Project: Real-Time Marketing Data Application Development Date: April 20XX										
#	Cause (condition/situation)	Event	Impact	Risk owner	Category	Probability risk rating	Impact risk rating	Risk score	Trigger	Response
1.00	Limited availability of feedback	Delayed app development	Missed project deadlines	Ram Samuels	Schedule	High	High	5	Lack of responses during feedback	Allocate additional resources to speed up feedback collection
2.00	Difficulty hiring talent	Delayed project staffing	reduced productivity	Mary Smithers	Resource	Medium	High	4	Long hiring cycles	Engage external vendors temporarily to meet staffing needs
3.00	Security vulnerabilities	Data breach	damage to reputation and financial loss	Priya Service	Technical	Low	High	2	Failed Security Tests	Conduct thorough security audits and implement enhanced encryption
4.00	Change in market trends	inaccurate app functionalities	reduced customer satisfaction	Ram Samuels	Market	Medium	Medium	3	Emerging Trends not captured	Plan for iterative app updates post- launch to align with trends
5.00	Procurement Delays	Late availability of IT resources	Project timeline disruption	Priya Service	Procurement	Medium	High	4	Vendor delivery failures	Establish backup suppliers for critical IT resources
6.00	Poor quality training manuals	Inadequate user training	Reduced app adoption rate	Keiko Tanaka	Training	Medium	Medium	3	Negative feedback from trainees	Improve training materials and mock training sessions
7.00	Opportunity: Emerging Technologies	Advanced app features	Increased in customer satisfaction	Priya Service	Opportunity	Medium	High	4	Availability of new tech	Utilize emerging tech solutions to enhance app functionalities
Total Risk Score								25	Risk Exposure	

Probability risk rating	Impact risk rating
5: High	5: High
4: High to moderate	4: High to moderate
3: Moderate	3: Moderate
2: Moderate to low	2: Moderate to low
1: Low	1: Low