Identification of Stakeholders

Table of Goals and Stakeholders

Goal	Stakeholder
50% more revenue	- Sales manager
80% of left-over stock sold in 2 weeks	- Sales manager - Product manager
Different enough to not have to compete with other auction services	- Marketing manager - Public relations manager
Designed intuitively, so users don't have to be schooled	- IT manager - Bidders
High accessibility, so more users use the platform	- Sales manager - Bidders
Easily editable, so changes can be made quickly	- Platform administrator
Scalability for possible future growth	- IT manager
High security against attacks	- IT manager
Seamless loading times	- Users
Different theme options	- Users - Design manager

List of Stakeholders

Internal	External

- Platform administrator
- Managers
  ○ Sales
  ○ Product
  ○ Marketing
  ○ Public relations
  ○ IT
  ○ Design
	- Bidders

Possible Conflicts

First Goal	Second Goal	Conflict
High security against attacks	Seamless loading times	The higher the security, the longer it loads
Designed intuitively	Different theme options	The more options, the harder it is it make it intuitive
80% stock sold in 2 weeks	Scalability for future growth	Growth is not feasible while almost being out of stock after 2 weeks