



Stakeholder	Unaware	Resistant	Neutral	Supportive	Leading	How?
Users	C			D		Raise awareness through marketing campaigns
Partners/Shops sales staff		C	D			Resistance to change may be solved by workshops or training on how to use the new system
Shops marketing representatives			C	D		Conduct seminars on how subscriptions, discounts & promotions will enhance marketing
Project sponsor				C	D	
UI Designer			C	D		
App developer		C		D		
Back-end developer			C, D			
Information architect			C, D			Through cooperation, collaboration, and excellent communication
Content producer		C	D			
Project manager					C,D	
Discount card company				C	D	Emphasizing on the benefits and customer loyalty resulting
Customer service department		C		D		Train them with the most common issues faced by users

C: Current  
D: Desired

Purpose	Stakeholder	Medium	Contents	Frequency
Marketing	Users	Emails	Ads, Newsletters	Bi-weekly
Preparation	Partners/Shops sales staff	Video Conferencing	Workshops	Monthly
Data Update	Shops marketing representatives	Phone	Promotions/Discounts updates	Bi-weekly
Team status	Project sponsor	Face-to-face/Emails	Ask for updates, work progress, remaining deliverables	two times/week
	UI Designer			
	App developer			
	Back-end developer			
	Information architect			
Project status	Content producer	Face-to-face	Reporting progress	Monthly
	Project manager			
	Discount card company			
Preparation	Customer service department	Video Conferencing	Training seminars	Monthly