|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Stakeholders | Unaware | Resistant | Neutral | Supportive | Leading |
| Customer |  |  |  | C | D |
| Sponsor |  |  | C |  | D |
| Business - Analysis |  |  |  |  | DC |
| Project Manager |  |  |  |  | DC |
| Designer Team |  |  | C | D |  |
| Developers Team |  |  | C | D |  |
| Testing Team |  |  | C | D |  |
| Marketing Team |  |  | C | D |  |
| Competitors |  | C | D |  |  |
| Consultants |  |  | C |  | D |
| Suppliers |  |  | C | D |  |
| Collaborators | C |  |  | D |  |
| Government | C |  |  | D |  |
| Central Bank | C |  |  | D |  |
| Google Maps | C |  |  | D |  |
| End User | C |  |  | D |  |

Stakeholders Engagement

C: Current D: Desired