

Stakeholders Map



Stakeholder	Power	Interest	Action Needed
You (Owner/Developer)	High	High	Manage closely – you're the core decision-maker.
Users/Buyers	Low	High	Keep informed – user experience is everything.
Sneaker Brands	High	Medium	Keep satisfied – especially if you get sponsors or data from them.
Resellers/Collectors	Medium	High	Engage closely – they're frequent visitors and share your site.
Investors/Teachers (for capstone)	High	High	Manage closely – their feedback affects your grade or funding.
Friends/Peers (Testing feedback)	Low	Medium	Monitor – they help you spot bugs and give honest opinions.

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