**ORRA Power Interest Grid**

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| **Stakeholder** | **Role** | **Involvement** | **Impact** | **Power of**  **Influence** | **Interest**  **Level** | **Engagement Level** |
| **Project Owner** | **Project Sponsor** | **Provides vision, funding, and overall direction** | **High - Influences project success and resource allocation** | **High** | **High** | **Active** |
| **Graphic Designer** | **Visual Branding** | **Creates visual identity and marketing materials** | **Medium - Affects brand perception and marketing effectiveness** | **Medium** | **High** | **Active** |
| **UI/UX Designer** | **User Experience** | **Designs user interface and experience for products** | **High - Directly impacts customer satisfaction and usability** | **High** | **High** | **Active** |
| **Social Media Marketing Specialist** | **Marketing Campaigns** | **Develops and executes marketing strategies** | **High - Drives brand awareness and customer engagement** | **High** | **High** | **Active** |
| **Sales Team** | **Sales Execution** | **Engages with customers to drive sales** | **High - Directly impacts revenue generation and customer relationships** | **High** | **High** | **Active** |
| **Quality Control Manager** | **Product Quality** | **Oversees product quality assurance and compliance** | **High - Ensures product meets quality standards and customer expectations** | **High** | **High** | **Active** |
| **Customer Support Team** | **Customer Interaction** | **Addresses customer inquiries and feedback** | **Medium - Influences customer satisfaction and retention** | **Medium** | **High** | **Active** |
| **Delivery Team** | **Logistics** | **Manages product distribution and delivery** | **Medium - Affects customer satisfaction and operational efficiency** | **Medium** | **Medium** | **Active** |
| **Accountant** | **Financial Oversight** | **Manages budget and financial reporting** | **High - Influences financial health and project feasibility** | **High** | **Medium** | **Active** |
| **Market Research Analyst** | Consumer Insights | **Analyzes market trends and customer preferences** | **Medium Provides insights that shape marketing and product strategies** | **Medium** | **High** | Active |
| Product Development Team | Product Improvements | Collaborates on product enhancements and features | High - Affects product quality and market competitiveness | High | High | Consultative |
| **Compliance Officer** | Regulatory Compliance | Ensures products meet industry regulations | High - Influences legal and operational compliance | High | Medium | Consultative |
| **Investors/Shareholders** | **Financial Stakeholder** | **Provide funding and expect returns on investment** | **High - Influence overall direction and funding availability** | **High** | **Medium** | Informative |