Stakeholders Engagement Plan

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Stakeholders | Unaware | Resistant | Neutral | Supportive | Leading |
| manager |  |  | C | D |  |
| Client |  |  |  | C D |  |
| Sponsor |  |  | C | D |  |
| Marketing team | C |  |  | D |  |
| Vendors | C |  |  | D |  |
| Google services |  |  | CD |  |  |
| Development team |  |  |  | C D |  |
| App users |  |  | C | D |  |
| Finance departments | C |  | D |  |  |

Stakeholders Communication Plan:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Message / Purpose | Responsibility | Audience | Medium | Contents | Frequency / Timing |
| Project Status | PM | Customer ,BA,PM | Meeting | Demo – New requirement -Modifications-– Risk | Bi-Weekly |
| Team Status | PM | Team | Meeting | Development progress- risks-compliance | Daily |
| Project training | Team | Team ,Customer ,Marketing team | Meeting | Training for the app | Once |
| Project Review | PM | Steering Committee | Meeting | issues – Risk - ask | Monthly |
| Audit | QA | Testing team | Meeting | Issues-Risks | Daily |
| Project Status Report | PM | Customer | Email | Progress – Release status-Risk | Monthly |