

SE 216 – SOFTWARE PROJECT MANAGEMENT
STAKEHOLDERS DOCUMENT

PROJECT NAME: RecipeBank

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#	STAKEHOLDER	DESCRIPTION
1	Product Owner	The member of the development team in charge of optimizing the product's value delivery. -Recognition for delivering project goals. -Difficulty securing future project support.
2	Scrum Master	The facilitator who makes sure the Scrum method is executed well. -Opportunity for professional advancement. -Valuable learning and growth experience. -Wasted time and effort. -Limited learning and growth opportunities.
3	Development Team	The team of people having the abilities and knowledge to transform backlog items into useful components of the product. -Enhanced reputation leading to easier buy-in for future projects. -Increased team morale and motivation. -Potential damage to team reputation. -Discouraged team with lower morale.
4	Journals	Publications that could discuss the product and affect how people see and use it. -Secured collaboration for sustained article flow. -Enhanced platform value through credible content. -Difficulty securing future collaborations. -Reduced platform value due to lack.
5	Investors	People or institutions have a monetary interest in the product's success. -Increased confidence and potential for further investment. -Positive return on investment. -Loss of investor trust and potential funding. -Financial losses.
6	Advertisers	Companies or groups who might utilize the product as a means of connecting with the market they are targeting. -Increased brand awareness and potential customer base. -Growth opportunities through successful project association. -Missed opportunity for brand promotion. -Negative association with a failing project.

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7	Governments	<p>Regulatory bodies that may have guidelines or standards the product needs to comply with.</p> <ul style="list-style-type: none"> -Potential for data analysis partnerships or public health projects. -Positive impact on public health and dietary practices. -Missed opportunity for collaboration on important public initiatives. -Limited data access for government research.
8	Researchers	<p>Individuals or institutions who may use the product for research purposes, potentially influencing future development.</p> <ul style="list-style-type: none"> -Access to valuable platform data for research. -Improved understanding of cooking trends, consumer behavior, and market research. -Limited access to data. -Hindered research on culinary trends and consumer behavior.
9	Environmental Sustainability Organizations	<p>Groups concerned about the product's environmental impact and may advocate for sustainable practices.</p> <ul style="list-style-type: none"> -Promotion of recipes focused on local, seasonal ingredients and reduced food waste. -Platform contributes to a more sustainable food system. -Missed opportunity to promote environmental sustainability. -Platform may not encourage sustainable practices.
10	Culinary Schools and Educational Institutions	<p>Entities that may use the product to educate or train users, potentially influencing its features and functionality.</p> <ul style="list-style-type: none"> -Platform utilization for curriculum development and educational purposes. -Enhanced learning opportunities for students. -Limited access to a valuable educational tool. -Missed opportunity to improve culinary education.
11	People with Disabilities	<p>Individuals whose needs should be considered to ensure the product is accessible and inclusive.</p> <ul style="list-style-type: none"> -Accessible platform promotes inclusivity and wider user base -Increased platform value through wider accessibility. -Limited platform accessibility hinders user experience. -Project fails to cater to a significant user segment.