**PROJECT NAME: SUBTRACK**

**GROUP MEMBERS:** **Aral Cavlak, Samet Berat Şeker, Aykan Uğur, Özge Bostan, Ceyda Ece Han, Mehmet Mert Eser, Mustafa Çağlar Cömert**

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| # | STAKEHOLDER | DESCRIPTION |
| 1 | User | Users are key stakeholders who use the application to track their subscriptions, making them the most important target audience of our app. |
| 2 | Developer | The software, database, and maintenance Engineers within our company are key internal stakeholders, ensuring the performance and continuous development of our app. |
| 3 | Investor | Investors are key stakeholders who provide financial support for our project and have a interest in its success, aiming for potential incomes and business growth. |
| 4 | Bank | The bank is a stakeholder because we integrate user's cards into our app. |
| 5 | Subscription service provider | Subscription provider companies are important stakeholders in our application. Our company collaborates with these companies to negotiate bulk purchases and discounts, make sure better deals for our users. |
| 6 | Competitors | Competitors are indirect stakeholders who affect market trends and are impacted by the developments and success of our project. |
| 7 | UI Designers  (USER INTERFACE) | A UI designer is an employee responsible for creating simple, user-friendly, and optimized user interfaces and graphics that do not strain the eyes of users. |
| 8 | Regulatory Authorities (e.g., KVKK) | Regulatory organizations make sure our app conforms with laws, particularly those connected to user privacy and data protection, like KVKK. |
| 9 | Distribution platforms | The distribution platforms where our application will be published are key external stakeholders, as they facilitate access to users, enforce compliance with their policies, and influence the application's visibility and success. |
| 10 | DBMS companies | DBMS companies store data, manage finances, and handle accounting, helping our app work well and stay secure. |
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