**Stakeholder:**

* Customer
* End user
* Shops that will involve in the app for the discounts
* Google map
* Development team
* Sponsor
* Manager

**Stakeholder engagement matrix**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Stakeholder | Unaware | Resistant | Neutral | Supportive | Leading |
| Customer |  |  | C | D |  |
| End user | C D |  |  |  |  |
| Shops |  |  | C | D |  |
| Google map |  |  | C D |  |  |
| Development team |  |  |  | C D |  |
| Sponsor |  |  |  | C D |  |
| Manager | C |  |  | D |  |

**Communications management plan**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Purpose** | **Audience** | **Medium** | **Content** | **Timing** |
| Development procedure | Customer, development team | Meeting | Demo app | Bi-weekly |
| Development procedure | Google maps team, development team | Meeting | Demo app | Weekly |
| Development procedure | Development team, shops manager | Meeting | Demo app | Monthly |
| Project requirement | Development team, sponsor | Meeting | Budget, timing, project needs | Weekly |
| Project outcomes | Development team | Meeting | The development procedure, Risks | Weekly |
| Manager | Manager, development team | Meeting | Demo app | Weekly |