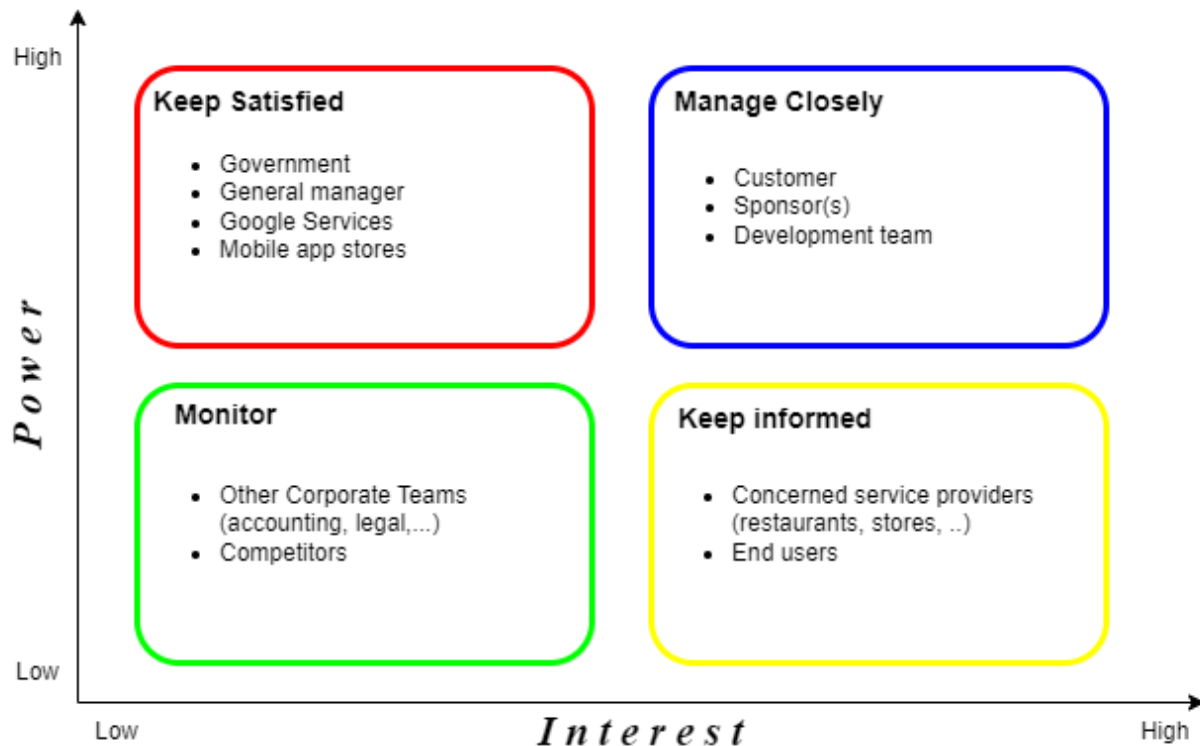


Stakeholder Analysis



Stakeholder engagement assessment matrix

Stakeholder	Unaware	Resistant	Neutral	Supportive	Leader
Customer				<i>C</i>	<i>D</i>
General manager			<i>C</i>	<i>D</i>	
Sponsor(s)				<i>C</i>	<i>D</i>
Mobile app stores			<i>C</i>	<i>D</i>	
Government	<i>C</i>		<i>D</i>		
Dev. team				<i>C D</i>	
Other corporate teams			<i>C</i>	<i>D</i>	
Service providers	<i>C</i>			<i>D</i>	
competitors		<i>C</i>	<i>D</i>		
End users	<i>C</i>			<i>D</i>	

C: Current State

D: Desired State

Communication management plan

<i>Message/ purpose</i>	Responsibility Current	Audience	Medium	Contents	Frequency
<i>Project initiation</i>	PM	Team	meeting	Discuss workflow, roles, build team charter	Once
<i>Project Status</i>	PM	Customer	Meeting	App demo., inquiries, issue report	Bi-weekly
<i>Project Status Report</i>	PM	Customer & Sponsor	e-mail	progress, issues, plans, risks	weekly
<i>Audit</i>	QE	Development team, PM	meeting	App performance issues, risks	monthly
<i>Team Status</i>	PM	Team	meeting	Schedule refinements, issues, risks	weekly
<i>Updates & Notifications</i>	Marketing team	End users	e-mail	New deals and promotions that match their interests	Weekly (monthly updates or if there are bug-fixes)