

Communication Plan (BTS535-G7 | WS-9)

| Information | Owner | Audience | Schedule | Channel |
|---------------------|-------------------------|---|-------------------------------|------------------|
| Project Status | Project Manager | Dev Team, Marketing Team, Operations Team, D-Spot Owner | Biweekly | In Person |
| Design Updates | Marketing Team Leader | D-Spot Owner, Franchise Owner, Company Management | Weekly | MS Teams |
| Development Updates | Development Team Leader | Project Manager, Marketing Team | Weekly | MS Teams |
| Testing Status | QA Leader | Project Manager, Operations Team | Weekly | Email |
| System Status | System admin | Project Manager, Dev Team | Monthly | MS Teams |
| Financial Status | Project Sponsor | Project Manager, D-Spot Owner, Franchise Owner | Monthly | Phone |
| Launch Plan | Marketing Team Leader | D-Spot Owner, Franchise Owner, Company Management, Development Team, Marketing Team, Operations Team, Project Manager, System admin | One-time (before launch week) | In Person |
| Customer Feedback | Operations Team Lead | Project Manager, D-Spot Owner, Marketing Team | Biweekly post-launch | Customer Surveys |