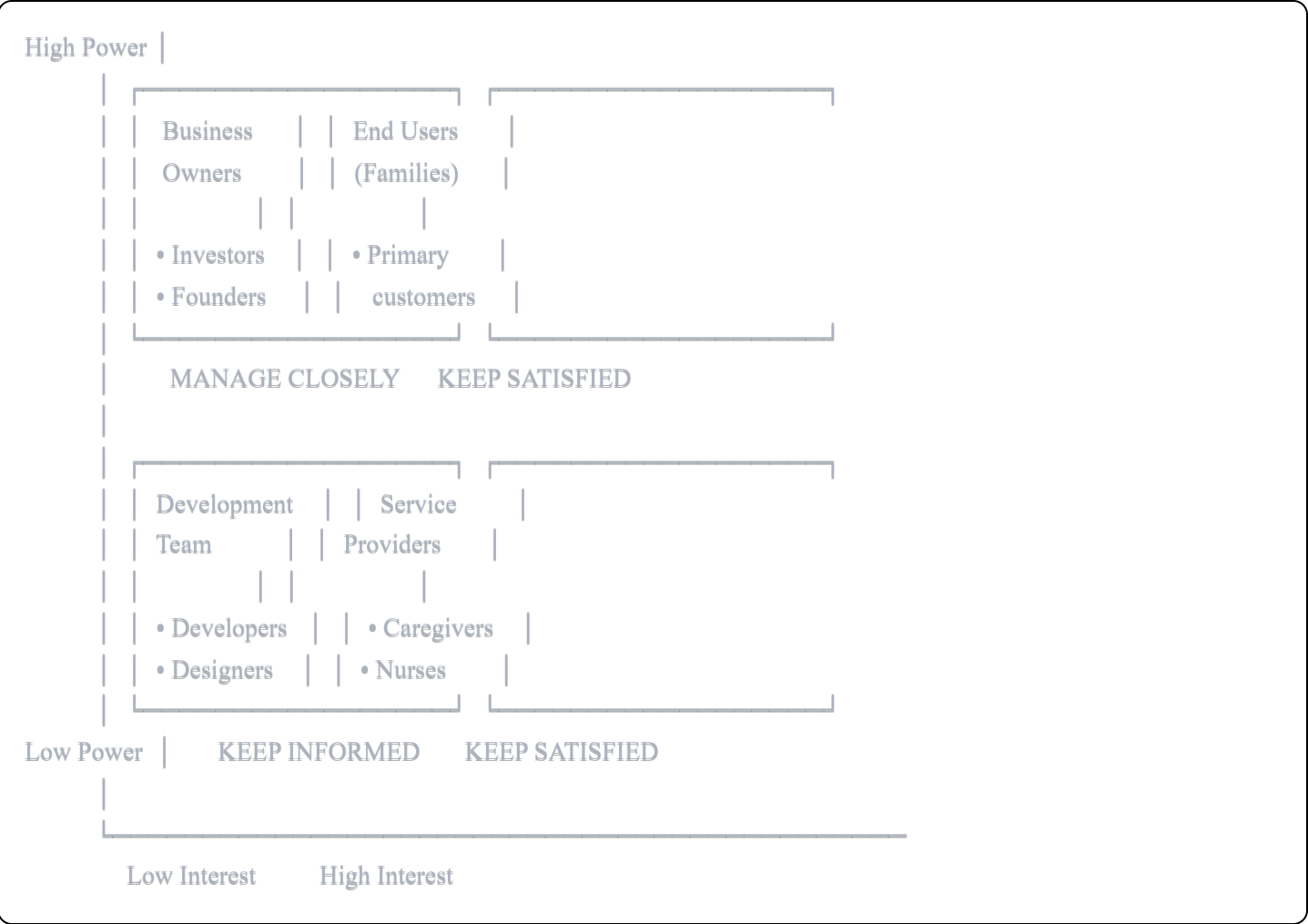


Table of Contents

1. Stakeholder Identification Matrix
2. Primary Stakeholders
3. Secondary Stakeholders
4. Stakeholder Engagement Strategy
5. Communication Plan
6. Risk & Mitigation by Stakeholder

Stakeholder Identification Matrix

Power-Interest Grid



Low Interest

High Interest

# Stakeholder Priority Ranking

Rank	Stakeholder	Power	Interest	Priority
1	End Users (Families)	High	High	Critical
2	Service Providers	Medium	High	Critical
3	Business Owners	High	High	Critical
4	Platform Admins	Medium	High	High
5	Development Team	Medium	Medium	High
6	Payment Partners	Low	Medium	Medium
7	Regulatory Bodies	High	Low	Medium
8	Healthcare Institutions	Medium	Low	Low

## Primary Stakeholders

### 1. End Users (Families/Clients)

#### 1.1 Demographics

##### Profile Segments:

##### Segment A: Adult Children (40-60 years)

- **Population:** 60% of user base
- **Characteristics:**
  - Working professionals
  - Live separately from elderly parents
  - High purchasing power
  - Tech-savvy (moderate to high)
- **Location:** Cairo, Giza, New Cairo, 6th October
- **Income:** 15,000 - 50,000 EGP/month
- **Education:** University degree or higher

##### Segment B: Spouses (55-70 years)

- **Population:** 25% of user base
- **Characteristics:**

- Caring for elderly spouse
- Retired or semi-retired
- Moderate purchasing power
- Lower tech literacy
- **Location:** Urban and suburban areas
- **Income:** 8,000 - 25,000 EGP/month
- **Education:** Varied

### Segment C: Extended Family (25-40 years)

- **Population:** 15% of user base
  - **Characteristics:**
    - Helping with elderly relatives
    - Young professionals
    - Budget-conscious
    - High tech literacy
  - **Location:** Major cities
  - **Income:** 8,000 - 20,000 EGP/month
  - **Education:** University degree
- 

## 1.2 Needs & Expectations

### Functional Needs:

- ☒ Easy registration (< 3 minutes)
- ☒ Quick provider search (< 30 seconds)
- ☒ Verified caregiver credentials
- ☒ Transparent pricing (no hidden fees)
- ☒ Real-time availability calendar
- ☒ Multiple payment options
- ☒ Booking confirmation within 2 hours

-  Emergency support (24/7)

### **Emotional Needs:**





- Trust and safety (verified caregivers)
- Peace of mind (quality assurance)
- Empathy and understanding
- Responsiveness (quick support)
- Respect for cultural values (elderly care importance)

### **Information Needs:**





- Caregiver experience and qualifications
  - Clear service descriptions
  - Transparent pricing breakdown
  - Reviews from other families
  - Cancellation and refund policies
  - Contact information for support
- 

## **1.3 Pain Points & Frustrations**

### **Discovery Phase:**

-  Difficulty finding caregivers in specific areas
-  No way to verify caregiver backgrounds
-  Limited options for specific time slots
-  Unclear pricing structures

### **Booking Phase:**

-  Manual coordination (phone calls, messages)
-  Uncertainty about caregiver availability
-  Payment security concerns
-  Long response times

## Service Phase:

- ❌ Caregiver quality inconsistency
  - ❌ Communication barriers
  - ❌ No recourse for poor service
  - ❌ Billing disputes
- 

## 1.4 Success Criteria

### Quantitative:

- Book a caregiver within 10 minutes
- 95%+ booking acceptance rate
- Payment completed in < 2 minutes
- Service starts on time (90%+ punctuality)
- Average rating 4.5+ stars

### Qualitative:

- Feel confident about caregiver safety
  - Clear communication throughout
  - Fair resolution of any issues
  - Would recommend to others (NPS 50+)
- 

## 1.5 User Journey Map

### Stage 1: Awareness

- **Touchpoints:** Social media ads, Google search, word-of-mouth
- **Actions:** Learn about platform, read reviews
- **Emotions:** Curious, hopeful, cautious
- **Pain Points:** Skeptical about quality, pricing concerns

### Stage 2: Consideration

- **Touchpoints:** Homepage, provider listings
- **Actions:** Browse providers, compare options
- **Emotions:** Interested, evaluating, comparing
- **Pain Points:** Too many choices, unclear differentiation

### Stage 3: Decision

- **Touchpoints:** Provider profile, booking form
- **Actions:** Select provider, submit request
- **Emotions:** Hopeful, slightly anxious
- **Pain Points:** Uncertain about provider response

### Stage 4: Booking

- **Touchpoints:** Confirmation email, payment page
- **Actions:** Wait for approval, complete payment
- **Emotions:** Anticipation, relief (if approved)
- **Pain Points:** Waiting time, payment friction

### Stage 5: Service

- **Touchpoints:** Caregiver, in-app updates
- **Actions:** Receive service, monitor progress
- **Emotions:** Satisfied or disappointed
- **Pain Points:** Communication issues, quality concerns

### Stage 6: Post-Service

- **Touchpoints:** Review form, follow-up email
  - **Actions:** Rate and review, rebook or churn
  - **Emotions:** Grateful or frustrated
  - **Pain Points:** Review fatigue, no incentive
-

## 2. Service Providers (Caregivers)

### 2.1 Demographics

#### Profile:






- **Age Range:** 25-55 years
- **Gender:** 70% female, 30% male
- **Background:**
  - Nursing graduates (40%)
  - Healthcare workers (30%)
  - Experienced caregivers (30%)
- **Location:** Cairo, Giza, Alexandria
- **Experience:** 1-15 years in caregiving
- **Certifications:**
  - Nursing diploma/degree
  - First aid certification
  - Elderly care courses



#### Economic Profile:

- Current income: 3,000 - 10,000 EGP/month (traditional caregiving)
  - Target income: 8,000 - 20,000 EGP/month (via platform)
  - Full-time (60%) vs. Part-time (40%)
- 

### 2.2 Needs & Expectations

#### Functional Needs:

-  Simple application process (< 10 minutes)
-  Fast approval (within 48 hours)
-  Easy schedule management
-  Automatic booking notifications
-  Secure and timely payments

-  Clear client information
-  Performance tracking dashboard

### **Professional Needs:**






- Build professional reputation
- Gain more clients consistently
- Fair compensation for experience
- Flexible work arrangements
- Professional development opportunities

### **Support Needs:**





- Training and upskilling
  - Customer support for disputes
  - Insurance coverage
  - Marketing and visibility
- 

## **2.3 Pain Points & Frustrations**

### **Current Situation:**

-  Difficulty finding clients consistently
-  Reliance on word-of-mouth only
-  Payment delays or disputes
-  No protection from unreliable clients
-  Limited professional growth

### **Platform Concerns:**

-  Commission rates eating into earnings
  -  Fear of negative reviews impacting income
  -  Unclear platform rules
  -  Tech barriers (for less tech-savvy providers)
-



## 2.4 Success Criteria

### Quantitative:

- 10+ bookings per month
- Average rating 4.5+ stars
- 80%+ booking acceptance rate
- Payment received within 24 hours
- 70%+ repeat client rate

### Qualitative:

- Feel respected and valued
  - Clear and fair policies
  - Responsive support
  - Would recommend platform to other caregivers
- 

## 2.5 Provider Journey Map

### Stage 1: Discovery

- **Touchpoints:** Social media, referrals, nursing schools
- **Actions:** Learn about platform, compare with alternatives
- **Emotions:** Curious, hopeful, skeptical
- **Pain Points:** Trust concerns, commission worries

### Stage 2: Application

- **Touchpoints:** Application form, document upload
- **Actions:** Fill form, upload ID, certificates, CV
- **Emotions:** Hopeful, nervous about approval
- **Pain Points:** Document preparation, form complexity

### Stage 3: Approval

- **Touchpoints:** Email notification, profile creation

- **Actions:** Wait for admin review
- **Emotions:** Anxious, excited (if approved)
- **Pain Points:** Long wait time, unclear criteria

#### Stage 4: Onboarding

- **Touchpoints:** Provider dashboard, training materials
- **Actions:** Complete profile, set availability
- **Emotions:** Eager, learning curve
- **Pain Points:** System complexity, confusion

#### Stage 5: Active

- **Touchpoints:** Booking requests, client communication
- **Actions:** Accept bookings, provide service
- **Emotions:** Engaged, satisfied (with bookings)
- **Pain Points:** Difficult clients, payment delays

#### Stage 6: Growth

- **Touchpoints:** Performance dashboard, reviews
  - **Actions:** Build reputation, increase bookings
  - **Emotions:** Proud, motivated
  - **Pain Points:** Rating pressure, competition
- 

### 3. Platform Administrators

#### 3.1 Roles & Responsibilities

##### Super Admin:

- Full system access
- User and provider management
- Pricing and category configuration
- Financial reports and analytics

- Security and compliance oversight

#### **Operations Manager:**

- Provider application review
- Document verification
- Dispute resolution
- Quality control monitoring
- Customer support escalation

#### **Customer Support Agent:**






- Handle user inquiries (chat, email, phone)
- Assist with booking issues
- Process refunds
- Collect feedback
- Update knowledge base

#### **Content Manager:**





- Update website content
  - Manage blog and resources
  - Email campaigns
  - Social media content
- 

### **3.2 Needs & Expectations**

#### **Operational Needs:**

-  Efficient provider verification tools
-  Automated reporting and analytics
-  Dispute resolution workflow
-  User and provider communication tools
-  Performance monitoring dashboard

### Technical Needs:






-  Stable and fast admin portal
-  Bulk operations support
-  Data export capabilities
-  Audit logs and history

### Support Needs:

- Clear policies and guidelines
  - Training materials
  - Escalation procedures
  - Technical support from dev team
- 

## 3.3 Pain Points

### Current Challenges:

-  Manual document verification is time-consuming
-  Difficult to scale quality control
-  Complex pricing updates
-  Limited visibility into provider performance
-  Handling disputes manually

### System Requirements:

- Automated verification workflows
  - Batch processing capabilities
  - Real-time alerts for critical issues
  - Comprehensive reporting tools
- 

## 3.4 Success Criteria

### Quantitative:

- Process applications within 48 hours
- 95%+ platform uptime
- < 5% dispute rate
- 90%+ user issue resolution within 24 hours
- 20% month-over-month growth

**Qualitative:**

- Smooth daily operations
  - Effective team collaboration
  - Positive user/provider feedback
  - Manageable workload
- 

## **4. Business Owners / Investors**

### **4.1 Stakeholder Profile**

**Founders:**

- Vision holders
- Strategic direction
- Fundraising
- Partnerships and expansion

**Investors:**

- Return on investment (ROI)
  - Growth potential
  - Risk management
  - Exit strategy
- 

### **4.2 Needs & Expectations**

**Financial:**

- Break-even within 12-18 months
- 30%+ gross margin
- 100%+ year-over-year revenue growth
- Clear path to profitability

**Strategic:**

- Scalable business model
- Competitive advantage
- Market leadership potential
- Expansion opportunities (MENA region)

**Operational:**

- Efficient operations
  - Strong unit economics
  - Customer and provider retention
  - Brand reputation
- 

## 4.3 Success Metrics

**Financial KPIs:**

- Monthly Recurring Revenue (MRR)
- Gross Merchandise Value (GMV)
- Customer Acquisition Cost (CAC)
- Lifetime Value (LTV)
- LTV/CAC ratio > 3:1
- Burn rate and runway

**Growth KPIs:**

- User growth rate
- Provider growth rate
- Booking volume

- Market share
- Geographic expansion

### **Operational KPIs:**

- Platform utilization rate
  - Provider acceptance rate
  - Booking completion rate
  - Average order value
  - Repeat booking rate
- 

## **Secondary Stakeholders**

### **5. Development Team**

#### **5.1 Team Composition**

##### **Backend Developers (2):**

- ASP.NET Core experts
- Database design and optimization
- API security
- Performance tuning

##### **Frontend Developers (2):**

- React.js proficiency
- Responsive design
- User experience optimization
- Performance optimization

##### **UI/UX Designer (1):**

- User research
- Wireframing and prototyping
- Visual design

- Usability testing

#### **QA Engineer (1):**

- Test planning
- Manual and automated testing
- Bug tracking
- Regression testing

#### **DevOps Engineer (1):**

- CI/CD pipeline
  - Infrastructure management
  - Monitoring and alerts
  - Security hardening
- 

## **5.2 Needs & Expectations**

### **Technical:**

- Clear requirements and specifications
- Modern technology stack
- Code quality standards
- Development best practices

### **Process:**

- Agile/Scrum methodology
- Regular sprint planning
- Code reviews
- Collaborative environment

### **Professional:**

- Learning opportunities
- Career growth



- Fair compensation
  - Work-life balance
- 

## **5.3 Success Criteria**

### **Technical Quality:**

- 99%+ API uptime
- < 2 second page load time
- 80%+ code test coverage
- Zero critical security vulnerabilities

### **Delivery:**

- On-time sprint deliveries
  - Minimal technical debt
  - Effective bug resolution
  - Smooth deployments
- 

## **6. Payment Gateway Partners**

### **6.1 Partners**

#### **Paymob (Egypt):**

- Credit/debit cards
- Vodafone Cash
- Fawry
- Bank installments

#### **Stripe (International):**

- International cards
  - Future expansion
-

## 6.2 Needs & Expectations

### Business:

- Transaction volume growth
- Low chargeback rates
- Long-term partnership
- Compliance adherence

### Technical:

- Smooth integration
  - Minimal support tickets
  - Regular API usage
  - Up-to-date security standards
- 

## 6.3 Success Metrics

- 1,000+ transactions/month (Year 1)
  - 98%+ payment success rate
  - < 1% chargeback rate
  - PCI-DSS compliance maintained
- 

## 7. Regulatory Bodies

### 7.1 Key Entities

#### Egyptian Government:

- Ministry of Health
  - Ministry of Communications (IT regulations)
  - Consumer Protection Agency
  - Data Protection Authority
-

## **7.2 Compliance Requirements**

### **Healthcare Regulations:**

- Provider licensing verification
- Medical certification standards
- Liability and insurance requirements

### **Data Protection:**

- Egyptian Personal Data Protection Law
- User consent management
- Data breach notification
- Right to erasure

### **Consumer Protection:**

- Fair pricing disclosure
  - Terms of service clarity
  - Refund and cancellation policies
  - Dispute resolution mechanism
- 

## **8. Healthcare Institutions (Future)**

### **8.1 Potential Partners**

#### **Hospitals:**

- Discharge planning
- Home care referrals
- Post-operative care

#### **Clinics:**

- Chronic care management
- Elderly wellness programs

#### **Insurance Companies:**

- Coverage for home care services
  - Partnership programs
- 

## 8.2 B2B Opportunities

### Corporate Wellness:

- Employee elderly care benefits
- Corporate discounts
- Bulk booking options

### Institutional Partnerships:

- Preferred provider networks
  - Co-branded services
  - Revenue sharing models
- 

## Stakeholder Engagement Strategy

### Communication Frequency

Stakeholder	Frequency	Channel	Purpose
End Users	Daily	Email, SMS, In-app	Booking updates, promotions
Providers	Daily	Email, SMS, In-app	Booking requests, performance
Admins	Daily	Admin portal, Slack	Operations, alerts
Business Owners	Weekly	Meetings, Reports	Progress, metrics, decisions
Development Team	Daily	Standups, Slack	Sprint progress, blockers
Investors	Monthly	Reports, Meetings	Financial updates, growth
Payment Partners	Quarterly	Email, Calls	Performance review
Regulators	As needed	Official channels	Compliance updates

---

### Feedback Mechanisms

#### Users:

- In-app surveys (post-booking)

- Rating and review system
- Support tickets
- Social media monitoring

**Providers:**

- Provider surveys (monthly)
- Focus groups (quarterly)
- Support tickets
- Performance reviews

**Admins:**

- Weekly team meetings
- Suggestion box
- Process improvement sessions

---

**Risk & Mitigation by Stakeholder**

**User Risks**

Risk	Impact	Mitigation
Low trust in platform	High	Rigorous verification, insurance, clear policies
Poor caregiver quality	Critical	Rating system, quality audits, training
Payment fraud	High	Secure payment gateway, escrow system
Privacy concerns	Medium	Data encryption, clear privacy policy

**Provider Risks**

Risk	Impact	Mitigation
Low booking volume	High	Marketing, user acquisition, demand generation
Unfair reviews	Medium	Review moderation, response mechanism
Payment delays	High	Automated payment processing, clear timelines
Platform dependency	Medium	Fair commission, transparent policies

## Business Risks

Risk	Impact	Mitigation
Regulatory changes	Critical	Legal consultation, compliance monitoring
Competition	High	Differentiation, quality focus, customer service
Economic downturn	High	Flexible pricing, value proposition
Reputation damage	Critical	Quality control, crisis management plan

## Conclusion

Successful management of these diverse stakeholders requires:

- 1. **Clear Communication:** Regular, transparent updates
- 2. **Balanced Interests:** Fair policies for all parties
- 3. **Continuous Feedback:** Listen and adapt
- 4. **Quality Focus:** Maintain high standards
- 5. **Trust Building:** Consistent delivery on promises

By understanding and addressing the needs of each stakeholder group, ElAnis can build a sustainable, thriving platform that creates value for everyone involved.

**Document Version:** 1.0

**Last Updated:** October 31, 2025

**Next Review:** December 31, 2025