

message/purpose	responsibility	audience	Medium	contents	frequency/timing
Feedback	Quality assurance	customers	Social media	Survey, Demo and Issues	Bi-weekly
Audit	Project manager	App developers	Email	Risk, Issues Status update	Weekly
Feedback	Project manager	Sponsors	Meeting	Survey	Monthly
Progress Update	Marketing manager	Marketing team	Email	Promotional opportunities, feedback, and partnerships	Weekly
Feedback	Quality assurance	Retailers	Meeting	Survey and issues	Monthly
Payment procedures	Project manager	Payment processors	Email	Updates on payment procedures	Monthly