

Stakeholder Map

Why should we care about YouLearn?

You should care about YouLearn because it is the best learning application that has been since created. Something that is largely skipped in the education system is the prioritization on individual learning styles in a group environment. By using YouLearn this can allow students to prioritize learning their learning style so they can study efficiently. Once the student has the preferred learning style they can prioritize their learning effectively and become more effective than if students did not know or went through extensive trial and error. The target audience is students who are college age and want to see how they learn.

Who is creating this project?

Currently I am the only one creating this project. It is a passion project of mine because I was raised by two teachers and am passionate about learning and teaching others. Through creating this application/website this will allow me to help myself and others so that we can all learn more effectively. Combined with AI this application can improve the education system making a positive impact on the world.

Who is affected most if this project is successful?

The people most affected if this project is successful include all people over 18 or younger who are eligible to enter college. This project stands to make a great positive impact in the world as an additional learning tool employed by colleges.

How should we engage with the users of this project?

The best way to engage with the users of this project is to collect feedback from users as they use the website/application. This lets us collect data about what users like and dislike about the app/website. We can open support via email and use AI to sort customer feedback and make proposals for what needs to be changed about the website/app.

Internal Stakeholders:

Product Owner(s) (Determines the website's purpose and the website's vision)

Developers (Individuals responsible for creating the front end and back end of the website)

Designers (Individuals responsible for developing the way the website looks and feels to the end user)

Marketing Team/Group (Individuals responsible for making the website promoted by AI/Search engines and raising funds for development)

Content Creators (Individuals who create the content hosted on the website)

Customer Support (Individuals who resolve issues facing the end user through provided tools for users when they try to use the website and have issues)

External Stakeholders

End Users and or **Customers** (Individuals using the site)

Investors or **Sponsors** (Individuals who have contributed funding to the website in the hopes of receiving a return on investment)

Third Party Service Providers (Individual companies or groups of companies providing services such as payment gateways or analytics for the website)

Legal or Regulatory Authorities (Individuals with legal background to make sure the website is in compliance such as user accessibility for those with disabilities)

High Interest, High Influence

These individuals include instructors and course creators contributing course material to the website. These are the providers of learning content. Need to be involved in designing/testing the website and communicating with developers

High Interest, Low Influence

These individuals include the **support** and **customer service** teams. These people work with users of the website to allow them to access the website. This group needs to be kept up through updates and documentation for the website.

Low Interest, High Influence

These individuals include **investors** and **sponsors** of the website. These individuals give funding and expect growth of the site and a return on their investment. They should be kept informed with progress reports and metrics as the site goes through its stages from creation to deployment to afterwards and beyond.

High Interest, Medium Influence

These individuals include **students** and **learners** utilizing the website. They are the primary users of the site who are looking for learning tools to improve their learning experience through audio, visual, doing and reading/writing. They can be involved through testing, feedback surveys and with a focus on website design and user accessibility

Medium Interest, High Influence

These individuals include **website administrators** and **developers**. They are the maintainers of the site responsible for user data and infrastructure of the site. They need to collaborate often and share technical needs if any arise.

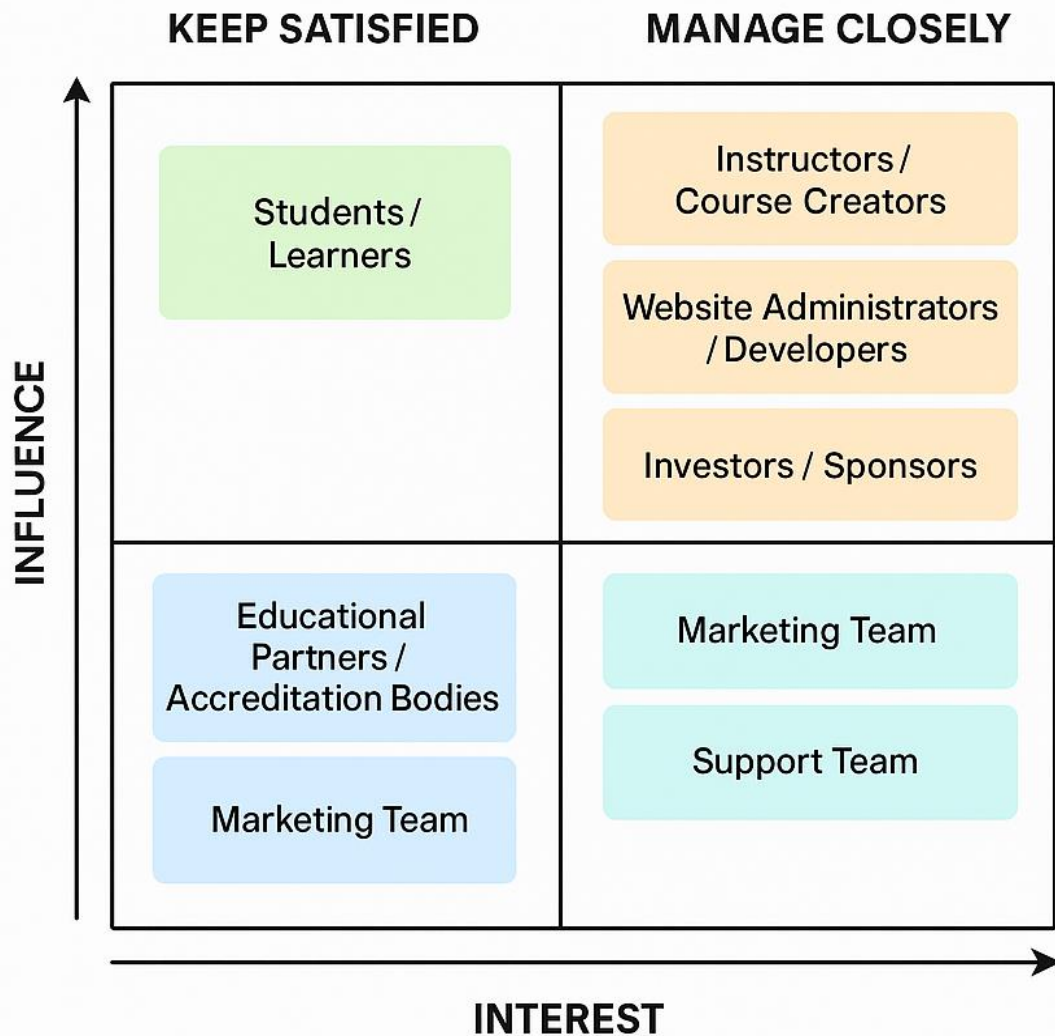
Medium Interest, Medium Influence

These individuals include the **marketing** and **outreach** teams. They promote the platform and acquire new users for the website. They should be communicated with often to collect user needs and requested features.

Medium Interest, High Influence

These individuals include **educational partners** and **accreditation bodies**. These individuals enhance the compliance, credibility and value provided by the site. These individuals should be consulted for compliance and to maintain brand reputation.

STAKEHOLDER MAP



Works Cited:

This project incorporated assistance from OpenAI's *ChatGPT (GPT-5)* to support research, drafting, and visualization development.

The stakeholder map visual was created using OpenAI's *DALL·E* model (via ChatGPT).