Data gathering and requirements

We identified many potential stakeholders after conducting both extensive market research and approaching companies and the general public. The primary stakeholders we identified were users, the reason for this is that users want an easier way to visualize a space before investing heavily financially into designing and decorating, hence we offer them an easy option to make a make a low investment and be surer about their idea before investing heavily into Furniture/decorators. Furthermore of the potential users we asked ‘If they heard of such of an idea before? ’ 95.7% of respondents said that they did not (1) , and of the 95.7% which answered ‘no’ 65.2% were in the age group 16-25 (2). These resulted in us identifying users which fell into that age group as major stakeholders. We gathered more data among users involving functions of the app, analysing the data showed 82.6% of users found the 3D viewing of the furniture most appealing about the application (3). This meant that that we listed 3D functionality of the application as a project requirement.

Another group of significant stakeholders we identified were Retailers of furniture. Retailers want the data on the trends of the industry, for instance what pieces of furniture customers mostly use within the app, and which designs are liked the most. This would enable them to produce the type of furniture wanted by the public and keep a closer eye on industry patterns. IKEA being one of the world’s largest furniture producers have a current market share of 7.7% in the UK, latest figures show its position as market leader was further strengthened as market share grew by 0.5% to 7.7% (4). Hence we concluded that IKEA was a potential essential stakeholder, this gave rise to the idea that we would use IKEA’s furniture database within our application to allow users to design their home using the IKEA furniture catalogue.

The final group of major stakeholders which were identified were freelance decorators. We gathered data among freelance decorators in the London region, two of the main questions posed were if they would like to see an app such as this and if they would contribute financially to use this service which enables them to find customers efficiently. 90% of respondents said would like to see such an application’ and 72% said that they ‘would pay money to be matched with customers’ (5). Analysing the data gathered from this vital survey showed that freelance decorators are major stakeholders in the application. However seeing as freelance decorators are a major stakeholder meant that the dilemma arose of computationally implementing a secure and accurate complex computing system which matches decorators to potential customers.

Other minor stakeholders identified include market research companies, shareholders and the Government.

Requirement for section , done last part in red of third paragraph to satisfy it , see if its reasonable ?

‘Computer Science: you should explain the

computer science problems presented by your project, satisfying the

programme learning outcome “Apply computational thinking to the

design and implementation of moderately complex computing systems”. ‘

1. ,(2),(3) are graphs from Ifrah’s survey
2. Is from Ikea website ‘ <http://www.ikea.com/gb/en/this-is-ikea/newsroom/press-release/ikea-continues-to-grow-in-the-uk/>’ but I think I can get more repubuatle source for this info such as a business journal

I’m also planning to include my stakeholder diagram for this part of the report