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Assignment - 2

1) What is the difference between customers and users? As per my understanding, any person who uses the product is the customer or user. Going by this definition, they both should be same. If they are not, then could you please tell me what differentiates them?

2) Stakeholders decide how the product should be and what they want from it. Won't it make more sense that they make the requirements documents and hand it over to the company developing the product? I think doing this will save time for all the parties involved in the project.

3) What are the roles of financial beneficiary, political beneficiary and functional beneficiary? Financial beneficiary and sponsors are the same people?

4) What is persona? In the third chapter, there is just one line saying, "For consumer products or shrink-wrapped software, you might consider using a persona."

5) In Chapter 3, during project blast off phase, its mentioned we should not dwell too much on adjacent systems as there is risk of deviating from the target but chapter 4 contradicts it by saying that they should be studied well else we might not build a effective product. I'm confused. Should we study the adjacent systems in detail or we should not?