



| Stakeholder | Unaware | Resistant | Neutral | Supportive | Leading |
|------------------|---------|-----------|---------|------------|---------|
| Customer | | | | C,D | |
| Sponsor | | | C | D | |
| Merchants | C | | | D | |
| Research Team | | | C | | D |
| Development Team | | | | | C,D |
| Marketing Team | | | | C | D |

| Purpose | Responsibility | Audience | Medium | Content | Frequency |
|----------------|----------------|---------------------|---------------|-----------------------|-----------|
| Project Status | PM | Customer, Sponsor | Meeting Event | Status, Issues, Risks | Biweekly |
| Team Status | PM | Teams | Meeting | Issues, status | Weekly |
| Project Review | PM | Merchants, Customer | Meeting Event | Status | Monthly |
| Audit | QA | Teams | Meeting | Issues, Risks, Status | Monthly |