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|  | **Operational** | **Executive** |
| **Internal** | **Developers / IT Team**  Use the backend system, frontend system, and database to build, test, and maintain features such as booking, scheduling, and dashboards.  **Customer Support Staff**  Accesses user accounts, issue tracking tools, and support interface to assist brides and vendors with login issues, bookings, and feature guidance.  **Vendor Verification Team**  Admin Panel (Vendor Registration & Approval Section) used to review vendor details, verify authenticity, and approve or reject vendor profiles. | **Founders (Judy, Mariam, Rokaya, Nour)**  Use the admin analytics dashboard for decision-making, viewing user statistics, vendor engagement, and platform growth.  **Project Manager**  Uses project tracking tools integrated with the system (e.g., admin or internal dashboard) to monitor development progress and task assignments.  **Finance Manager / Accountant**  Uses the financial and booking records, and vendor payment summary sections to track system revenues  **Marketing Team**  Uses user engagement analytics, vendor statistics, and homepage content management to promote vendors and attract new users. |
| **External** | **Brides / Couples (Primary Users)**  Use the main dashboard, vendor browsing & booking system, wedding schedule, guest list manager, gehaz tracker, and reminder system to plan all wedding activities.  **Vendors (Venues, MUAs, Caterers, Photographers, etc.)**  Use the vendor profile page, availability calendar, meeting management tools, and reviews & ratings section to manage bookings and communicate with clients.  **Guests (indirect users)**  Use the RSVP feature and guest list interface (if shared) to confirm attendance | **Business Partners (venues, decorators, brands, etc.)**  Use collaborative promotion pages, featured vendor spots, or sponsorship listings on the platform for visibility.  **Investors / Sponsors**  Use periodic performance reports, system analytics, and financial dashboards to track growth and return potential. |