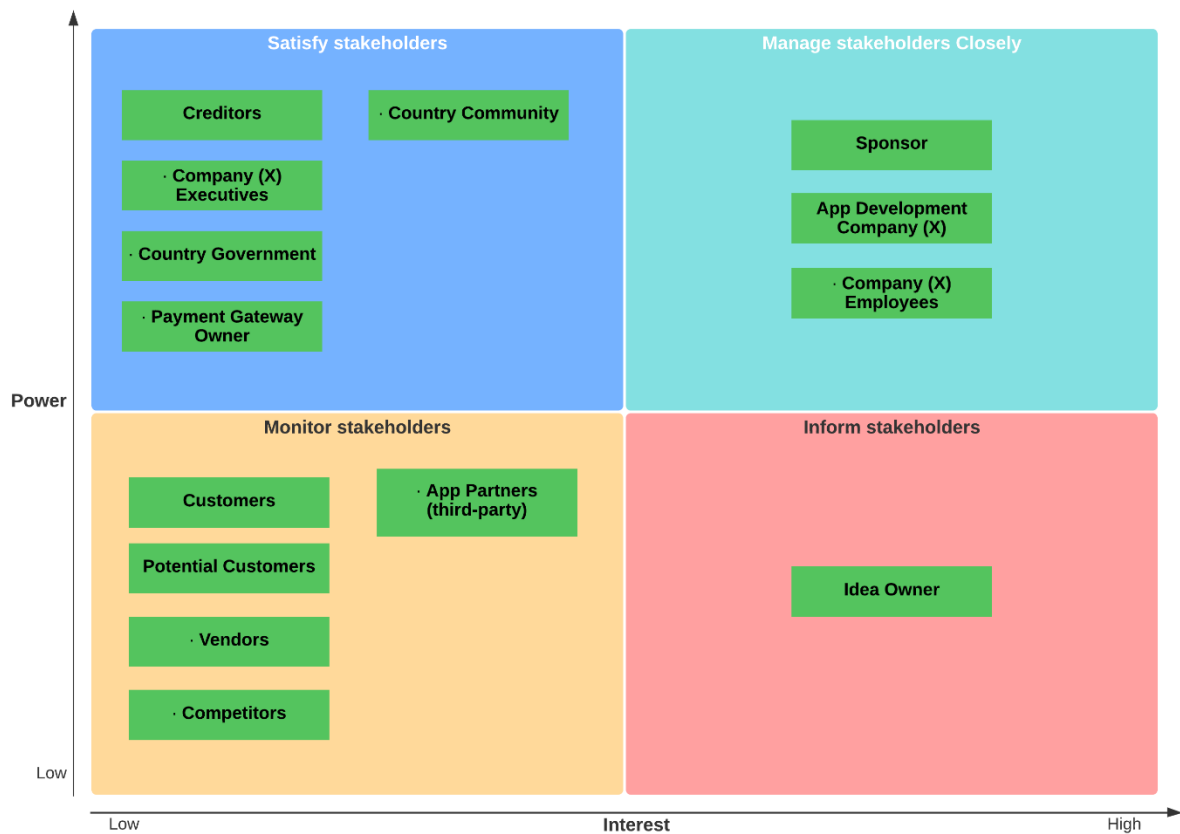


Identify Stakeholders in Sprints App

“Digital Discount Card App”

#2 Stakeholders Analysis

Stakeholder Map



Stakeholder Engagement assessment matrix

Stakeholder	Unaware	Resistant	Neutral	Supportive	Leading
Idea Owner				CD	
Sponsor			C	D	
Creditors		C		D	
Dev Company (X)				C	D
Executives (X)			C		D
Employees (X)				C	D
Customers	C		D		
Potential Customers	C		D		
Vendors	C		D		
Competitors		C	D		
Country Government			C	D	
Payment Gateway Owner			C	D	
Country Community			C	D	
App Partners (third-party)			CD		

Communications Management Plan

Message/ Purpose	Responsibility	Audience	Medium	Content	Frequency/ Timing
More details about App.	PM	Idea Owner	Zoom Meeting	Meeting to know more about app idea and talk about more details within the main idea.	1 time before project starting and one time after.
Project Progress	PM	Sponsor	Offline Meeting	Talk about the financial situation of the project and also project progress.	Bi-Weekly
Explain project financial needs	Finance Manager	Creditors (Bank)	Offline Meeting	Explain project financial needs and explain benefits.	1 time before project starting
Mention project progress	PM	Company (X) Executives	Email	Mention project progress and current status and request support if needed	Monthly
App tech. progress	PM	Company (X) Tech. Employees	Email/Zoom	To get an update about app tech. progress.	Daily
Marketing campaigns	Marketing Rep.	Customers	Email	Post marketing campaigns	Weekly

Marketing campaigns	Marketing Rep.	Potential Customers	Email	Post marketing campaigns	Weekly
Contracting methodology and offers	Sales Rep.	Vendors	Email	Discuss company vendor contracting methodology and offers.	Monthly
Seek for data.	Product Manager	Competitors	Email	Discuss ways to make partnerships and also seek for data.	Weekly
Know country regulations	Legal Department Rep.	Country Government	Email	Know country regulations about app idea and how to overcome any issue	1 time before project starting date
Payment Gateway Integration	Product Manager	Payment Gateway Owner	Offline Meeting	Know how to integrate Payment gateway to app and discuss availability.	1 time before project starting date
Know country community rules	Product Manager	Country Community Advisor	Offline Meeting	Know country community rules about app idea and how to overcome any issue	1 time before project starting date
New partnership	Product Manager	App Partners (third-party)	Email	How to make new partnership	Monthly
Project Progress	Product Manager	PM	Email	Update about app progress	daily
Update about app quality	QA	PM	Email	Update about app quality	Weekly

