**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 |
| **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.