

WHO		WHAT				HOW		
Stakeholder Name	Role	Level of Influence	Level of Interest	Engagement Priority	Key Interests / Goals / Motivations	Frequency	Communication Channel	Contact
Development Team	Designs, codes, and tests the software	High	High	High	Delivering a functional, high-quality product	Daily updates	Stand-up meetings, project tools (Jira, Slack)	dev-team@example.com
Marketing Team	Plans promotional campaigns	Medium	Medium	Medium	Aligning campaigns with software features, ensuring market readiness	Bi-weekly updates	Meetings, email summaries	marketing@example.com
Customer Support Team	Handles customer queries	Medium	Medium	Medium	Preparing for customer interactions, resolving potential issues	Monthly updates	Summary emails, presentations	support@example.com
External Vendors/Consultants	Provides specialized expertise	Low to Medium	Medium	Medium	Completing assigned tasks, contributing to project success	Monthly updates	Virtual meetings, reports	vendors@example.com
End-Users (Customers)	Uses the software, provides feedback	Low	High	Medium	User-friendly interface, addressing concerns during beta and after launch	As needed	Notifications, social media	feedback@example.com
Project Sponsor	Provides funding and key approvals	High	High	High	Ensuring the project aligns with strategic objectives, managing risks	Monthly updates	Executive reports, direct meetings	sponsor@example.com