



Stakeholder	Unaware	Resistant	Neutral	Supportive	Leading
Project owner					C D
End users	C		D		
Service providers with offers				C D	
Service providers without offers		C		D	
Google maps (sponsor)				C	D

C : Current

D : Desired

Communication plan :

Message / purpose	responsibility	Audience	Medium	Contents	Frequency
Project status	PM	Customer	Meeting	SV , Demo , issues , risks	Weekly
inform about last updates	Marketing team	End users	Email	New features	Bi-weekly
Negotiation about adding new offers and providers	Maintenance team	Offers' providers	Email	New offers , add new providers	Bi-weekly
Invite new provisers to be included in the App	Marketing team	Excluded providers	Meetings	Invitation to the App	Weekly
Modify the sponsorship contracts and discuss about progress	PM	Google maps (sponsor)	Email	Negotiation about sponsorship	Monthly