**Internal User Needs for BiteBuddy**

**1. Platform Administrator**

* Ability to log in securely and manage platform-wide settings
* Ability to monitor system performance and uptime
* Ability to manage user roles and permissions
* Ability to track and resolve technical issues
* Ability to deploy updates and maintain system security

**2. Finance & Operations Team**

* Ability to log in and access financial dashboards
* Ability to process and track payments and transactions
* Ability to generate financial reports and revenue analytics
* Ability to manage refunds, chargebacks, and financial disputes
* Ability to ensure compliance with financial regulations and tax policies

**3. Advertising Management Group**

* Ability to log in and manage and schedule digital advertisements on the platform
* Ability to create and schedule promotional campaigns
* Ability to track and analyze ad performance metrics
* Ability to update and optimize marketing content
* Ability to collaborate with restaurant partners for sponsored ads

**4. Customer Support Team**

* Ability to log in and access customer support dashboards
* Ability to manage and respond to customer queries and complaints
* Ability to track and resolve issues via a ticketing system
* Ability to maintain and update a knowledge base for FAQs
* Ability to escalate unresolved issues to relevant teams