| **STAKEHOLDER ENGAGEMENT PLAN** | | |
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| **Project Name** | Budget.io | |
| **Name** | **About the Stakeholder** | **How to Engage the Stakeholder** |
| Users | Individuals or businesses who could utilize Budget.io for personal or financial management. | **Meet requirements**: Understand user needs through surveys and feedback mechanisms.  **Monitor**:  Conduct regular surveys to gather feedback on usability and features. |
| Developers | Individuals or teams responsible for app maintenance, updates and new feature developments. | **Provide information**:  Clearly define project requirements and specifications.  **Monitor**:  Conduct weekly or bi-weekly meetings to discuss project progress and upcoming tasks. |
| Marketing Team | Responsible for promoting Budget.io, attracting new users and retaining existing ones. | **Provide information**:  Share key app features and updates for effective marketing.  **Monitor**:  Track the effectiveness of marketing campaigns and adjust strategies accordingly. |
| Regulatory Compliance Officers | Group that ensures the app adheres to financial regulations and standards. | **Meet requirements**:  Guarantee that the app complies with relevant financial regulations.  **Monitor**:  Regularly check for updates or changes in financial regulations that may impact the app. |