1.2   Stakeholders Identification

1.2.1 Stakeholders Definition

Administrator: The main task of the administrator is to oversee all of web page operations. Specifically, the admin will receive emails from users that made a contact with the email provided on the contact page of the website. The admin will also be in charge of maintaining the website throughout the site's life span. In addition the admin will be responsible for administrating the website's message board and responding to any technical problems the users may have. The administrator will overall handle all of the website's business operations.

Front-End Developers: The developers are divided into two groups: front-end and back-end. The front-end developers are responsible for designing a well-structured and user-friendly web site. Ease of use is critical to the success of the website so the front-end or interface of the website must be customized for the general public (the targeted clientele). Front-end developers will use HTML, Flash, JavaScript, and XML to implement the website.   They are responsible for the various areas of the website including the Contact Page, FAQ's, Team Bios, and Dance sections to name a few. The front-end development is directly related to the user's impression of the website considering it determines what the users will see on their screen.

Back-End Developers: Once the attractive and user-friendly site is created, the website is now ready to have operational features added to it. The back-end developers work closely with the front-end developers to produce a fully functional and practical operation of the website. Utilizing PHP and C-Sharp languages supplement the website's look with functionality. In order for the website to carry out transactions such as logging in and out of the system or purchasing a DVD, it must submit to some form of back-end design.

Dancers: The main objective of the dancers in the videos is to provide an efficient and understandable instruction that potential students can benefit from.   The dancers perform and instruct all the moves provided on SalsaPartyWalk.com. They also

interact with the users (students) via the website message board. Like the users, dancers can also post messages on the site's message board to address any questions, concerns, or comments that a prospective student may have. Dancers want to make the instruction over the web as simple as possible so that students feel as though they are in a real class.

Video Taping Specialist: The video taping specialist is primarily in charge of filming the dancers. Although this task seems simple, the specialist must ensure that the moves are recorded accurately. Shots need to be taken with precision so that moves are projected how the dancers want them to be projected. Close detail of the feet movements and hand positioning need to be enhanced particularly when filming the basic steps.

Video Editors: Once the video taping specialist films the dancers, these videos must be put on a computer; this is the duty of the Video Editor. More specifically the editor must go through a process of taking the videos' original format and converting it into a format that will comply with the website's requirements. The videos need to be cut down into clips of individual moves, edited, and vectorized before it can even be uploaded onto the website. This process can take a while and is dependent upon the tasks of the Video Taping Specialist. Similar to the developers, both the specialist and editor work together to output their final product.

Users: The users are critical to the operations of DanceOnline.com since our system revolves around their needs and requirements. There are two types of users: non-members and members. **Non-members** are potential customers visiting our web page. They are able to see sample videos and access the team bios, contact page, FAQ and other general information on the web site. **Members** are the users who register and obtain a login ID and a password. They have full access to all of the web sites information and main features. Based on our survey our members can be broken down into the following categories:

Members Group 1: In this group the users have the following characteristics: They are between the ages of 16 to 18 years old. They are either in high school or just gradated from high school and looking to go directly into the work field or to college.

Their income is between $0 to $5,000 a year. They have a low or moderate experience with computers and have a modem connection of 56k. They shop on-line frequently and also visit many entertainment sites, including dance sites.

Members Group 2: Users belonging to this group are mainly young people ranging from ages 19 to 23 years old. They are either in college or have technical or non-technical job. They make anywhere from $0 to $20,000 a year. Their computer skills are intermediate or advance and most have a DSL, or 56k modem connection. Some shop on-line often and others shop on-line frequently. Like the first group they look for entertainment sites, which also include dance sites.

Members Group 3: In this group, users are 24 to 27 years old. People in this group can be divided into two categories: Professionals and Non-Technical workers. The professionals are those that have recently graduated from college and new to the work field. On average the professional earns anywhere from $30,000 and up each year. The professionals have intermediate to advance computer knowledge and have a DSL or 56k modem connection. On the other hand the Non-Technical workers make anywhere from $15 to $40 a year. Most of the non-technical workers have a 56k modem connection and have beginner to intermediate computer knowledge. Both groups shop on-line frequently; they look for knowledge and entertainment in the Internet and often visit dance related web sites.

Members Group 4: The people in this group are 28 to 31 years old. They are either professionals, technical, and non-technical workers. They make $20,000 a year and up. Their computer knowledge is intermediate and most have a 56k modem connection. They either seldom or sometimes purchase products over the web. They usually look for web sites that provide current news, or general knowledge and also entertainment.

Members Group 5: The users in this group are 32 to 40 years old. On the average they are economically stable making anywhere from $30,000 to $50,000 a year. Some hold professional, technical and non-technical positions. Most of them are beginners when it comes to computers and have a 56k modem connection. They rarely shop on-line and look for current events and entertainment sites.

Members Group 6: Users who are age 41 and older fall into this group. They make a yearly income of $20,000 and up. These people have diverse positions: they are unemployed, non-technical workers, technical or professionals. They have very little or moderate computer knowledge and have a DSL or 56k modem connection. They never or seldom shop-online and are most of the time look for entertainment web sites.

1.2.2 Hierarchy Diagram

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                          ┌─────────────────┐
                          │   View Points   │
                          └─────────────────┘
            ┌───────────────────┼───────────────────────┐
    ┌───────────┐      ┌───────────┐     ┌──────────────┐    ┌──────────────┐
    │   Users   │      │  Dancers  │     │ Administrator│    │  Developers  │
    └───────────┘      └───────────┘     └──────────────┘    └──────────────┘
       │                                                              │
  ┌────────┴────────┐                              ┌──────────────────┴──────────────┐
┌──────────┐  ┌──────────────┐            ┌──────────────────┐        ┌────────────────────┐
│ Members  │  │ Non-Members  │            │    Web Site      │        │ Video Technicians  │
└──────────┘  └──────────────┘            │   Developers     │        └────────────────────┘
    │                                      └──────────────────┘                 │
    │                                           │                               │
 ┌──────────────┐                        ┌────────────────┐           ┌────────────────────┐
 │ (16 - 18 yrs)│                        │   Back End     │           │   Video Taping     │
 └──────────────┘                        │  Developers    │           │    Specialist      │
    │                                      └────────────────┘           └────────────────────┘
 ┌──────────────┐                        ┌────────────────┐           ┌────────────────────┐
 │ (19 - 23 yrs)│                        │   Front End    │           │    Video Editor    │
 └──────────────┘                        │  Developers    │           └────────────────────┘
    │                                      └────────────────┘
 ┌──────────────┐      ┌────────────────┐
 │ (24 - 27 yrs)│──────│ Professionals  │
 └──────────────┘      └────────────────┘
    │                  ┌────────────────┐
 ┌──────────────┐      │ Non-Technical  │
 │ (28 -31 yrs) │      │    Workers     │
 └──────────────┘      └────────────────┘
    │
 ┌──────────────┐
 │ (32- 40 yrs) │
 └──────────────┘
    │
 ┌──────────────┐
 │ (41 and up)  │
 └──────────────┘
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