

Stakeholders

Created by UDIAC



What is Stakeholder?

The international standard providing guidance on social responsibility defines a stakeholder as an "individual or group that has an interest in any decision or activity of an organisation.

Types of Stakeholders:

- **Internal stakeholders** are people whose interest in a company comes through a direct relationship, such as employment, ownership, or investment.
- **External stakeholders** are those who do not directly work with a company but are affected somehow by the actions and outcomes of the business.

Table of Stakeholders:

Internal	External
Barista	To-be customers
Managers	Customers
Owners	
Sponsors	

The internal stakeholders include barista, the person who is working with the loyalty program. They are scanning the NFC tag, giving the points, etc. The managers and the owners are responsible with tasks such as upgrading new challenges, promotions and so on.

The external stakeholders are the customers and the clients, because they are interacting / will interact with this product by claiming a reward or finishing a challenge.

[Click here](#) to check the development process in more details.

Advice for using:

- Start the timer after you have informed our barista which one you are choosing .
- Read instructions to get a better understanding of the tasks
- Save up points to play the game . You have a chance of getting an awesome reward.
- For the baristas: ask the customers for the nfc tag so it could be scanned and the points to be stored + use the Menu page!

=> more detailed

About the NFC tag:

[Click here](#) to read more about the NFC research and why we chose it.

! In case you don't know what NFC is: Near Field Communication (NFC) technology allows users to make secure transactions, exchange digital content, and connect electronic devices with a touch. NFC transmissions are short range (from a touch to a few centimetres) and require the devices to be in close proximity.! - [website](#)

The loyal customer needs to go to one of the locations of Lucifer Coffee Roasters and show the barista the created profile. The barista will load the customer's information on the personal NFC tag. The NFC tag is a sticker that the customer can attach to anything. With the NFC tag, the customer can now collect points when finishing a challenge.

In case the customer did forget to bring the NFC tag, the barista can manually add collected points to the account.

For the barista:

An extra page was created for the staff. On this page, the staff can access the interactions with the NFC-tag. The information needs of the order needs to be put in. Then the barista needs the customer's NFC-tag to add the points.