

Stakeholders and Key Interests

Stakeholders	Key Interests
Iggy	Provide a service to potential drivers and passengers, allowing the request for transportation and making/receiving payment all in one application
Passengers	Request a ride to desired destination
Drivers	Provide transportation to passengers and receive payment
Taxi Companies/Similar Applications (Uber, Lyft)	Changes in revenue
Other road users	Changes in traffic volume
Government	Imposing regulations