**Data gathering and requirements**

***Stakeholders***  
Stakeholders are any groups or individuals who can affect or are affected by an organisation, strategy or project. A Stakeholder can be internal or external. There are many stakeholders to our project but however the main stakeholders of our project are the farmers, supermarkets and customers.   
Our application will be designed to manage the front end and the back end. The front end of our application will deal with information from the farms slaughterhouses. Their input will be data such as where the products has been produced and where they are sent from.   
The middle input are warehouses and places where the different type of products has been dispatched.  
The end input will be supermarkets and restaurants where they will be selling that product.  
Gathering this data will help us to present it to the customers, where they will be able to scan the QR code and it will provide them with all the information regarding the product.

***Market Research***  
The purpose of market research is to examine the market associated with a particular good or service to determine how the audience will receive it. In order to gather all the information, we need for our project, we had to do some primary and secondary research such as interviewing our user base and doing a lot of online research. The main goal of our research was to find out how our idea will fit in the industry; how can we improve our idea to stand above the competition and how well our idea will be received by customer. According to our research most customers received our idea really useful and some customers went on to say that it could change many people’s lives as most customers didn’t believed their product comes from where the supermarkets has advertised, one customer went on to say, "I am a truly cynical consumer; just because supermarkets put photos of their farmers on meat packages, doesn't reassure me"  
  
***Persona's***  
A marketing persona is a composite sketch of a key segment of your audience. personas are important to our project because it gives the internal stakeholders an idea of what their potential audience will be. As you can see in figure 15, we have a good description of what our potential users can be, it includes a full profile of their work, goals, motivations, targets, likes and dislikes. This help us to make our application more appealing towards them and meet their needs.  
   
***User Base***  
Our projects user base is straight forward, our application is targeting the producers of the products, and the users of the product. Farmers, transporters and supermarkets will be our first group of users as they will be the ones using the application for scanning their goods' QR codes to tag the route they have taken to arrive at their destination.  
  
As for the other group the users of the main application who will be scanning their items’ QR codes to check where their food has really come from and how it got to them. This means our application will have a broad audience, however majority of the people will most likely to be teenagers and adults. In order to make the application more appealing towards older people, we will make the user interface as simple as possible.

***Project Requirements***

Requirements management is the process of capturing, assessing and justifying stakeholders’ wants and needs.

**Functional requirements:**

* The Application should allow users to be able to scan QR codes on their products into their phones.
* The application should allow supermarkets and customers to track their food and provide them with the history of the product.
* Each user should have their individual accounts
* Users will be able to track the history of their products.

**Non-functional requirements:**

* The application should Run on all platform.
* Have a clean object-oriented design allowing good maintainability
* The application should be user friendly and aesthetically pleasing, appropriately designed.
* application instructions should easy to understand, abstract but clear.