

# Stakeholders

visit [damienlees.com.au/go](https://damienlees.com.au/go)  
for further information

Stakeholders



End Users



Clients



Sponsors



Regulatory Bodies



Affected Groups



Peers and Colleagues

Stakeholders are individuals, groups or organisations involved in a design project, that have an interest in the process or outcome.

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End users are the people who end up using the design. They make the decision to use it based on whether it's function, aesthetic or sometimes cost, responds to their desires or needs.



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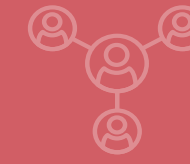
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Clients are the people that engage your services to design something. They pay you to produce a design which will respond to their end users.



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Sponsors are people that contribute (often financially) to a design in order to benefit from the designs success through publicity or credibility.





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Regulatory bodies are there to ensure a design adheres to the legal requirements relating to the field, such as safety, consumer rights and some sustainability considerations.



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Affected groups are the groups that may be positively or negatively effected by a design, these groups need to be considered and often consulted in the design process.



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Peers and Colleagues contribute their skills to a design project. They can be specialists who offer expert advice in a specific component or aspect of the design.

