# Stakeholders:

The demographic for this software is the client’s staff and customers. Whilst the staff provide a narrow user skill-level, as they can be given training in the operation of the program’s functions; the customers have a large ranging skill level from people with digital expertise too those who are digitally illiterate. This means that the software’s usage must be intuitive for users and follow ideas set out by other popular solutions so that the bar to usage is low for the software.