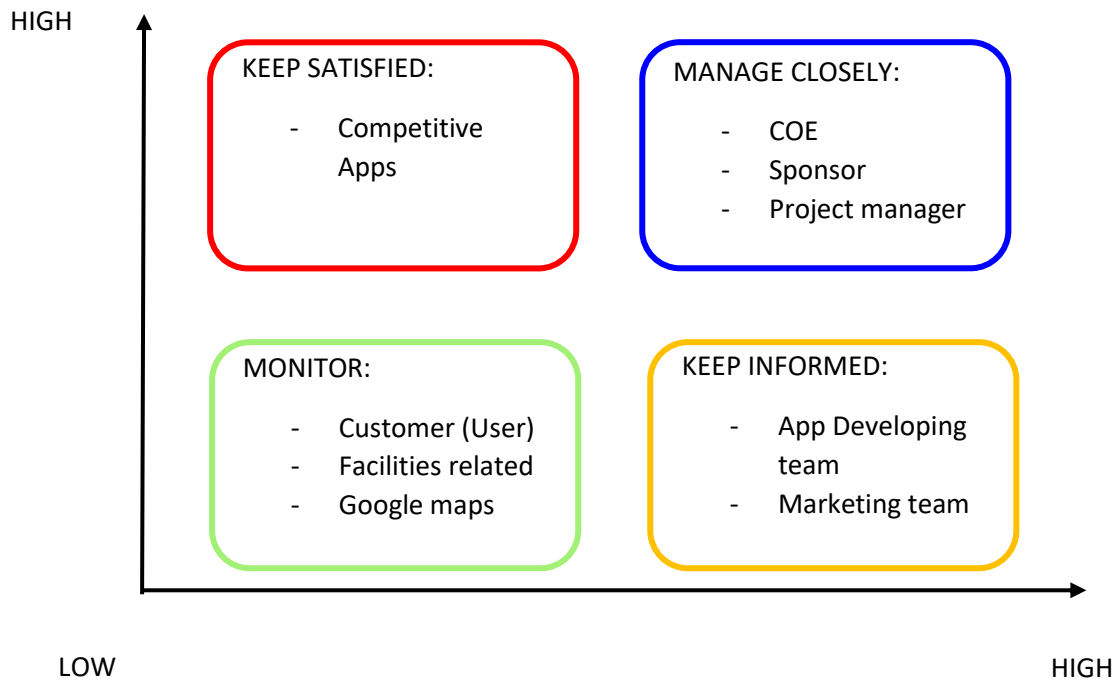


STAKEHOLDER ANALYSIS



STAKEHOLDERS ENGAGEMENT ASSESSMENT MATRIX

Stakeholder	Unaware	Resistance	Neutral	Supportive	Leading
CEO (Owner)				C,D	
Sponsor					C,D
Customer (user)	C			D	
Facilities related			C	D	
Google maps			C	D	
Project Manager		C			D
Marketing Team			C	D	
App developing team					C,D
Competitive Apps			C	D	

COMMUNICATION MANAGEMENT PLAN

Stakeholder	purpose	Content	Medium	Frequency
CEO (Owner)	Project Status	Ask, issues, progress	Face to face Call Meetings Email	BI-WEEKLY
Sponsor	Project Status Budget	Issues, progress, tools needed	Face to face Email	MONTHLY
Customer (user)	User interface	User experience	Face to face	IF NEEDED
Facilities related	App overview	Preparation for in app dealing	Face to face Email	IF NEEDED
Google maps	App overview	Preparation for in app dealing.	Face to face Email	IF NEEDED
Project Manager	Project overview	Issues, progress	Face to face	BI-WEEKLY
Marketing Team	Project features Project overview	Advertising, release date, features details.	Face to face Call Meetings	MONTHLY
App developing team	Project Audit Project status	Issues, auditing, improvising, updates, testing.	Face to face Call Meetings	BI-WEEKLY
Competitive Apps	Common benefits	Collaboration projects.	Face to face Email	IF NEEDED