Stakeholders

* Card user (costumer).
* Team (Engineers and any other member in the team).
* Sponsor (Someone who is responsible for funding the project).
* Google (for the use of Google maps).
* Markets using the card (will encourage people to use these markets to have the advantages of discounts).
* Markets not using the card (They will be negatively affected as people will not use them a lot to make use of discounts from other markets).