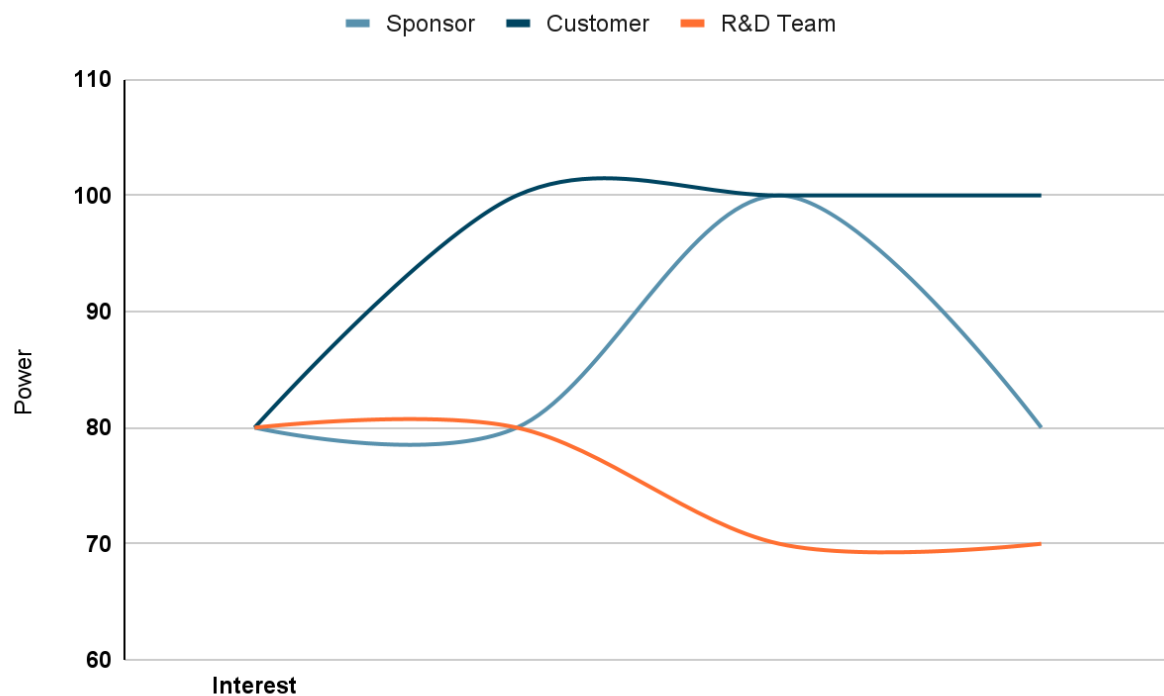


Coupon Mobile app Stakeholders:

- 1 : Sponsor
- 2 : Customer
- 3 : Project manager
- 4 : R&D Team

Stakeholder	Unaware	Resistant	Neutral	Supportive	Leading
Sponsor	C			D	
Customer			C	D	
R&D team			C		D

Stakeholders Analysis



Stakeholder	Communication	Subject	timing
Sponsor	Meeting	Issues & risks	monthly
Customer	meeting	Issues & risks	Weekly
R&D Team	meeting	Issues & risks	weekly