

## **COMMUNICATION PLAN**

### **Project Summary:**

The primary aim of the "SmileScan White" project is to revolutionize dental aesthetics by introducing a safer and more effective teeth whitening device that enhances both oral health and aesthetic appeal. This innovative initiative, structured into three phases, seeks to conduct thorough research on whitening agents and sensors, develop a functional prototype, and integrate intelligent features for real-time progress tracking and cavity alerts. With a budget of \$138,800 and a well-defined time frame spanning from September 14th to December 1st, the success of this project will be measured by the completion of key deliverables, including the research report, a functional prototype, and the successful integration of smart features. Constraints such as a limited team size, time constraints, and the need for compliance with safety and quality standards will be diligently managed to ensure the project's success.

### **Communication goals:**

- Maintain transparency and keep stakeholders informed.
- Ensure alignment across project teams to advance the integration of whitening agents, sensors, and smart features.
- Promote collaboration and knowledge sharing among R&D, Manufacturing, and other teams to drive technological innovation.
- Engage stakeholders to gather insights on user-centric design and features.
- Prioritize user feedback and satisfaction ensuring it directly influences device design and functionality.
- Proactively identify and mitigate project risks.
- Implement real-time progress tracking.
- Uphold compliance and quality standards to maintain user safety and satisfaction.
- Provide clear and consistent budget allocation updates.
- Streamline communication for efficient milestone achievement and optimize productivity.

### **Stakeholder Overview:**

Stakeholders in the "SmileScan White" project hold key roles in its successful development and implementation, with diverse areas of expertise and interests. Engaging with and addressing the unique needs of these stakeholders is pivotal for the project's achievement:

- Functional Leadership Team (leaders in areas like Research and Development, Manufacturing, Quality Assurance, and other departments)
- Investors
- Advisory Board
- End Users (Patients)
- Dental Practitioners
- Regulatory Authorities
- Suppliers
- Competitors
- IT Technicians

**Tabulated communication plan:**

<i>WHAT</i>	<i>WHO/TAREGT</i>	<i>PURPOSE</i>	<i>WHEN/FREQUENCY</i>	<i>TYPE/METHOD</i>
<i>Initiation meeting</i>	All Project Stakeholders (Team Members, Investors, Key Decision-Makers)	Officially initiate the project, introduce key team members, provide an overview of project objectives, scope, and expectations	Before Project start Date	In-person or virtual meetings
<i>Distribute Project/Initiation plan/Project charter</i>	All Project Stakeholders	Communicate project goals, objectives, and scope, ensuring all stakeholders understand the project's direction and purpose	At project initiation and as updates are made	Electronic distribution (email or cloud-based document sharing)
<i>Project Kick-off</i>	All stakeholders and teams	Communcate about the project plans and responsibilites and encourage discussion among stakeholders	At or close to Project Start date	In-person meetings
<i>Status reports</i>	Project Team, Investors, Key Decision-Makers	Keep stakeholders informed about project progress, challenges, and achievements, including whitening agent and sensor selection, device development, and smart features integration.	Regularly scheduled. Weekly is recommended or can be BI-weekly.	Email updates or project repository like Sharepoint

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<i>Team Meetings</i>	Functional Leadership Team	Coordination and guidance of strategic leadership choices. Talk about the project's finances, high-level strategy, and resource allocation. Discuss and address risks and difficulties connected to the selection of whitening agents and sensors, device development, and the integration of smart features.	Regularly Scheduled. Bi-weekly typically for strategic decision-making and high-level updates.	In-person or virtual meetings
	Core Team	Contribute material to the project strategy, and validate deliverables relevant to whitening agent and sensor selection, device development, and smart features integration. Focus on task-level coordination and troubleshooting.	Regularly, typically weekly or bi-weekly, depending on project milestones.	In-person or virtual team meetings, supplemented with functional team meetings as required.
	Functional Team	Discuss and synchronize function-specific tasks, address unique challenges, and provide deliverables related to sensor selection, device development, smart features with focus on in-depth problem-solving and technical coordination.	Bi-weekly is recommended sub-teams and can meet as per needed.	In-person or virtual meeting, Microsoft office tools and online sources.
	Entire Project Team	Coordinate efforts across all project functions, share project-wide updates, and address issues affecting the entire project. Ensure alignment with the project's goals, milestones, and project-wide vision.	Regularly Scheduled. Monthly and as required for milestone reviews.	In-person or virtual project team meetings
<i>Alignment Meetings (External)</i>	Project Stakeholders and Advisory Board	Seek guidance, involve stakeholders, gain insights, and make certain that the project is in line with industry expertise and user pleasure. Make a change request based on the user's response.	Monthly is recommended to discuss issues and make changes based on user satisfaction.	In-person or virtual advisory meetings

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<i>Feedback/Testing Session</i>	Medical Staff, Administrative Staff, IT Department	Provide SmileScan white to 10 testers in an appropriate medical setting and get feedbacks from them	Scheduled in advance; A few weeks before	Workshop cum Survey
<i>Product Prototype Launch</i>	<i>All Project Stakeholders</i>	The meeting would bring all the stakeholders and it provides an opportunity to align all teams involved, address any last-minute concerns or updates, and ensure a successful product prototype launch	Scheduled in advance	In-person meetings