

# **Stakeholder Engagement Plan**

**Project Name**

**Personal Expense Tracker**

Stakeholder	Area(s) of Interest	Project Phase(s)	Engagement Approach	Engagement Method	Frequency
Project Sponsor	Project funding, strategic alignment, project outcome	Initiation, Planning, Execution, Closure	Partnership-Oriented: Regular involvement in decision-making	Meetings, Emails	Weekly
End Users	Ease of use, data privacy, financial insights	Planning, Execution, Testing	Inclusive: Gather input and feedback on usability and features	Surveys, User Testing	Monthly
Development Team	Technical requirements, project scope, deadlines	Initiation, Planning, Execution	Collaborative: Engage in project design and feature prioritization	Daily Stand-Ups, Slack	Daily
UI/UX Designers	User experience, interface design	Planning, Execution	Consultative: Review designs and incorporate feedback	Design Reviews, Slack	Bi-Weekly
Data Analysts	Data quality, predictive modeling, analytics accuracy	Execution, Testing	Consultative: Ensure data quality and review model performance	Weekly Meetings, Emails	Weekly
Marketing Team	User engagement, product promotion	Planning, Execution, Closure	Informative: Provide product features and positioning information	Emails, Strategy Meetings	Monthly
Quality Assurance Team	Product quality, bug tracking	Execution, Testing	Collaborative: Regular testing and quality feedback	Testing Review Meetings, Slack	Weekly
Customer Support Team	User satisfaction, issue resolution	Execution, Closure	Inclusive: Collect user feedback and assist in addressing concerns	Feedback Reports, Support Calls	Bi-Weekly
Legal and Compliance Team	Data security, privacy compliance	Planning, Execution	Consultative: Review of compliance with data protection regulations	Compliance Audits, Legal Reviews	Monthly

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Finance Department	Budget management, cost control	Initiation, Planning, Closure	Informative: Provide updates on budget utilization and financial projections	Financial Reports, Budget Meetings	Quarterly

### Notes:

- **Project Sponsor** requires regular updates to stay aligned with the project’s strategic direction and financial goals, with involvement in key decision-making processes.
- **End Users** are essential for feedback on usability, ensuring the features meet user needs and expectations.
- **Development Team** works closely with **UI/UX Designers** to ensure technical feasibility and user-friendly design.
- **Data Analysts** focus on maintaining data quality and model accuracy, collaborating with development to refine predictive analytics.
- **Marketing Team** prepares user acquisition strategies, with input from development on the product’s unique selling points.
- **Quality Assurance Team** ensures rigorous testing, identifying and tracking bugs to maintain a high-quality user experience.
- **Customer Support Team** engages with end-users to resolve issues, providing feedback that helps improve the product post-launch.
- **Legal and Compliance Team** reviews data protection and privacy requirements, ensuring adherence to regulations.
- **Finance Department** monitors the budget, helping the project stay financially viable while tracking costs against expected outcomes.