**Stakeholders’ analysis**

High

* Owner
* Sponsor
* Program manger
* Company manger
* Developing team
* competitor

Manage closely

Keep satisfied

Keep informed

Monitor

* User
* Related places
* Marketing team

Low High

**Stakeholder engagement assessment matrix**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| stakeholder | Unaware | Resistant | Neutral | Supportive | Leading |
| Owner |  |  |  | C,D |  |
| Sponsor |  |  |  | C | D |
| Program manger | C |  |  | D |  |
| Company manger | C |  |  | D |  |
| User | C |  | D |  |  |
| Marketing team |  |  |  | C | D |
| Competitors |  | C | D |  |  |
| Developing team |  |  |  | C | D |
| Related places | C |  |  | D |  |

C: Current D: Desirable

**Communication management plan**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| stakeholder | purpose | Content | medium | Frequency |
| Owner | Project status | Progress, next sprint, issues, ask | Face to face  Conference call  Email | Bi-weekly |
| Sponsor | Budget  Project status | Needed tools  progress, issues | Face to face  Email | Bi-weekly |
| Program manager | Project overview | Progress, issues | Face to face  Email | Monthly |
| Company manger | Project  overview | Progress, issues | Face to face  Email | Monthly |
| Developing team | Project status | Done job, next sprint, issues, improvement, new features | Face to face  Conference call | Weekly |
| Marketing team | Project overview  Project features | Features in details, related places, launch date | Face to face  Conference call | Monthly |
| user | User interface | Performance, useability  Simplicity, styling | Face to face | When needed |
| Competitor | How could we benefit from each other  (if possible) | (if possible)  Partnership, dealing with other related places | Face to face  Email | When needed |
| Related places | App overview | How to prepare to deal with the app | Email  Face to face | When needed |