Date: 14/09/2025

Lab Practical #13:

Develop a communication management plan for a project.

Practical Assignment #13:

Identify project stakeholders and their communication needs. Create a communication matrix outlining methods and frequency of communication. Document a communication management plan. Use Google Sheets for communication matrix, Google Docs for the plan.

Description:

Step 1: Identifying Project Stakeholders

- Project Sponsor (Client/Investor): Provides funding and strategic direction.
- Project Manager: Manages project execution, timelines, and budget.
- Development Team: Responsible for coding, testing, and deployment.
- UI/UX Designers: Ensure an easy-to-use courier booking and tracking system.
- Operations/Logistics Staff: Handle courier dispatch, delivery, and daily operations.
- End Users (Customers): Individuals or businesses using the courier service.
- Vendors/Third-Party Providers: Payment gateways, SMS/email notification providers.
- Business Analysts: Gather requirements and track changes.
- Senior Management: Oversee project alignment with business strategy.

Step 2: Creating the Communication Matrix

Stakeholder	Information Required	Method of Communication	Frequency	Owner
Project Sponsor	Project status, cost, key decisions	Email, Monthly Reports, Meetings	Monthly / Ad-hoc	Project Manager
Project Manager	Daily updates, risks, budget tracking	Stand-ups, Email, Dashboards	Daily	Self
Development Team	Task assignments, bug reports, progress	Jira/Trello, Weekly Meetings	Weekly / As-needed	Project Manager
UI/UX Designers	Feedback on designs, customer experience	Figma, Review Meetings, Email	Bi-weekly	Project Manager
Operations Staff	Dispatch updates, delivery tracking issues	Internal Portal, WhatsApp/Email	Daily	Operations Lead
End Users	Courier status, delivery notifications	Mobile App, Email/SMS Notifications	Real-time / Monthly	Customer Support

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Vendors/Third-Party	Payment updates, service integration issues	Email, Contract Meetings	Monthly / Milestone	Project Manager
Business Analysts	Requirement updates, customer feedback	Email, Meetings	Weekly	Project Manager
Senior Management	Overall project progress, ROI	Executive Reports, Email	Monthly	Project Manager

3. Communication Methods

- Email & Reports: For formal updates and approvals.

- Meetings (Virtual & In-person): For discussions, planning, and issue resolution.

- Collaboration Tools (Jira/Trello, Figma, Slack): For tracking tasks and feedback.

- Real-time Notifications (App, SMS, Email): For end-user courier updates.

4. Communication Frequency

- Daily Stand-ups: Development & Operations teams.

- Weekly Review Meetings: Development progress & logistics updates.

- Monthly Reports: Shared with sponsor and senior management.

- Real-time Alerts: Customers receive courier tracking updates instantly.

5. Feedback Mechanisms

- Surveys: Post-launch customer satisfaction surveys.

- Meetings & Reports: Stakeholders share feedback in reviews.

- Helpdesk/Support: Customers provide feedback via app support chat/email.

6. Escalation Process

- Issues first reported to Project Manager.

- If unresolved, escalated to Senior Management.

- Critical operational issues resolved via ad-hoc emergency meetings.