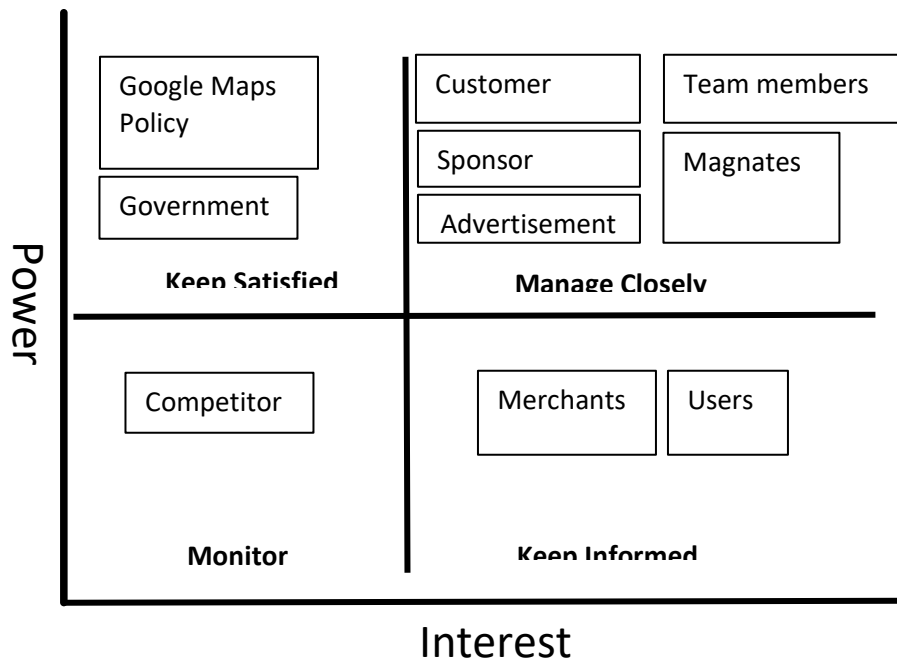


1. Stakeholder's interest/power grid



2. Stakeholder's engagement matrix

Stakeholder	Unaware	Resistant	Neutral	Supporting	Leading
Customer				DC	
Sponsor				DC	
Merchant	C			D	
User	C			D	
Google Maps Policy	C		D		
Media	C				D
Team Members					DC

Competitors		C	D		
Magnates	C			D	
Government	C			D	

3. Communication management plan

Message	Responsitpilities	Audience	Medium	Contents	Frequency
Project Status	PM	Customer	Meeting	Risks.Issues. Ask	Weekly
Adertisement	PM	Media	Meeting	Features. Updates.	Weekly
Project Status	PM	Team Members	Meeting	Risks.Issues. Reporting	Weekly
Agreement	PM	Competitors	Meeting	Benefits. Sharing Marketing	Monthly