Case Study Part 7: Stakeholder Management Plan

Table 1: Stakeholder Register

This table lists the main stakeholders involved in the health-care app project and outlines their roles, interests, and levels of influence. Understanding these factors helps ensure everyone's needs are addressed after the app's release.

Stakeholder	Role	Interest	Influence Level
Me	Product Owner	Wants product success and user satisfaction	High
Eric	ScrumMaster	Wants efficient team operation and timely delivery	Medium
Brianna	Marketing Rep	Wants good promotion and user engagement	Medium
Jack	Regulatory Manager	Wants legal and compliance standards met	High
Kendra	QA Manager	Wants product to be high quality and reliable	High
Aziz	QA Tester	Wants to ensure bug-free app performance	Low
Barry	Accountant	Wants the project to stay within budget	Medium
Management	Executives	Wants ROI and business success	High

Table 2: Stakeholder Engagement Assessment Matrix

This table shows how engaged each stakeholder is now and how engaged we want them to be. It helps us target the right people for feedback, marketing ideas, and improvements post-release.

Stakeholder	Current Engagement	Desired Engagement
Me	Leading	Leading
Eric	Supporting	Leading
Brianna	Neutral	Supportive
Jack	Aware	Supportive
Kendra	Supportive	Leading
Aziz	Aware	Supportive
Barry	Neutral	Supportive
Management	Resistant	Supportive

Table 3: Stakeholder Communication Plan

This table explains how we plan to communicate with each stakeholder, including how often and what methods we'll use. Keeping everyone in the loop after launch is key to long-term success.

Stakeholder	Communication Method	Frequency	Purpose
Me	Team Meetings	Weekly	Progress checks and updates
Eric	Scrum Standups	Daily	Coordination with developers
Brianna	Marketing Syncs	Bi-weekly	Campaign planning
Jack	Compliance Reviews	Monthly	Regulatory checks
Kendra	QA Reports	Weekly	Bug and test reports
Aziz	Team Chat	As needed	Testing updates
Barry	Budget Reviews	Monthly	Track spending
Management	Executive Briefings	Monthly	High-level project updates