

10 Applications and their stakeholders

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1. Google Search

Name	Type	Role
User	External	Uses the search engine to browse the web
Testers	Internal	Cross Platform Testing, Integration Testing, etc.
System Administrators	Internal	Server Management & DevOps, Content Filtering
Advertisers	External	Search based Advertisement, targeted ads, etc.
Developers	Internal	Develop and optimise search functionalities and add smart searches

2. GoDaddy Web Services

Name	Type	Role
User	External	Buys and manages domains, servers, CMS, other web services.
System Administrators	Internal	Management of server stacks, load balancers, Hypervisors, etc.
Domain Providers	External	Provides domains to sell to GoDaddy

3. Amazon Marketplace

Name	Type	Role
User	External	Searches for products and buys
Testers	Internal	Website testing
System Administrators	Internal	
Advertisers	External	Advertises based on user buying habits
Developers	Internal	
Sellers	External	Certified sellers that can post their products on Amazon
Shipping	Internal	Real time shipping updates and planning

4. Apple

Name	Type	Role
Consumer	External	Buys Apple devices and services
Testers	Internal	Hardware and Software testers
System Designers	Internal	OS/ API designers, Hardware Designers
Developers	Internal	Software developers

5. VISA Payment

Name	Type	Role
User	External	Uses VISA services for online payments
Testers	Internal	Pen testing, load testing
System Administrators	Internal	Fraud detection, devops, etc.
Businesses	External	Businesses that use VISA payments and offer discounts/ benefits for using VISA services
DevOps	Internal	Maintaining payment gateway servers
Bank	External	Enabling payment options using VISA gateways

6. BookMyShow

Name	Type	Role
User	External	View movies/plays, books tickets
Testers	Internal	Stress testing, Transaction consistency
System Administrators	Internal	Server administration
Advertisers	External	Movie ticket offers/ giveaways
Developers	Internal	Build App & Web platforms
Movie Marketers	External	Publish Trailers/ advertisements
Cinema House	External	Publishes movie show timings and lets BookMyShow handle seat bookings

7. NVIDIA

Name	Type	Role
User	External	Uses Graphics cards in server stacks/ gaming rigs
Testers	Internal	Hardware benchmarking, firmware updates, etc.
Hardware Manufacturers	Internal	Graphics card manufacturing
Game developers	External	Designs game engines using the features of graphics drivers and hardware
Graphics Driver Developers	Internal	Optimizing

8. Visual Studio

Name	Type	Role
User	External	Uses as a code editor
Testers	Internal	Cross Platform testing of new features
Developers	Internal	Adding functionality

9. Android

Name	Type	Role
User	External	Uses a device with Android OS
Testers	External	Security Testing
App Developers	External	Uses the Android Java/Kotlin Frameworks to build applications
Developers	Internal	Build the Android OS on the existing linux kernel
Mobile Manufacturers	External	Build Hardware based on Android Specifications

10. Arduino

Name	Type	Role
Personal User	External	Uses Arduino board in personal projects
Embedded Systems Company	Internal	Incorporated Arduino as controller in IoT/embedded systems
Developers	Internal	Creates development IDE and Arduino API
Hardware Modules Manufacturer	External	Creates supporting modules/boards for the Arduino controller.