Communication Plan

Details for sharing information with the Website Redesign project management team

Communication Plan for Website Redesign

The purpose of this project is to revise and update the Hyper Writer portfolio website. The project timeline extends over 3 months, and the size of the project is considered small.

The project deliverables and timeline are detailed in the Project Charter. For the redesign project, the team includes stakeholders from TechWriters, Inc. and a group of experienced managers, designers, and writers.

Summary

The project involves redesign and development of their website to support the client's brand and image.

Communication Outputs

Methods

The communication methods most frequently used for the website redesign project will include:
- Video Conferencing via Zoom
- Instant Messaging via Slack
- Phone Calls
- Emails
- In-Person Meeting

Communication Process

Since the project team and stakeholders are all in different locations, meetings are included as part of the Communications Plan. By using the communication channels listed in the Methods section, the daily stand-ups and bi-weekly sprint check-ins will be held on the Zoom platform. Google Chat or text can be used if a quick response is required and email if the request for information is not time sensitive. The Monthly Milestone Meeting with stakeholders will be conducted through Zoom. The communication style for the purposes of the website redesign project will be informal.

Approvals

The key information that will require approval for the website redesign project will be change orders, issue logs, and acceptance of deliverables from each sprint. Any documentation that needs approval will be forwarded via email to the Vice President of Content's assistant, A. Karlsson at akarlsson@techwriterinc.com. Each email must cc: the project manager and the rest of the project management team.

Constraints and Assumptions

- The project team spans 4 time zones. The team will establish "core hours" when each is available for questions/discussions.
- All team members and stakeholders use similar communication platforms (Google, Office, etc.)

Project Team

Table 1 – Stakeholders

Name	Role/Title	Frequency	Channel/Topic	Notes
J. Alvarez	Vice President of Content	Bi-Weekly Monthly	Email updates Zoom sprint and milestone meeting	A. Karlsson is Ms. Alvarez's Assistant
M. Majumdar	Director of Marketing	Bi-Weekly	Email updates	Optional attendee at Milestone meeting
K. Tan	Brand Manager	Bi-Weekly	Email updates	Optional attendee at Milestone meeting

Table 2 – Team Members

Name	Role/Title	Frequency	Channel	Notes
S. Whitlow	Project Manager	Daily Bi-Weekly/Monthly	Chat/Text Zoom	
E. Holmes	Web Designer	Daily Bi-Weekly/Monthly	Chat/Text Zoom	
J. Austen	Social Media Consultant	Weekly Bi-Weekly	Email Zoom	Optional milestone meeting attendee Uses Chat for immediate responses
H. Thoreau	Copywriter Intern	Weekly	Email	Optional sprint attendee Uses Chat for immediate response

Communication Matrix

Table 3 – Meeting and Communication Plan

Communication Type	Objective	Medium	Frequency	Audience	Sent From	Deliverable
Daily Stand-Up Meeting	Determine progress, questions, share work	Video Conference	Daily	Project Team	Project Manager	– Completed tasks – Work in progress – Any roadblocks – Questions
Sprint Check In Meeting	Share project progress with stakeholders	Video Conference (screen share)	Bi-Weekly (Wednesday)	Stakeholders Project Team	Project Manager	– Completed Tasks – Website Walkthrough – Feedback – Deliverables approval – Issues log – Work in progress – Questions
Weekly Status Reports	Update individual status on the project	Email	Weekly (Friday)	Project Manager Team Members	Project Manager	– Tasks completed – Work plan – Roadblocks – Questions
Major Milestone Meeting	Meetings set up for presentation and delivery of major milestone deliverables.	Video Conference	Monthly (Last Thursday each month)	Project Manager Web Designer Stakeholders	Project Manager	– Agenda review – Deliverable presentation by Project Manager – Timeline and budget – Questions/Discussions – Next steps review
Email to Assistant	Email as needed regarding stakeholder items	Email	As needed	Project Manager Assistant (A. Karlsson)	Project Manager	– Assets needed – Minor, non-deliverable approvals (license purchases, etc.) – Project-specific questions

Monthly Milestone Meeting

- Prior to meeting (3-4 days in advance)
  - Send agenda to Ms. Karlsson
  - List attendees needed
  - Add links or summary of deliverable(s) being presented
  - Share Zoom link

Meeting Format
1. Agenda review
2. Deliverable presentation Project Manager
3. Timeline and budget
4. Questions/Discussions
5. Next steps review

- Post-meeting (Send within 24-hours)
  - Email meeting notes to all attendees
    - Detail next steps and approvals lists
    - Share links to approved or shared deliverables for additional review

Archiving

When the project is complete, all documentation will be stored in Box on the ClickUp project management software platform.