Stakeholders Analysis

* Markets using the card.
* Card user.
* Team.
* Sponsor
* Markets not using the card.
* Google

Assessment matrix

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Stakeholder | Unaware | Resistant | Neutral | Supportive | Leading |
| Card user | C |  |  | D |  |
| Team |  |  |  | C | D |
| Sponsor |  |  | C | D |  |
| Google |  |  | C | D |  |
| Markets using the card |  |  |  | N D |  |
| Markets not using the card |  | C | D |  |  |