Masters of Computer and Information Sciences

ASSIGNMENT COVER SHEET - INDIVIDUAL

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Assignment Name: Personas and Stakeholders	**Number of Words/Pages:** 1400/6

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Please read and place an "X" in the boxes below to confirm that the statements are true of the work you are submitting.

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Personas and Stakeholders for JobMatch Project

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                 Engineering
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Personas

1 Bob Bing

Bob is a 55 years old business man, running a clothing shop in the Auckland City central. He is living in Takapuna, so he rarely goes to the shop and leaves the shop managing work to his old friend Shely. With the support of the shop, Bob spends most of his time with his wife to care their garden at home or do some outdoor activities, such as climbing, biking, hiking and swimming.

He is not resistant to new technologies, and has a smartphone with him all the time, with it he can browse news happening around the world. He also likes to follow the trends of clothing by surfacing web on his iMac computer at home.

He is familiar with google search engine, for it is easy to get the information he needs. He is thinking to ask someone to create a website for his shop to stimulate the sales, so he search for "Auckland Web Developer" in google and JobMatch.com website is showed up to him, which attracted him immediately because the website offer abundant information of web developers and teams. After some comparison, he found a partner on the website and finally start his online business.
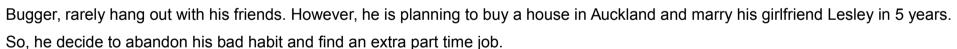
2 Jim Logan

Jim is 24 years old, living in North Shore of Auckland currently. He graduated from AUT 2 years ago, finished his master program for computer sciences. After graduation, he found a job as a PHP software developer in a IT company.

He is a computer geek, like programming in PHP, Perl, Java languages. He has more than 4 years' experience of using PHP and has participated in 2 big scale projects and many small or medium-size e-system projects successfully.

He is a smart and diligent young man, he can finished all his work without work over time. At weekends, he usually stays at home playing computer games, watching TV or just walk his doggy Bugger, rarely hang out with his friends. However, he is planning to buy a house in Auckland and marry his girlfriend Lesley in 5 years. So, he decide to abandon his bad habit and find an extra part time job.

As a computer programmer, he searches in google and finds JobMatch.com. It just takes him a few minutes to sign up the website and publish his skills online. Now, he does some extra work after office hour to earn more money. He worked hard and win a good fame from his clients.

3 Walter Buffey

Forty year-old Walter is a father of 2 children, living happily with his wife Wendy in Epsom, Auckland. He is a professional manager, having more than 20 years' experience of management of projects. He is not an old-school person, but can keep trend with the latest technologies like computers and mobile phones. Most importantly, he understands how an eCommerce system works and how to manage it effectively.

Walter joined the new company as the general manager. He executes the operation of the website and recruit the most efficient staff to work with him.

He is monitoring the website in his office, after work at home, occasionally he opens the browser on his iMac book to watch the transactions and user activities. Even on a business trip, he logs into the website with his smartphone.

As the administrator of the website, he manages all the staff roles and permissions, and view all transactions. Financial report and visitor statistic data are generated for him automatically so that he can make the business decisions effectively.

Stakeholders of JobMatch

1	Product Owner	Product Owner is the business man who pays to develop and deploy the website. He mainly concerns the cost and schedule of the project and how the website earns money for him. He need to be involved in the whole project life cycle. He coordinates the different opinions of the stakeholders and achieves a consented and prioritized backlog.
2	Client Representative	Client Representative on behalf of Product Owner.
3	Project Manager	Project Manager is the manager of the project and responsible for fulfilling the project objectives. In the whole product life cycle, s/he works as a team leader to make plans and decisions for the team on project layer. S/he concerns the project objectives to be fulfilled on time with high quality.
4	Client Analyst	Client Analyst interacts with clients to elicit, discover and analyze the client's requirements. They need to be involved in the whole website life cycle.
5	Portfolio Manager	Portfolio Manager works at the project layer, at the initial stage of the project. He works out the competitive advantages, marketplace differentiations of the project and product key values. Finally he works out the investment objectives and issues investment theme.
6	Financial Governance Staff	Financial Governance Staff calculate the cost and estimates the income, and formulate financial reports for the portfolio team to issue the investment theme. They also give requirement for the billing system of the website.
7	Sales/Marketing Analyst	Sales/Marketing Analysts concern how to get more internet traffics and website users. They present the requirements for website promotion from the beginning of the project, like SEO-friendly design, landing page for advertising, statistics of visitors, reports of sales. If needed, they also send new requirements when the website is running.
8	Web Administrator	After the website is lunched, Website Administrator takes charge of operating the website, manages the user accounts and the transactions, assign access authority to each staff.
9	Customer Support	When customers using the website, Customer Support team answers questions from users, and helps

		solve the problems they might have. In addition, they may send the new requirements from customers to agile team to improve the website.
10	SME – for IT Security	IT Security expert holds the expertise of how to keep website and transaction safe. Website development team needs to consult them when the website is being designed, developed, deployed and lunched. They help to issue the security policy and plan, to protect company's intellectual properties and website users' privacy and other valuable information.
11	Developer	Developers need to be involved in requirement analysis and website development. They are responsible for creating the software artifacts according to the requirements.
12	UX Designer	UI designers need to be involved in requirement analysis and website development. They are in charge of designing a user-friendly interface and make sure the UI is consistent with the requirements.
13	Tester	Tester is a crucial role, who is responsible for testing the features of the website and makes sure the product meets the functional and non-functional requirements. They need to be involved starting from the stage of requirement analysis to website installation.
15	Service Seeker	After website is lunched, they use the website to find service providers to help them. They mainly concern how to find a high quality supplier efficiently and keep transacts safely and how to get support from website. They are involved in the whole website life cycle. Development team need to interact with them in the whole website life cycle to know their requirements and satisfy them with new features.
16	Service Provider	After website is lunched, they use the website to find clients. They mainly concern how to find more clients and transact safely and how to get support from website. Development team need to interact with them in the whole website life cycle to know their requirements and satisfy them with new features.
17	Website Maintainer	After the website deployed, Web Site Maintainer is responsible for maintaining the web site. They can provide bug fixes and create new features with regard to Customer's requirements.
18	Host Service Provider	After website developed, need to buy a hosting form Host Service supplier and install the website. Host Service Provider can help make sure the website run smoothly and keep the website safe. They also provide server log for website administrator to analyze.
19	Bank	Bank provides the payment interfaces for the website. And helps to make the transaction safely. Bank charges fees from each transaction.
20	3rd Party	The other websites like Google or Facebook that can provide service to JobMatch.com. For example, the

		website may allow users to register/login the system with Google account or Facebook account. Another possible interaction might be allowing other websites to inject advertisements in JobMatch.com. They concern how to cooperate in a mutually beneficial way. At programming stage, consult to them to development interface to integrate each other.
21	Government	Government formulate and enforce laws and policies to regulate the business and behavior of the website, such as the tax law. Government ensures the project comply with the laws and policies from the very beginning of the project.
22	Auditor	Auditor presents the requirement of authentication for agile team at the stage of requirement analysis. She/he also checks each transaction and authenticate transaction after website lunched. He concerns there are no fraud deals.