

Assignment 5: Communication Plan

Team members communication plan

➤ Daily messages

Ask questions about the project and review decisions.

Frequency: Daily

Communication tool: Wechat

Ephemera or captured: Ephemeral

Formal / Informal: Informal

Whole group / sub group : both whole group and sub group use wechat to communicate with one another.

Ways of communication: Written

Communication content:

- Updating project status and keep track of member progress
- Checking new information or new idea from other team members
- Questions about projects
- Ask for help from other team members
- Review of deliverable or decisions prior to sending to stakeholders

➤ Weekly meeting(Zoom)

Communication Goal: Meeting set up for delivery of major milestone deliverables.

Frequency: Weekly

Communication tool: Zoom

Formal / Informal: Formal

Whole group / sub group : both whole group and sub group use zoom to communicate with one another.

Ephemera or captured: captured, kept the zoom transcript and looked into detailed information we have talked about during the meeting. Put the important point in Google Doc.

Ways of communication: Verbal

Communication content:

- Discuss project details and update project status
- Make sure everyone is on time with the schedule
- Rearrange the workload if necessary
- Any deliverables needing approval
- Questions about deliverables
- Review details on what needs to be accomplish next week
- Briefly discuss about expectation for next week meeting

Stakeholders Communication Plan

Audience: Stakeholders

Communication goal: Keep stakeholders involved and knowledgeable about the status of the project. Let them gain a better understanding of the project objectives and overall goals.

Frequency: End of every stage

Communication tool: Zoom meetings

Ephemera or captured: Captured

Ways of communication: Verbal

Communication content:

- Project schedule/timeline
- Introduce what has been accomplished at stages.
- Share all information regarding the project in an honest, factual and easy to comprehend format.
- Include stakeholders in project planning by managing tasks transparently
- Capture and respond to stakeholders' feedback.
- Keep a record of all aspects of stakeholder communications that occur over time.
- Define objectives for the next stage.

End-users Communication Plan

- Audience: End-users
Communication goal: Anticipate client needs
Frequency: Before the project starts
Communication tool: Piazza note/ Email / Microsoft team survey / Chat apps
communication content: Main features and the purpose of our project
- Audience: End-users
Communication goal: Maximize customer feeds and gain large numbers of targeted audience.
Frequency: At the beginning of the project
Communication tool: social media/ Piazza
communication content: Marketing
- Audience:End-users
Communication goal: Gain certain feedback to improve users' experience
Frequency: At the milestones
Communication tool: Prize Survey with gift card
communication content:What we have accomplished at stages
- Audience: End-users
Communication goal: Introduce the application and get feedback from user's end
Frequency: At the end of project
Communication tool: Short Video/ Demo on Website/ Presentation
Communication content:Project/product release.
- Audience: End-users,Stakeholders,all crew in the project team
Communication goal: Celebrate milestone and enhance brand popularity
Frequency: Once, after the project released
Communication tool: Piazza post / Social media post /Invite local government officials to Ribbon-cutting ceremony/ celebrities engagement if our app becomes a hit sometime
Communication content:Propaganda/ Lift the morales.
- Audience: End-users
Communication goal: Maintain sound relationship with customers;Collect product issues and user experience for future product improvement.
Frequency: 7/24
Communication tool: Customer Service/Support by Zoom/ Phone call/ Email / Piazza post
Communication content:Resolve any possible problem that customer might encounter