Stakeholder Identification:

**Target users:**

1. **Beginner Artists**: The primary target users of Color Coordinator are artists, specifically of the beginner and intermediate variety. This includes digital artists, traditional artists, and designers. The use of this application for this group is to simplify the coloring process by providing aesthetically pleasing color combinations. In essence, a way to specify skill level of artist would be to say those who are not yet proficient or confident with their understanding of color theory.
2. **Marketing associates:** another target group of color coordinator is marketing teams. Colors are a large part of marketing and as such color coordinator can be incredibly useful. This application is intended to help generate color combos that are eye catching and fun, perfect for marketing products and brands.
3. **College Students:** a large part of the college experience is the creation of projects. Often, students are graded on how well their project is put together visually. Color Coordinator for this user group is designed to streamline the design process to make colors look more professional and easier on the eyes.