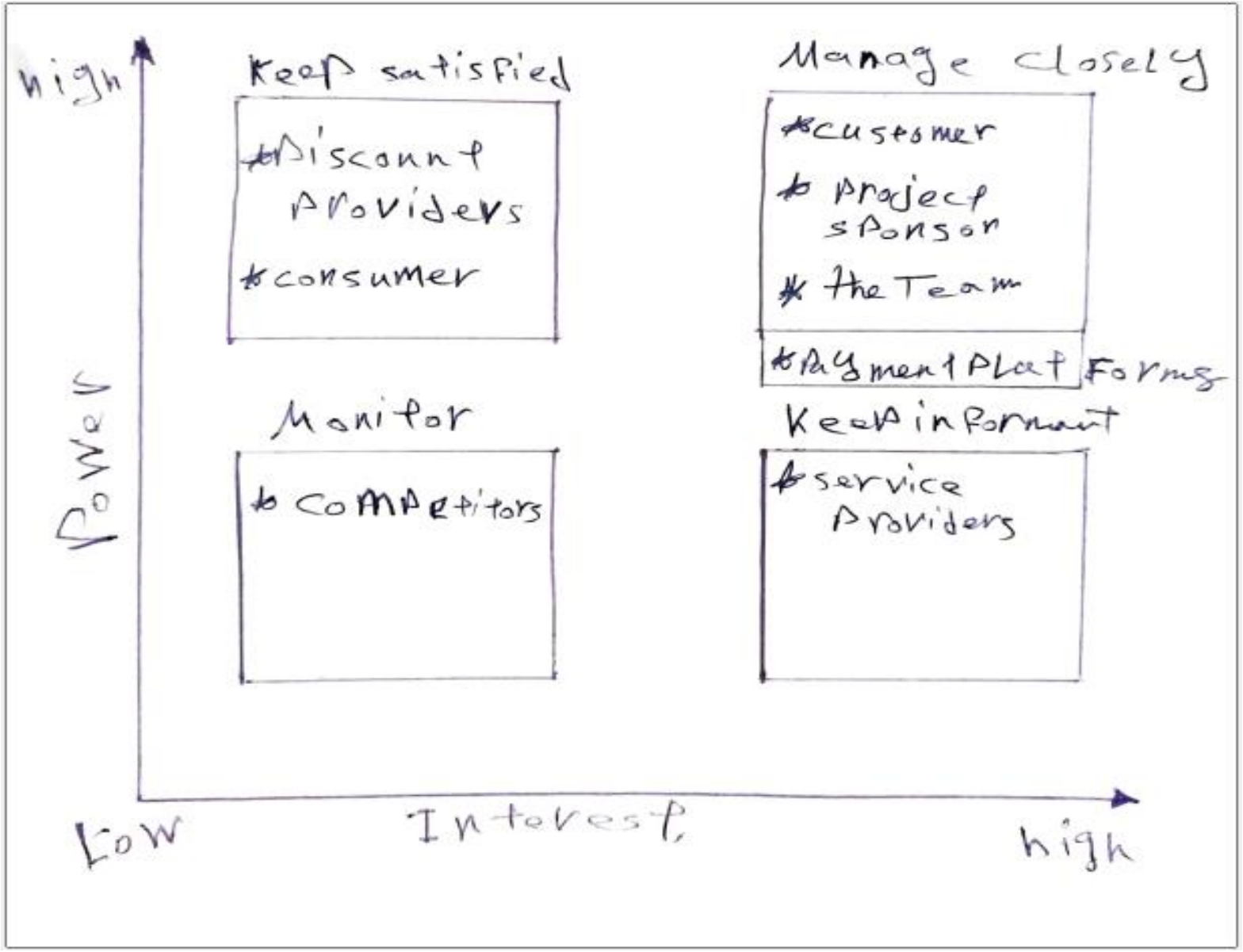
Stakeholder Analysis



Stakeholder engagement plan

stakeholders	unaware	Resistant	Neutral	Supportive	Leading
Customer				C, D	
Sponsor				C, D	
The team					
* Technical	C				D
* Operational		C			D
Discount Providers			C	D	
Payment platforms			C	D	
Service providers				C, D	
Competitors		C	D		
Consumer	C			D	

C: Current D: Desired

Communications management plan

Message / Purpose	Responsibility	Audience	Medium	Contents	Frequency / Timing
Project status	Project manager	Customer	meeting	Updates and challenges	weekly
Project updates	Project manager	Sponsor	meeting	Updates and cost	Bi weekly
Development updates	Tech lead	Project manager	meeting	Performance/ Functionality	Per sprint
Quality assurance	Quality team	Development team / project manager	meeting	Issue reports	Per sprint
Agree on policies	Project manager	Payment platforms	meeting	Discuss refunds/ Resolve issue when arise	Almost monthly
Agreement on areas	Operation manager	Competitors	meeting	Agree on exclusivity for providers for the benefit of all parties	Almost monthly
Target audience	Marketing team	Consumer	Marketing channels	Special offers	On weekends