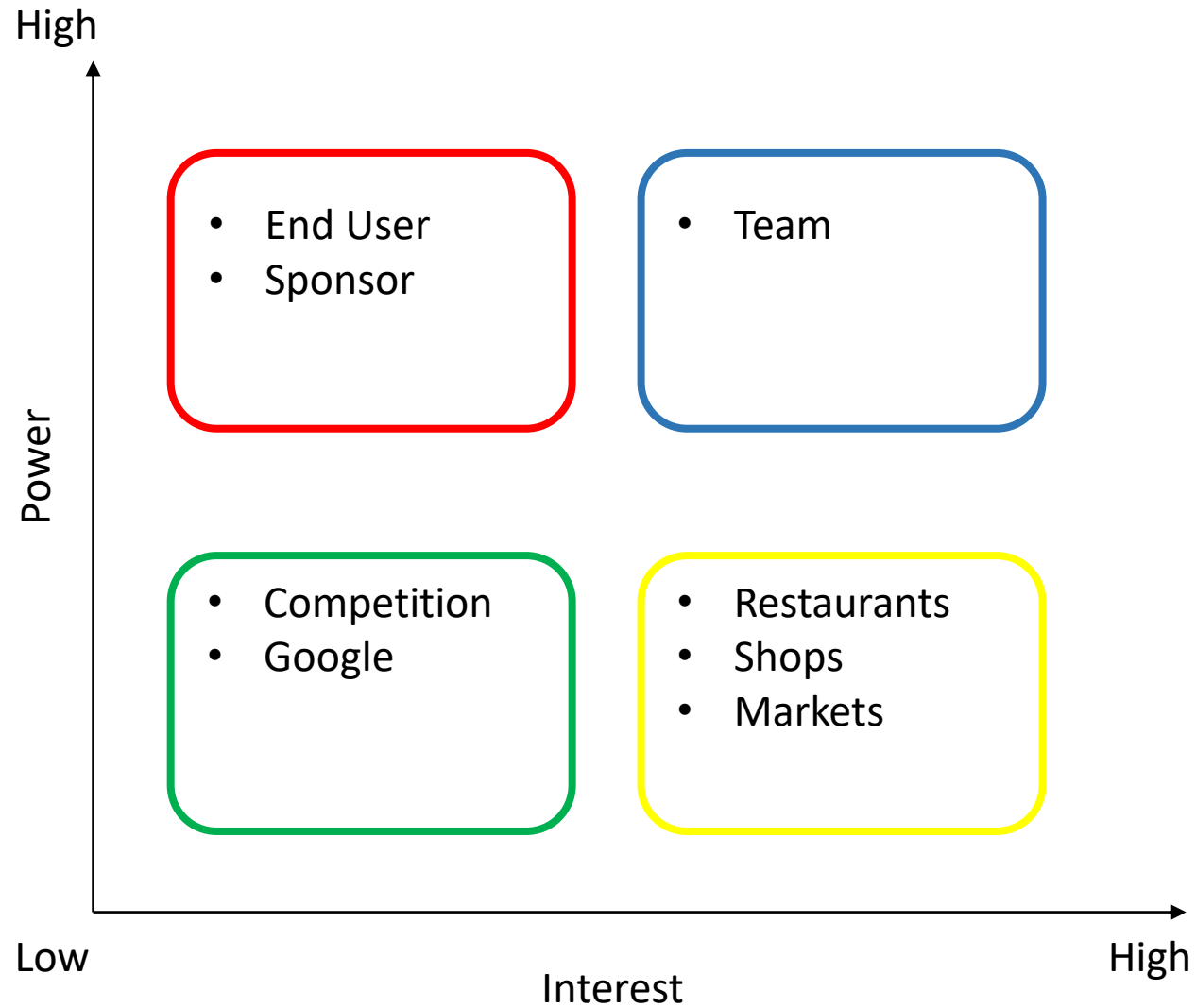


Stakeholder Analysis



Keep Satisfied



Manage Closely



Monitor



Keep Informed



Stakeholder Engagement Assessment Matrix

Stakeholder	Unaware	Resistant	Neutral	Supportive	Leading
Restaurants	C			D	
End User	C			D	
Competition	C		D		
Team			C	D	
Sponsor			C	D	
Google			C D		

C : Current

D : Desired

Communications Management Plan

Message/ Purpose	Responsibility	Audience	Medium	Contents	Frequency/ Timing
Project Status/ Review	PM	Sponsor	Meeting	Demo, Issues, Ask	Bi-Weekly
Team Status	PM	Team	Meeting	Ask, Progress, Issues	Weekly
Project Status Report	PM	Sponsor	Email	Issues, Progress	Weekly
Offers	Team	End User	Email, Texts	Discounts	Weekly