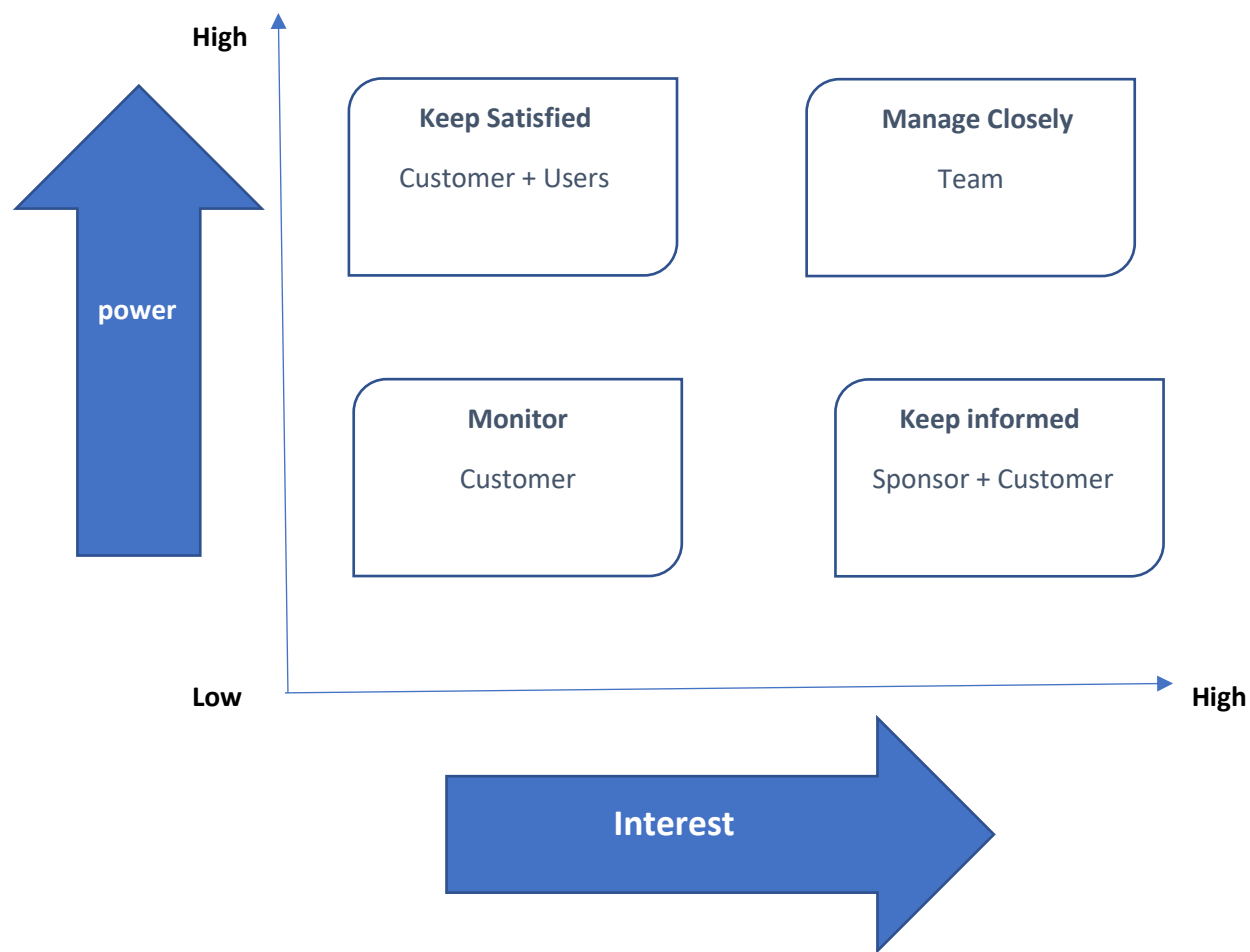


*Stakeholders Engagement



*Assessment Table

Stakeholders	Unaware	Resistant	Neutral	Supportive	Leading
Customer		C		D	
Sponsor			C		D
Users of App	C		D		
Companies&Trademarks	C		D		
Team				C	D

***Case Study**

A customer (ex: elshaye3) have an issue about the period of App production and he strongly resistant.

We make a meeting with customer and we showing the project phases specially the “Testing phase” which it must take a period to make sure that there no pugs. And if we launch the App quickly it may impact negatively of the company starting from the reputation, user first impression and the trademarks and companies integrated with the App.

***Communication Plan**

Purpose	Responsibility	Audience	Medium	Content	Timing
Team Status	PM, Team	Team	Meetings	Tasks, issues, Ask	Daily
Project Status	PM	Customer	Meetings, Emails	issues, Ask, processes	Weekly
Project status Report	PM	Sponsor	Meetings, Emails	issues, Ask, phases	Weekly