that exists and is both permitted and tolerated between individuals with or without power.
<b>Individualism (IDV)</b>	The concept investigates the extent of individuals' social connections within their community, assessing how societies are integrated into collectives and their perceived obligations and reliance on the group.
<b>Masculinity (MAS)</b>	The distribution of roles between men and women, also known as tough vs. delicate, reflects society's desire for achievement, perceptions toward gender role differentiation, behaviour, etc.
<b>Uncertainty Avoidance Index (UAI)</b>	How individuals manage anxiety and navigate unknown situations, uncertainty, and unexpected events.
<b>Long-Term Orientation (LTO)</b>	Evaluates how society views its temporal horizon.
<b>Indulgence/Restraint (IND)</b>	The efficacy of individuals in managing anxiety, navigating unfamiliar situations and coping with uncertainty and unexpected events.

Fig. 10 below shows the results for the United Arab Emirates. Based on these results, the conclusions are represented in Table 6.

**Fig. 10**

*Cultural dimensions in UAE* (The Culture Factor Group, n.d.)



**Table 6**

*Cultural dimensions UAE* (The Culture Factor Group, n.d.)

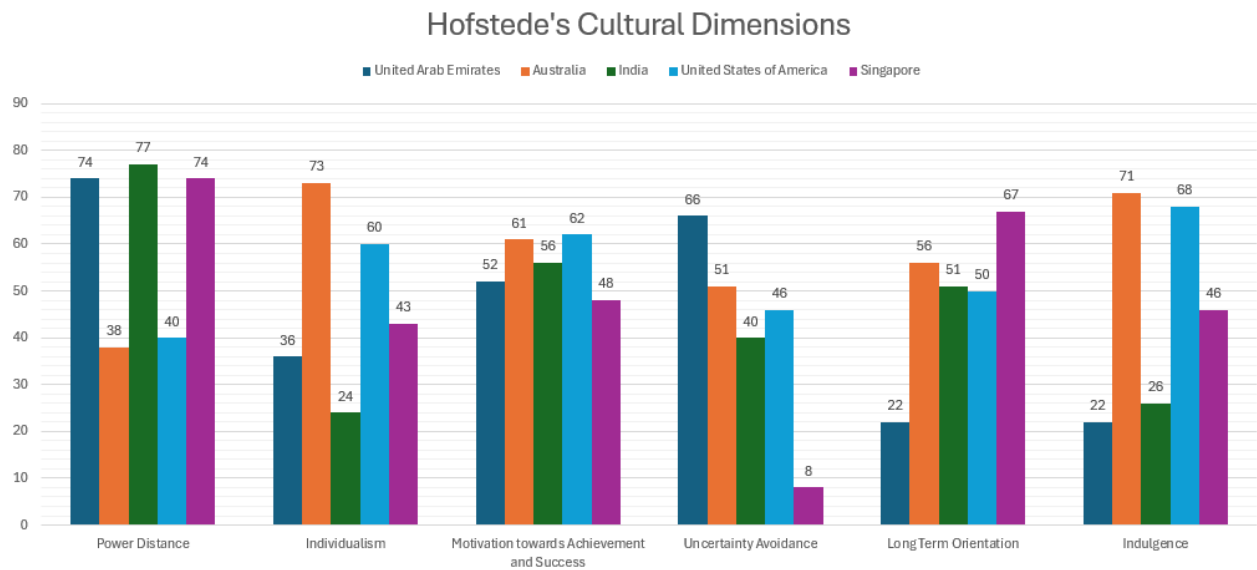
Dimension	Score	Interpretation
<b>Power Distance Index (PDI)</b>	74	Individuals are not equal; people accept hierarchical orders, which are strictly observed; obedience is present; subordinates expect to get instructions; income distribution is uneven,
<b>Individualism (IDV)</b>	36	Collectivistic society, where self-image is more often defined as “we”, committed to communities and extended relationships, loyalty is essential, and family ties are strong.
<b>Masculinity (MAS)</b>	52	There is no clear dominance in this dimension.
<b>Uncertainty Avoidance Index (UAI)</b>	66	The preference is to avoid ambiguity and uncertainty and adhere to more rigid codes and rules of belief and behaviour. People wish to be

		occupied and work hard; security is critical, while innovation might be resisted.
<b>Long-Term Orientation (LTO)</b>	22	The focus is on quick results rather than long-term objectives. Traditions are respected, and normative thinking prevails.
<b>Indulgence/Restraint (IND)</b>	22	A restrained society that does not prioritise leisure and control its desires. The perception is that indulging and enjoyment of life is somewhat wrong.

While this offers a better understanding of UAE culture, it is worth looking at how these compare with the other countries where Giverly is present or is expected to expand in the future. Fig. 11 presents the comparison between these countries.

**Fig. 11**

*Hofstede's Cultural Dimensions* (Adapted from The Culture Factor Group, n.d.)



Power distance is similar in UAE, India, and Singapore, where clear hierarchies exist, while in Australia and the USA, individuals are more equal. Individualism is more present in Australia and the USA, where people look after themselves and close family only, while in UAE, India, and Singapore, people belong to groups, take care of themselves, and show loyalty to their communities. The third dimension is similar for all countries, higher for Australia and the USA, showing that these societies are more driven by competition, accomplishments and success. UAE has the highest uncertainty avoidance score, being more rigid. In contrast, Singapore has a very low score, showing that this country is a risk-taker and often deals with unknown situations. UAE is the only country with short-term orientation and has the lowest indulgence score compared to the other countries, being the most restrained one, closely followed by India.

## Roles and Responsibilities

Design Thinking Solutions is a consulting company having the following team members, from Table 7:

**Table 7**

### *Roles and responsibilities*

Role	Responsibilities
Customer Representative	Ensuring top-notch customer satisfaction and fostering enduring client partnerships, Haide adeptly handles inquiries, resolves issues, and provides comprehensive information about the company's agile solutions. With excellent communication skills, empathy, and problem-solving abilities, she effectively addresses customer concerns in the fast-paced world of agile project management. Haide's commitment to maintaining precise records and seamless collaboration enhances the overall customer service experience, contributing significantly to the company's success in the agile landscape.
UI / UX Design	Integrating a keen eye for aesthetics with a deep comprehension of user behaviour, Ivica creates immersive and intuitive digital experiences. His expertise in design principles and user-centred design methodologies ensures visually stunning and highly user-friendly products. Ivica collaborates closely with dynamic teams to transform user needs and business requirements into impactful design solutions using agile and Scrum methodologies to iterate and deliver value rapidly.
Lead Business Analyst	Joseph is a seasoned professional, bringing a wealth of expertise and strategic insight to the table, making him a key player in fostering business growth and innovation. Throughout his career, he has excelled in forging strong partnerships with clients and stakeholders, adeptly identifying and resolving complex IT challenges to drive business success within an agile and scrum framework. His expertise spans diverse industries, where he has effectively managed projects from inception to completion, aligning technological innovations with organisational objectives using agile methodologies. With a background as a software engineer, he possesses a deep understanding of customised software applications and their lifecycle, enabling him to provide strategic insights and implement robust IT solutions that enhance business operational efficiency and client satisfaction within an agile and scrum environment.
Project Manager	Renata is a dynamic professional with extensive management, finance, and human resources expertise. She possesses a strong command of Lean methodology and adeptly integrates it with Agile and Scrum principles. Renata's leadership approach emphasises fostering collaboration and attaining operational excellence within an agile setting. Her remarkable organisational skills and forward-thinking vision guarantee the effective management of projects using agile methodologies, motivating teams to surpass objectives and generate meaningful outcomes.
Market Analyst	Committed to conducting thorough market research and informing strategic decision-making. Rene's expertise lies in analysing market trends, consumer behaviour, and competitive landscapes to uncover growth opportunities and



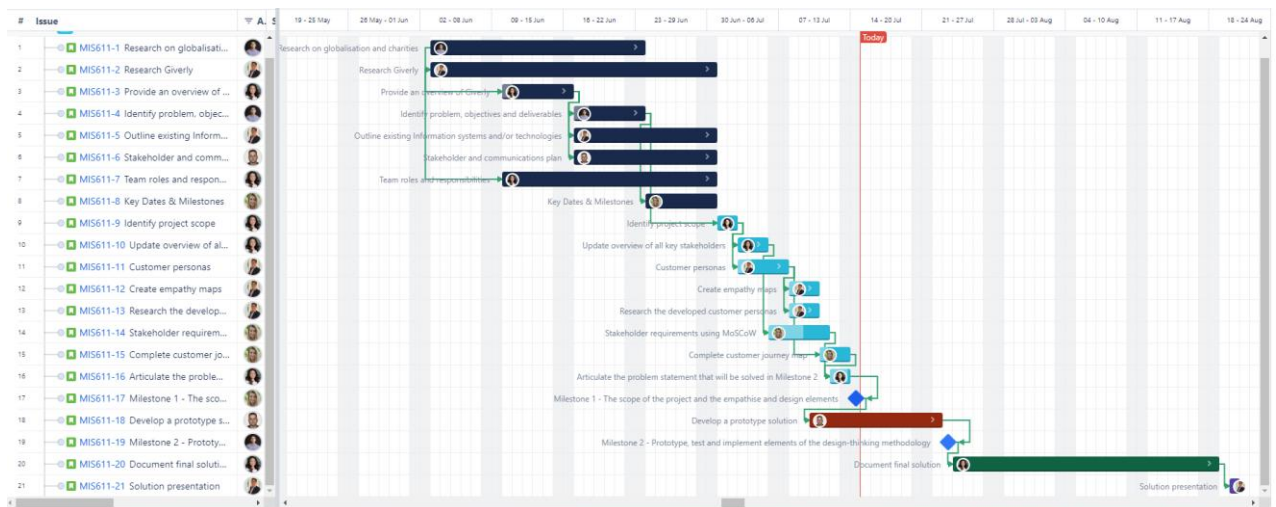
shape business strategies. Rene also applies agile and scrum methodologies to ensure efficient and effective market analysis.

## Key Dates & Milestones

Fig. 12 illustrates the updated Gantt Chart. Each main section of the project is highlighted with a different colour (planning, milestone one, milestone two, and final solution). The Gantt Chart also shows the sequence of each task (what tasks must be completed for a new one to start), and milestones are highlighted using the blue diamond notation. Fig. 13 also shows each task's progress, start, and end dates.

**Fig. 12**

Gantt Chart



*Note:* Created in Jira

**Fig. 13**

### Project schedule

#	Issue	Assignee	Start Date	End Date
1	MIS611-1 Research on globalisation and charities	Rene Allen Garcia	03/Jun/24	23/Jun/24
2	MIS611-2 Research Giverly	Joseph Martin Gatmaitan	03/Jun/24	30/Jun/24
3	MIS611-3 Provide an overview of Giverly	Haide.Comighud	10/Jun/24	16/Jun/24
4	MIS611-4 Identify problem, objectives and deliverables	Rene Allen Garcia	17/Jun/24	23/Jun/24
5	MIS611-5 Outline existing Information systems and/or technologies	Joseph Martin Gatmaitan	17/Jun/24	30/Jun/24
6	MIS611-6 Stakeholder and communications plan	Ivica Gokchevski	17/Jun/24	30/Jun/24
7	MIS611-7 Team roles and responsibilities	Haide.Comighud	10/Jun/24	30/Jun/24
8	MIS611-8 Key Dates & Milestones	Renata-Bernadet Patachi	24/Jun/24	30/Jun/24
9	MIS611-9 Identify project scope	Haide.Comighud	01/Jul/24	02/Jul/24
10	MIS611-10 Update overview of all key stakeholders	Haide.Comighud	03/Jul/24	05/Jul/24
11	MIS611-11 Customer personas	Joseph Martin Gatmaitan	03/Jul/24	07/Jul/24
12	MIS611-12 Create empathy maps	Joseph Martin Gatmaitan	08/Jul/24	10/Jul/24
13	MIS611-13 Research the developed customer personas	Joseph Martin Gatmaitan	08/Jul/24	10/Jul/24
14	MIS611-14 Stakeholder requirements using MoSCoW	Renata-Bernadet Patachi	06/Jul/24	11/Jul/24
15	MIS611-15 Complete customer journey map	Renata-Bernadet Patachi	11/Jul/24	13/Jul/24
16	MIS611-16 Articulate the problem statement that will be solved in Milestone 2	Haide.Comighud	12/Jul/24	13/Jul/24
17	MIS611-17 Milestone 1 - The scope of the project and the empathise and design elements	Renata-Bernadet Patachi	14/Jul/24	14/Jul/24
18	MIS611-18 Develop a prototype solution	Ivica Gokchevski	10/Jul/24	22/Jul/24
19	MIS611-19 Milestone 2 - Prototype, test and implement elements of the design-thinking methodology	Rene Allen Garcia	23/Jul/24	23/Jul/24
20	MIS611-20 Document final solution	Haide.Comighud	24/Jul/24	18/Aug/24
21	MIS611-21 Solution presentation	Joseph Martin Gatmaitan	20/Aug/24	20/Aug/24

## Conclusion

The empathise and define phases of the design thinking process helped gather valuable information, ensuring clear and effective engagement with all future parties involved. Through the empathise phase, detailed customer personas and empathy maps were created, providing deep insights into potential UAE users' needs, behaviours, and pain points. This user-centred analysis is critical for developing tailored solutions that enhance the user experience. In the stakeholder requirements sections, the MoSCoW technique was used to prioritise needs, ensuring that the project addresses the most critical requirements of all stakeholders. The define phase and customer journey maps illustrate the various touchpoints and emotions users experience, guiding the design of an intuitive and engaging user interface. These maps provide a clear roadmap for creating a seamless user experience. A detailed analysis using Hofstede's cultural dimensions has ensured that Giverly's strategies are culturally sensitive and appropriate for the UAE market. This cultural adaptation is crucial for gaining trust and acceptance among users.

This report provides a solid foundation for Giverly's successful expansion into the UAE. By prioritising user-centred design, cultural adaptation, and stakeholder engagement, Giverly is well-positioned to make a meaningful contribution to the UAE's philanthropic landscape.

## References

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<https://www.business-to-you.com/hofstedes-cultural-dimensions/>

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