## Stakeholders:

1. Project Owner/Developer: As the individual initiating and developing the application, the project owner is responsible for the vision, development, and deployment of the app. This role encompasses project management, development activities, and decision-making regarding the app's features and content.

2. End Users: Individuals interested in improving their mental health, managing emotions, and enhancing their mood. They are the direct beneficiaries of the app, engaging with its content and functionalities for personal growth and emotional well-being.

3. Content Contributors: This may include the project owner if they are also creating content, or any mental health professionals consulted to ensure the app's advice and resources are reliable and effective. They are responsible for providing accurate, helpful, and ethical content.

4. Technical Advisors: If the project owner seeks external advice, technical advisors (such as more experienced software developers or designers) could provide insights on the app’s design, functionality, and technical improvements.

## Audience:

1. Individuals Seeking Mental Health Tools: People looking for accessible, user-friendly tools to help them understand their emotions, improve their mood, and learn more about mental health. This includes a wide demographic potentially ranging from young adults to older individuals, all seeking self-improvement through digital means.

2. Mental Health Enthusiasts: Those with a general interest in mental health and wellness who are always on the lookout for new tools, insights, and methods to enhance their well-being or the well-being of others around them.

3. Caregivers and Family Members: Those caring for individuals with mental health challenges may use the app to gain insights and strategies to support their loved ones effectively.