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Executive summary:

This document outlines the LocaVision project team and stakeholders and a plan for their communication. The project team of 63 employees is divided into 12 teams, in terms of their responsibilities. A stakeholder analysis is conducted, identifying all stakeholders with their levels of influence and interest, their priorities, ways they could contribute to or block the project. This includes both internal and external stakeholders. The communication plan covers all stakeholders and describes the purpose and type of communication. The communication channels and frequencies for each of these audiences are specified, as well as an owner responsible for managing each communication.

Document Changes Log:

Issue	Reason/Main changes	Date issued
-01	First issue	26/02/24
-02	Revision of project team structure	06/03/24
-03	Revisions to communication frequencies	11/03/24

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Distribution: Managers for each project sub-team, project manager

Project Communication Plan

1 Project Team

Role	Responsibility	Name
Hardware Design Lead (1) and Team (5)	Developing the design of the LocaVision hardware architecture. Delivery of technical drawings. Ensuring that the design meets all hardware requirements.	
Project Manager (1) and Assistant (1)	Conducting project reviews, ensuring the project adheres to the agreed schedule and all milestones are achieved. Ensuring that all divisions of the project team collaborate effectively and work at their full potential. Making executive project decisions. Coordinating appropriate communication with stakeholders. Identifying project risks and coordinating mitigation. Implement the Kaizen approach to the project.	
Sales Director (1) and Team (3)	Establish sales targets and ensure they are met. Seeking appropriate retailers to set up sales channels. Ensuring that all sales contracts are fair and beneficial to the company.	
Marketing Lead (1) and Team (2)	Conducting appropriate market research for the product. Employing an effective marketing strategy for the product. Monitoring changes in economic climate or market and informing those changes to the project manager.	
Customer Support Manager (1) and Team (8)	Supporting customers after the sale. Forwarding feedback and queries to the relevant technical team. Delivering customer feedback channels and optimising to maximise engagement. Writing user manuals using information obtained from relevant team divisions.	
Electrical Lead (1) and Team (5)	Designing electrical components within the device. Ensuring the electrical components meet all relevant requirements and regulations. Ensuring that electrical and mechanical components interface correctly.	
Structures and Materials Lead (1) and Team (2)	Ensuring the structural integrity and testing of the product. Selecting sustainable materials for the product.	
Software and Data Lead (1) and Team (7)	Implementing a strategy for safe handling of consumer data and contingencies in case of data breach. Ensuring that the product adheres to all data protection acts. Development of required software for the product. Ensuring that the software interfaces well with the hardware. Continuous, effective updates are made throughout the product lifecycle.	
Legal Director (1) and Team (3)	Ensuring the product and all its production processes adhere to all laws. Ensure that the product design and technology are protected by the appropriate intellectual property protection.	
Finances Manager (1) and Team (2)	Forecasting the project cost accurately. Ensuring that project cost does not exceed budget. Securing adequate funding from third-party investors and banks. Allocating the budget towards different divisions of the project and managing the timeline for budget disbursement in each phase. Internal audit to identify financial compliance concerns.	
Supply Chain & Production Manager (1) and Team (5)	Selecting sustainable and environmentally friendly suppliers and manufacturers. Ensuring that the company is protected fairly in all contracts with suppliers and distributors, as approved by the legal director. Ensuring that all contracts with third parties are beneficial to the company and add value to the product. Minimising costs of supply chain and distribution costs. Ensuring a timely resolution of all supply chain and distribution issues. Seeking alternative suppliers/distributors whenever necessary. Ensuring smooth flow of production without delays or bottlenecks in queues. Ensuring that customer agreements pertaining to delivery times and conditions are fulfilled.	
Quality Manager (1) and Team (8)	Conduct visits to suppliers and collaborate with them for quality management. (planning, assurance and control) that follows lean production principles and Six Sigma philosophies.	

2 Stakeholder Analysis

Stakeholder	Contact person	Influence	Interest	What is important to the stakeholder?	How could the stakeholder contribute to the project?	How could the stakeholder block the project?	Strategy for engaging the stakeholder
Project team		High	High	Product feasibility and performance. Employee welfare and benefits. Project success and profit. Pleasing stakeholders.	Optimising the product and project outcome through excellent and consistent contribution	Causing delays through strike action or producing a suboptimal product	Regularly engage and collaborate closely
Executive leadership team		High	Medium	Ensuring the project aligns with the company's overall goals and objectives	Giving strategic direction. Allocation of facilities and budget	Restrict budget, resources and facility usage	Meet their needs and keep them satisfied
Other project teams within the company		Low	Low	Fair budget and resource allocation across different projects	Share resources from other projects within the company	Take a disproportionate amount of company resources	Occasionally inform them of essential information and monitor them
Retail partners		High	Medium	Sales volume, profit margins and marketing support	Agree to contracts which are more beneficial to the company	Demand contractual agreements which are not in favour of the company or breach contracts	Monitor their needs and maintain engagement
Supply chain and manufacturing partners		High	Medium	Quality standards, reliability, cost and sustainability	Agree to contracts which are more beneficial to the company	Demand contractual agreements which are not in favour of the company or breach contracts	Monitor their needs and maintain engagement
Fashion industry		Low	Low	Aesthetics and compatibility with clothing and accessories	Promotion of the product or potential partnership	Establish partnerships with competitors	Occasionally inform them of essential information and monitor them
Travel and leisure industry		Low	Low	Integration with travel services and impact on their business	Promotion of the product or potential partnership	Establish partnerships with competitors.	Occasionally, inform them of essential information and monitor them.
Consumer rights watchdogs		Medium	High	Consumer safety and ethics	Endorsing the product for its consumer ethics	Reporting the product as unethical, which discourages potential customers	Regularly and transparently inform them to build trust
Other smart device producers and research institutions		Medium	Medium	Compatibility with their products, influence of our product on them and partnership	Through partnership and use of the product in research programmes	Partnering with or using competitor products	Occasionally inform them of essential information and monitor them
Investors		High	Low	Return on investment, market potential and risk management	Providing funding for the project	Lack of funding for the project. Not trusting in the project team.	Keep satisfied and monitor their needs.
Governmental bodies and regulators		High	Medium	Regulatory compliance, legal compliance, safety	By providing fast certification and approval of the product	Causing delays in the product certification or approval process	Meet their needs and keep them satisfied

Audience								
				standards, certification				
Competitors		Medium	Medium	Market dynamics, IP, market share and fairness	Fair competition and raising standards	Unfair competition or dominating market share	Occasionally inform them of essential information and monitor them	
Environmental activists, the healthcare industry and societies		Low	High	Sustainability, environmental and social impact, and ethical considerations	Endorsing the product for its eco-friendliness and lifestyle benefits	Discourage potential customers through protests or negative reporting on the product	Occasionally inform them of essential information and monitor them	
Customers		High	High	Cost, features and availability	Improve sales and publicity	Boycotts or purchasing competitor products	Support closely. Keep satisfied and meet their needs.	
Media and influencers		Medium	Medium	Publicity, credibility, engagement and endorsement	Promoting the product	Drive negative publicity or promote competitor products	Regularly engage and inform with essential information. Keep satisfied.	

3   Communication plan

Audience	Purpose & type of message/content	Communication channel	Frequency	Owner
Hardware design team	Monitor the hardware design phase and be notified of any delays/issues	In-person meetings	Weekly	Hardware design lead
Sales Team	Discuss sales strategies Measure success against sales targets	In-person meetings	Weekly, starting from 3 months before release	Sales Director
Marketing Team	Discuss market research Measure success in marketing engagement targets	In-person meetings	Bi-monthly	Marketing Lead
Customer Support Team	Measure success against customer support targets and discuss feedback from customers	Emails and in-person meetings	6 months before launch, start meeting weekly	Customer Support Manager
Electrical Team	Monitor the progress of the electrical equipment incorporation	In-person meetings	Weekly	Electrical Lead
Structures and Materials Team	Monitor the quality of structural design and analysis	In-person meetings	Weekly	Structures and Materials Lead
Software and Data Team	Monitor the progress of software development and legal/ethical compliance with data usage.	In-person meetings	Weekly	Software and Data Lead
Legal Team	Verify the assurance of legal compliance. To review ongoing legal processes.	Emails and in-person meetings	Bi-monthly	Legal Director
Finances Team	Discuss budget allocation and costs. Discuss the acquisition of new funding. Discuss profit.	In-person meetings	Bi-monthly	Finances Manager
Supply Chain & Production Team	Monitor the performance of the supply chain and production. Discuss strategies to improve and minimise supply chain costs.	Emails and in-person meetings	Weekly	Supply Chain & Production Manager
Quality Management Team	Monitor progress and success of the quality management and discuss opportunities for continuous improvement.	Emails and in-person meetings	Weekly	Quality Manager

Executive leadership team	Provide key project updates and obtain strategic direction	Emails and in-person meetings	Bi-monthly	Project Manager
Other project teams within the company	Share project updates and establish mutual assistance	Emails and in-person meetings	Quarterly	Project Manager
Retail partners	Negotiate contracts and discuss sales performance and strategies	Microsoft Teams meeting Email reports	Bi-monthly	Sales Director
Supply chain and manufacturing partners	Negotiate contracts and discuss quality/timescale of production	Microsoft Teams meeting Email reports	Bi-monthly	Supply Chain & Production Manager
Fashion industry	Discuss mutual benefits and potential partnerships	Emails At in-person events such as fashion shows	Whenever there is an opportunity	Marketing Lead
Travel and leisure industry	Discuss mutual benefits and potential partnerships	Emails At in-person events such as conferences	Whenever there is an opportunity	Marketing Lead
Consumer rights watchdogs	Provide transparency surrounding the product and its associated process	Environmental audits made public In-person events Information provided on the website and media	Whenever there is an opportunity	Marketing Lead
Other smart device producers and research institutions	Discuss mutual benefits and potential partnerships	Emails At in-person events such as conferences	Whenever there is an opportunity	Marketing Lead
Investors	Provide information on investment opportunities, return on investment, and risks.	Shareholder briefings Microsoft Teams meeting Conferences and investor events	Quarterly	Project Manager
Governmental bodies and regulators	Prove our product complies with regulations and requirements	Regulatory submissions and inspections Uploading reports	Whenever required	Legal Director
Competitors	Discuss market dynamics and competition	Conferences and tech shows	Whenever there is an opportunity	Marketing Lead
Environmental activists, the healthcare industry and societies	Provide transparency surrounding eco-friendliness and lifestyle benefits	Environmental audits made public At in-person events such as conferences Information provided on the website	Whenever there is an opportunity	Legal Director
Customers	Provide information and updates on the product	Ads Announcements	Whenever required	Marketing Lead
Media and influencers	Provide product information Discuss contracts and partnerships	Microsoft Teams meeting Emails reports	Monthly	Marketing Lead