

# EXAMPLE 2.1

## Blog Project Stakeholders

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**Scenario:** A vice president of marketing for a software company has decided to fund the development of a blog where customers can exchange tips and get answers to frequently asked questions. He anticipates using Google Blog (free software) to create and host it. He's hoping to dedicate one person to building this blog (you) and one person to monitoring the blog for an hour a day when it's up and running.

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In your role as project manager, you've developed this list of stakeholders:

- ♦ VP of marketing
  - ♦ Google Blog help desk/tutorial
  - ♦ person who'll monitor the blog
  - ♦ customers
  - ♦ IT/Web subject-matter experts
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