**Internal User Requirements for PetPatcher**

**1. Platform Administrators**

* **Product Owner Needs**
  1. Access to system-wide analytics and operational performance reports.
  2. Ability to configure and manage platform settings and feature rollouts.
  3. Tools to monitor and improve user engagement and retention.
  4. Integration with financial and marketing data for strategic planning.
  5. Role-based access control to manage user permissions and workflow approvals.
  6. Visibility into development velocity, sprint progress, and release timelines.
* **Business Analyst Needs**
  1. Tools for collecting and analyzing user feedback and app performance.
  2. Market trend analysis to identify potential improvements and innovations.
  3. Ability to generate reports and provide data-driven recommendations.
  4. Collaboration tools for working with product managers and developers.

**2. Product Manager and UX Team**

* **Product Manager Needs**
  1. Ability to oversee feature development, deployment, and user adoption.
  2. Tools for tracking user behavior, engagement, and feature effectiveness.
  3. Collaboration tools for coordinating with designers, developers, and analysts.
  4. Access to competitive analysis and market insights for product strategy.
* **UX Designers Needs**
  1. Prototyping and usability testing tools for UI/UX improvements.
  2. Access to user feedback and behavioral analytics.
  3. Ability to conduct A/B testing and iterative design updates.
  4. Integration with design systems and collaboration platforms.

**3. Marketing and Finance**

* **Finance Analysts Needs**
  1. Access to financial reports, transactions, and revenue analytics.
  2. Tools for forecasting financial performance and cost analysis.
  3. Compliance monitoring for payment processing and financial regulations.
  4. Ability to track and optimize subscription models and pricing structures.

**4. Customer Support and Compliance**

* **Marketing Specialist Needs**
  1. Tools for managing and analyzing marketing campaigns and user acquisition.
  2. Integration with social media and advertising platforms for promotions.
  3. Insights into customer engagement and retention metrics.
  4. Ability to coordinate with sales and customer support teams for brand strategy.
* **Media and Sales Experts Needs**
  1. Access to customer insights and market data for targeted campaigns.
  2. Tools for content creation and distribution across multiple channels.
  3. Collaboration tools for working with marketing and support teams.
  4. Ability to track and measure the success of promotions and sales efforts.