# Stakeholder Map:
# Real Talk Capstone Project (Team-Based)

## 1. Stakeholder Groups

### Internal Stakeholders

- Project Manager (Cheryl Jones)
- UI/UX Designer (Damese Bell)
- Web Developer (Troy Mitchell)
- Content Creator / Copywriter (Chris Brown)
- Marketing / Branding Team (Ann Tubner)
- Business Owner / Real Talk Organizer (Joy Burt)

### External Stakeholders

- Event Attendees (Primary Users)
- First-Time Visitors
- Returning Community Members
- Sponsors / Partners
- Social Media Audience / Referrals

## 2. Stakeholder Analysis (Influence vs. Interest)

| Stakeholder | Type | Influence | Interest | Role |
|---|---|---|---|---|
| Project Manager | Internal | High | High | Oversees project execution |
| UI/UX Designer (You) | Internal | High | High | Designs user experience & layout |
| Web Developer | Internal | High | High | Builds and implements site |
| Business Owner | Internal | High | High | Final decision-maker |
| Marketing Team | Internal | Medium–High | High | Ensures brand alignment |
| Content Creator | Internal | Medium | High | Develops messaging/content |
| Event Attendees | External | Medium | High | Primary users |
| Returning Members | External | Medium | High | Loyal users |
| First-Time Visitors | External | Low | High | Potential users |
| Sponsors/Partners | External | Medium | Medium | Support growth |
| Social Media Audience | External | Low | Medium | Promote awareness |

# 3. Stakeholder Roles & Relationships

## Decision-Makers

- Business Owner / Real Talk Organizer
- Project Manager
- UI/UX Designer (Design decisions)
- Web Developer (Technical decisions)

## Supporters

- Event Attendees
- Returning Community Members
- Social Media Audience

## Neutral / Potential Influence

- First-Time Visitors
- Sponsors / Partners

# 4. Engagement Strategy

| Engagement Level | Stakeholders | Strategy |
| --- | --- | --- |
| **Manage Closely** | Business Owner, Project Manager, Designer, Developer | Frequent communication, align goals, ensure deadlines are met |
| **Keep Satisfied** | Marketing Team, Sponsors | Maintain brand consistency and professional quality |
| **Keep Informed** | Event Attendees, Returning Members, First-Time Visitors | Provide clear, engaging, and user-friendly website content |
| **Monitor** | Social Media Audience | Track engagement and feedback |