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# Executive Summary

The health technology company Withings operates as a leading manufacturer of connected devices, including smartwatches, smart scales, and blood pressure monitors. The company exists to develop technology that people find enjoyable while working toward daily health improvements (Withings, 2025). The report requires me to function as the Withings UK project manager, leading the development of their upcoming wearable health device. The device will monitor heart rate and SpO<sub>2</sub> oxygen levels and track sleep patterns. The company plans to launch the product six months from now.

The report begins by describing both the organization and the project initiative, then applies strategic analysis methods to evaluate the current situation. The project benefits from a growing wearable market yet faces multiple risks, including powerful competitors, strict data privacy regulations, and potential supply chain interruptions. The report identifies essential stakeholders both inside and outside the organization, describing their responsibilities and the advantages and challenges they face (Ashcroft, 2017). The framework implements four essential stakeholder engagement tools: Mendelow's power–interest matrix (1991), three additional plans for stakeholder engagement and communication, and RACI matrix development.

The following section of the report describes my chosen stakeholder engagement approach and my strategy for conflict management using the 4C's model, which includes communication and coordination, and cooperation and collaboration. The evaluation assesses how effective stakeholder engagement methods are in enhancing business operational performance through quality delivery, market entry speed, customer relationship development, and sales growth. The assessment provides operational guidelines for future projects.

## Introduction to the Company

The health technology company Withings launched its operations in 2008. The company creates health-monitoring devices and software that enable users to track their health data throughout their regular activities. The company Withings develops technology that people enjoy using to transform their daily routines into better health practices (Withings, 2025). The company offers smartwatches that track health data, as well as smart scales, blood pressure monitors, thermometers, and sleep monitoring devices (Wikipedia, 2025). The company operates its main office in Issy-les-Moulineaux, France, and distributes its products across international markets, including the United Kingdom (Wikipedia, 2025).

The wearable device launch from Withings UK will take place six months from now, according to the company's current plans. The organization operates in consumer health technology while using digital monitoring solutions to support healthcare services (Withings, 2025). The company employs the best for research projects that monitor heart rate, oxygen

levels, and sleep patterns. The UK market is significant because people now focus on preventing health issues, while tracking their own health status, and health services want to monitor patients from distant locations.

The project manager is responsible for developing project plans and execution while maintaining stakeholder involvement to achieve their backing for the project and maintain their satisfaction. The management of stakeholders becomes essential because projects fail when stakeholders lack clear expectations and when their communication and teamwork efforts are insufficient (Ellis, Gibbs, and Rein, 1991).

## Project Outline and Objectives

### 2.1 Project Description

The project aims to create a new wearable health device for consumers, which will undergo design development, testing, and certification before its market launch during the next six months. The wearable device helps users prevent health problems by tracking essential health metrics throughout the day. The device will track heart rate through both continuous monitoring and spot checks while simultaneously measuring blood oxygen saturation (SpO<sub>2</sub>) and recording sleep pattern,s which include both sleep duration and sleep stage information.

The wearable device will connect to the Withings mobile application, which enables users to track their health data patterns and obtain easy-to-understand results through time. The mobile application will display health information through an easy-to-use interface which helps users understand the content and make better decisions. The digital health platform of Withings enables smooth device integration because it already operates as a established digital health system (Withings, 2025).

The product needs to fulfill strict safety requirements and reliability standards and user-friendly design to achieve user confidence and fulfill health requirements. The device requires robust data privacy and security protocols to protect the sensitive health information it collects and handles. The project needs to follow data protection rules, including the General Data Protection Regulation (GDPR). The project seeks to create a dependable wearable health-monitoring device that aligns with Withings' goal of using technology for daily health tracking and preventive medical care (Withings, 2025).

### 2.2 Project Scope (High Level)

The project scope defines all essential work tasks and final products which need to be accomplished to achieve successful deployment of the wearable health device. The project scope contains three essential deliverables which form its core.

#### **Product requirements and user research**

The process at this stage requires teams to determine user requirements and study user expectations while creating specifications for both wearable technology and mobile software functionality.

#### **Hardware and software design and development**

The development process requires designers to create wearable device hardware and embedded software and sensor integration and mobile application functionality and data processing algorithms.

#### **Testing and validation**

The device needs to pass three sets of tests which include performance evaluation and safety assessment and user interface assessment to verify its accurate and dependable operation and user-friendly design.

#### **Quality and regulatory preparation**

The deliverable requires the creation of high-quality documentation which follows all relevant UK and EU regulations that apply to wearable devices and health-related products.

#### **Manufacturing readiness and supply chain setup**

The production stage includes supplier selection and component sourcing and production planning and quality control to achieve manufacturing consistency and scalability.

#### **Launch planning and readiness**

The company needs to prepare for marketing activities and sales readiness and distribution strategy development and customer service training to achieve a successful product introduction.

The project scope excludes activities which include future product upgrades and business expansion into new international markets.

## **2.3 SMART Objectives**

The project goals become specific and measurable through SMART objectives which define project targets that can be reached within the established time period.

#### **Specific:**

The product launch aims to introduce a wearable health device which tracks heart rate and blood oxygen saturation (SpO<sub>2</sub>) and sleep patterns while providing complete mobile application integration with Withings.

#### **Measurable:**

The laboratory comparison tests need to reach 95% sensor accuracy while the mobile application must stay under 1% crash rate during beta testing and the product must secure 10,000 customer pre-orders during its initial month of availability.

#### **Achievable:**

The company can reach these targets because Withings already possesses experience in creating connected health devices and it already has a functional mobile application system (Withings, 2025).

**Relevant:**

The project fulfills Withings' business goal to promote daily preventive health monitoring which helps users understand their health better (Withings, 2025).

**Time-bound:**

The project requires six months to finish the wearable health device development process which includes design work and testing and certification procedures and market entry.

### 3. Situational Analysis (SWOT and PESTLE)

#### 3.1 SWOT analysis

A SWOT analysis reviews strengths, weaknesses, opportunities, and threats.

- **Strengths**

The company maintains its position as a leading brand which specializes in health-oriented wearable devices and medical monitoring solutions. The

The company currently markets hybrid smartwatches which monitor user activity and sleep patterns and provide SpO<sub>2</sub> measurement capabilities.

(Withings, 2025). The system decreases the amount of time needed for product teams to learn about its operations. The organization maintains a strong position as one of its main advantages. The company bases its mission and positioning on daily prevention because this approach aligns with the product's intended use (Withings, 2025).

The mobile app system of Withings provides users with an easy experience through its established mobile application framework. The new device development process will become shorter because of this approach. The company Withings operates as a business that specializes in developing health-related devices which connect to the internet.

The system enables designers to work with existing design standards and data pipelines.

- **Weaknesses**

The market faces a significant weakness because established wearable brands with substantial funding create intense competition for our products. The company Withings operates.

The company operates with limited marketing resources which compare unfavorably to those of market leaders thus slowing down their ability to adopt new technologies.

The project time constraint represents a weakness because six months does not provide sufficient time to develop a health-focused wearable device.

The process requires special attention when there are compliance and quality steps involved. The system faces technical challenges because it needs to unite data from different sensor types.

The battery life and comfort level and accuracy of the device will be impacted by these factors. The lack of strong accuracy in operations will lead to fast deterioration of customer trust.

- **Opportunities**

The market for wearables is expanding significantly as consumers increasingly seek to monitor their health at home. Wearables

The new generation of smartwatches now integrate SpO<sub>2</sub> monitoring and sleep tracking data into their systems while users discover these features through their devices. The TechInsights report (2025) identifies these elements as essential components. The company has an opportunity to attract new customers who prefer straightforward purchasing experiences.

way to monitor their health. The company has another business opportunity through partnership development. The company should establish a partnership with healthcare organizations.

The implementation of remote monitoring pilots through health programs and provider organizations will help establish credibility for these initiatives. Also, Withings

The product can be marketed as a fashionable medical-grade inspired device which will make it more distinctive.

- **Threats**

The main challenge stems from market competition because established brands currently provide heart rate monitoring and SpO<sub>2</sub> tracking and sleep activity measurement. There is The rapid pace of technological advancement creates a risk for our business because competitors might introduce new features before our scheduled product launch.

The product can appear less innovative. Health data faces two major security threats because it contains sensitive information which needs proper protection.

The system requires high security because any data leak would damage corporate reputation and result in official enforcement. Supply chain issues (component

The project schedule becomes vulnerable to delays because of equipment shortages and shipping delays. The product will receive negative reviews as its final stage.

Users might avoid adopting the system when they need to use it for comfort or accuracy or when they experience application problems.

### 3.2 PESTLE analysis

A PESTLE analysis examines external elements, which include Political and Economic, Social and Technological, Legal, and Environmental.

**Political:** Health policy supports digital health and prevention, but public organisations may require it. I will review all available evidence before I recommend any devices. Policies can change and affect partnerships.

**Economic:** The combination of inflation and rising cost of living expenses leads people to spend less money on things that they do not need. This situation affects pricing decisions and sales forecasts.

**Social:** People have become more knowledgeable about heart health, sleep management, stress management, and overall wellness maintenance. Many consumers need basic health data to help people improve their way of living (Withings, 2025).

**Technological:** Sensor technology and algorithms are improving. The system becomes more complicated. The system requires testing procedures to meet its operational requirements. Also, it needs to integrate with smartphones and app stores for proper functionality.

**Legal:** Data protection rules (such as GDPR) and product safety requirements are essential. Suppose the device requires additional compliance measures when it makes health-related statements. The project timeline and expenses will be adversely affected.

**Environmental:** Sustainability expectations are growing. Packaging, recycling, and supply chain. The way a company handles ethical matters will determine how customers view its brand. The implementation of durable materials together with waste reduction methods will enhance the reputation.

## 4. Key Stakeholders (Internal and External)

Stakeholders consist of people or organizations that have the power to influence projects or experience their project-related impacts (Freeman, 1984).

Ashcroft (2017) demonstrates that organizations that build strong relationships with their stakeholders generate value, leading to sustained business success.

The main stakeholders who will benefit from this project are both internal and external.

### 4.1 Internal stakeholders

- 1) Project sponsor / senior management – approves budget, sets strategic direction.
- 2) Project manager (PM) – plans, coordinates, monitors progress, and manages risks.
- 3) Product development team – The team consists of engineers together with software engineers, data/algorithm team members, and UX/UI designers.
- 4) Quality and regulatory team –The system maintains product quality through its testing standards and documentation process.
- 5) Marketing team – product positioning, launch campaign, brand messaging.
- 6) Sales and distribution team – retailer relationships, online sales planning, and pricing input.
- 7) Customer support/operations – prepares support scripts, training, and post-launch issue management.
- 8) Finance and procurement – budgeting, supplier contracts, purchasing components.

### 4.2 External stakeholders

- 1) Customers (end users) – want an accurate, easy-to-use device and clear information.
- 2) Healthcare- The device selection process involves professionals/partners who provide advice and validation and suggest appropriate devices.
- 3) Suppliers and manufacturers –  
The company offers sensors, chips, and assembly services to its customers.
- 4) Regulators/standards bodies – ensure compliance and safety (as required).
- 5) Retailers/e-commerce platforms – help distribute and promote the product.
- 6) Media - The media, together with influencers, use their reviews and coverage to form public opinions.
- 7) Data and platform partners –  
The research needs to identify the available app store platforms and their potential integration partners.

These stakeholders have different levels of power and interest. Senior management and The regulatory bodies, together with industry leaders, maintain firm control over the market, while customers demonstrate active interest, enabling them to influence business success through their purchasing decisions.

## 5. Stakeholder Roles, Responsibilities, Benefits, and Challenges

The following section describes the activities of essential stakeholders, their contributions, and potential obstacles they might encounter.

### 5.1 Senior management/sponsor

The organization will handle all aspects of the funding and approval processes, make strategic decisions, and eliminate any obstacles that may arise.

The organization received three main advantages from this partnership, which included business direction, fast decision-making and resource support.

Challenges: The person focuses on time and budget constraints while working to achieve their goals quickly. If updates are unclear, trust may reduce.

### 5.2 Product development team (engineering, design, data)

Role: The person needs to create the device, application system and algorithms before starting prototype testing.

Benefits brought: Technical skill, product creativity, and problem-solving.

The project faces three main obstacles which include working under tight deadlines and dealing with technical issues and potential disagreements between different teams such as design. The system requires constant power supply which creates a trade-off between performance and battery duration. Group work becomes challenging when members lack proper coordination according to Ellis Gibbs and Rein (1991).

### 5.3 Quality and regulatory team

Role: Product quality planning, verification tests, documentation.

Benefits brought: The system helps organizations prevent product recalls while building customer trust and maintaining regulatory compliance.

Challenges: The testing process may delay the project because other team members might fail to recognize its essential value.

The project requires the PM to provide complete backing.

### 5.4 Marketing and sales

Role: The team needs my help to identify their target audience and create marketing messages and determine prices, and select distribution channels.

The program delivered three essential benefits, which included market intelligence and product readiness and customer acquisition capabilities.

Challenges: The solution has the potential to deliver unachievable features together with unrealistic timelines. The system requires users to access product details and modify their content.

## 5.5 Customers

Role: Buy and use the product; give feedback.

Benefits brought: Real needs and user insight. Good reviews increase sales.

Challenges: The customers will not make a purchase when they doubt the system provides both accurate results and protected personal information. They may also misunderstand The healthcare system requires education to handle health data.

## 5.6 Suppliers and manufacturers

Role: The team member will deliver the necessary parts before starting work to build the final product.

The company received two main advantages from this deal: enhanced production capacity and access to specialized parts.

The organization faces multiple obstacles, which include delayed deliveries and poor product quality and price fluctuations and potential breakdowns in its supply chain.

## 5.7 Healthcare partners

Role: Provide advice and credibility. May support pilots.

Benefits brought: Trust and validation for health features. The device requires evidence to establish its operational boundaries.

# 6. Frameworks for Stakeholder Engagement

## 6.1 Power–interest matrix (stakeholder mapping)

The power–interest matrix developed by Mendelow (1991) enables organizations to determine which stakeholders need immediate attention.

High power / high interest (Manage closely): Project sponsor, senior management, product owner, regulatory lead.

High power / low interest (Keep satisfied): Key retailers, major suppliers, some corporate leaders.

Low power / high interest (Keep informed): Project team members who do not lead the project and customer support staff.

The Monitor category includes two groups of people with low power and little interest in the issue: those who are not yet informed about the situation, and small business providers.

The map enables me to determine which areas require my primary focus of engagement activities (Mendelow, 1991).

## 6.2 Stakeholder engagement plan (summary)

The engagement plan determines which stakeholders to contact, through which methods, and at what intervals (Ashcroft, 2017).

Sponsor: The sponsor participates in monthly steering meetings and receives brief weekly dashboard reports.

The project team follows three essential meeting protocols: daily stand-up meetings, weekly sprint reviews, and monthly team retrospectives.

The team conducts a weekly go-to-market sync to receive product roadmap information early.

Quality/Regulatory: The team conducts a weekly compliance assessment, which requires approval at specific project milestones.

The company needs to check delivery schedules weekly, use official procedures to request changes, and maintain a contingency plan for alternative suppliers.

Customers: User research early; beta testing at month 4–5; clear launch FAQ.

Healthcare partners: Advisory workshop at month 2; validation summary by month 5.

## 6.3 Communication plan (summary)

Communication must be regular, clear, and two-way to reduce misunderstandings (Ellis, Gibbs, and Rein, 1991).

| Audience         | What they need                 | Channel                      | Frequency        | Owner           |
|------------------|--------------------------------|------------------------------|------------------|-----------------|
| Sponsor          | Progress, risks, budget        | Steering meeting + dashboard | Monthly + weekly | PM              |
| Project team     | Tasks, priorities, blockers    | Stand-up + sprint tools      | Daily            | PM + team leads |
| Marketing/Sales  | Features, launch date, changes | Sync meeting + roadmap       | Weekly           | Product owner   |
| Suppliers        | Forecasts, specs, issues       | Email + calls                | Weekly           | Procurement     |
| Customers (beta) | Guidance + feedback path       | Surveys + in-app feedback    | Bi-weekly        | UX lead         |

## 6.4 RACI matrix (key tasks)

RACI clarifies who is Responsible, Accountable, Consulted, and Informed (PMI, 2021).

| Task              | PM | Product Owner | Eng Lead | QA/Reg Lead | Marketing Lead | Sales Lead |
|-------------------|----|---------------|----------|-------------|----------------|------------|
| Requirements      | A  | R             | C        | C           | C              | I          |
| Prototype build   | C  | A             | R        | C           | I              | I          |
| App integration   | C  | A             | R        | C           | I              | I          |
| Testing & quality | A  | C             | R        | R           | I              | I          |
| Launch campaign   | I  | C             | I        | I           | A              | R          |
| Retail readiness  | I  | C             | I        | I           | R              | A          |

**R – Responsible:** The person(s) who *do the work*

**A – Accountable:** The person *ultimately answerable*; approves the work (only one A per task is best practice)

**C – Consulted:** People who give input or expertise

**I – Informed:** People who are kept updated.

## 7. Stakeholder Engagement Process and Conflict. Management using the 4C's

The project requires stakeholder engagement throughout its entire lifecycle which starts at project initiation and extends past product launch. The involvement of stakeholders throughout the project duration leads to better results and stronger relationships and decreased project risks because of their ability to communicate effectively (Ashcroft, 2017).

### 7.1 Step-by-Step Stakeholder Engagement Process

Step 1: Identify and understand stakeholders

I will establish a stakeholder register which contains all necessary internal and external stakeholders at the beginning of this project. The register will contain information about each stakeholder including their level of interest and power and their particular expectations. I will establish specific definitions which describe what success looks like for each group. The project sponsor concentrates on deadline management and financial performance but the QA team dedicated themselves to product safety and customers select products based on their accuracy and comfort and user-friendly design.

#### Step 2: Plan engagement and communication

I will create an engagement and communication framework which establishes the frequency of meetings and outlines both reporting procedures and feedback distribution methods. The implementation of clear communication systems helps teams work better together by minimizing misunderstandings and enhancing their ability to coordinate with each other. The research conducted by Ellis Gibbs and Rein (1991) demonstrates that organizations which use structured communication systems achieve better teamwork results and minimize communication errors.

#### Step 3: Engage actively through two-way communication.

The process of stakeholder engagement demands organizations to distribute information while they must also receive input from their stakeholders. I will use user research interviews together with beta testing to obtain feedback from customers. The organization will conduct internal workshops to present project requirements and establish common goals and prevent team communication breakdowns.

#### Step 4: Monitor engagement and adjust

The project will experience shifting stakeholder influence and their related attitudes throughout its duration. The delivery instability faced by suppliers will increase their influence while media attention that grows will create more risks for their reputation. I will review and update the stakeholder map monthly to confirm that our engagement methods continue to work correctly.

## 7.2 Conflict management using the 4C's model

Conflict resolution methods serve as valuable tools for organizations to prevent and manage workplace disputes.

- **Communication**

Communication requires the exchange of precise information through appropriate channels at suitable moments. Many conflicts start from unclear messages or missing information. I will use short weekly dashboards for the sponsor (progress, risks, decisions needed). The team should use daily stand-ups to identify and eliminate any obstacles that block their progress. - Use clear writing

The team needs to establish a system that tracks all decisions made during meetings by documenting what actions were agreed upon and who will perform each task. - Use change control: if scope changes, we write it, assess impact, and agree.

The approach enables team members to maintain a common understanding while minimizing blame. The group work requires members to establish specific communication methods and established procedures for their work activities.

The system enables better support coordination and minimizes communication errors (Ellis, Gibbs, and Rein, 1991).

- **Coordination**

The process of coordination requires teams to synchronize their work activities and schedule tasks and resource allocation to achieve common project targets. The project needs to maintain excellent coordination because it spans six months to prevent project delays and team communication breakdowns. I will create a project schedule that includes specific milestones, starting with prototype development, followed by testing and manufacturing, and finally reaching launch readiness.

The RACI framework from the Project Management Institute (PMI, 2021) will help me establish clear task responsibilities and identify all necessary tasks. The project requires proper dependency management because QA team members need to review prototypes early in the process, and marketing team members need to receive the final feature list before starting their launch work.

The project will maintain continuous alignment through weekly cross-functional meetings that bring together engineering staff, QA personnel, and marketing and sales teams. The project follows a coordinated method that enables all involved parties to understand project development at the same level while blocking marketing teams from advertising unfinished product features.

- **Cooperation**

Stakeholders choose to work together rather than compete because they want to achieve mutual benefits. The project will promote teamwork through my direct explanation of our collective mission to create a dependable product that meets customer standards for quality and trustworthiness. The establishment of clear goals enables stakeholders to work together effectively while minimizing the chances of miscommunication.

The system will support teamwork through proper workload distribution, including specific tasks for each team member to maintain equal responsibility across groups. The recognition of individual and team work achievements through celebration of their accomplishments at both individual and team levels will drive stakeholder motivation while creating positive behavioral outcomes. I will address resource constraints by establishing open conflict resolution with teams to determine which tasks to stop or postpone when workloads reach critical levels. The method provides complete visibility, which minimizes employee tension while stopping negative feelings from developing.

The success of cooperative efforts depends on relationship-focused thinking. The project will achieve better stakeholder commitment when stakeholders experience respect and value from the project team. Ashcroft (2017) demonstrates that projects achieve better results through their stakeholder relationships, as these connections foster teamwork, leading to enhanced project success. The project lifecycle will maintain cooperation through the development of mutual respect and collective accountability.

- **Collaboration**

The process of collaboration demands more than mere teamwork, as stakeholders must unite to solve problems through collective accountability and decision-making. The project requires team members to work together because multiple teams need to solve problems that exceed their individual capabilities. The process of achieving sensor accuracy and battery life equilibrium needs information from various stakeholders who must work together.

I will establish joint problem-solving workshops that unite engineering staff, design personnel, and quality assurance (QA) teams for collaboration. The workshops will promote both open dialogue and collective comprehension of technical decision points. The evaluation process will depend on prototype results and test data, which will serve as evidence to inform decisions while minimizing uncertainty. The team will bring in external healthcare partners as needed to obtain their specialized expertise, which will help achieve better results.

The long-term value of collaboration emerges from producing better solutions and building enduring connections among all involved stakeholders. Stakeholders who collaborate build trust and gain shared ownership, leading to their collective dedication to achieving project success. The method enables organizations to achieve lasting success by emphasizing the need to develop stakeholder value through relationship building (Christopher, Payne, and Ballantyne, 2013).

### 7.3 Practical Conflict Examples and How I Will Respond

#### **Example A: Engineering and marketing conflict**

The marketing team faces a common conflict: they want to include powerful product features in their promotional materials, yet the engineering team doubts the accuracy of these claims. I will use the 4C's method to address this conflict. I will achieve communication through verified test result sharing and coordination through marketing message alignment with approved features, and cooperation through shared customer trust goals and collaboration to create solid yet accurate messaging. The method enables the company to defend its reputation while maintaining truthful dialogue with its customers.

#### **Example B: Supplier delay conflict**

The failure of sensor suppliers to deliver their products on time will create delays that affect manufacturing operations and launch preparation activities. I will start by reporting the problem right away and collaborating with the procurement and engineering departments to identify alternative suppliers and potential design solutions. The team will create a recovery plan through their collaborative work to minimize project schedule disruptions.

#### **Example C: Team stress and morale conflict**

The six-month project timeline may lead to employee stress and burnout, which can reduce work quality. I will establish scheduled meetings with team members, define specific goals, and create plans that align with the team's capabilities to control this risk. The team needs ongoing support for their well-being because high team morale directly leads to better performance, which results in successful project completion.

## 8. Stakeholder Engagement Effects on Business Operations and Strategic Advice for Organizations.

### 8.1 Impact on Business Performance

Business performance benefits from stakeholder engagement when organizations implement this practice effectively. The project requires stakeholders to participate in a systematic, ongoing process that enhances quality and efficiency while protecting the organization's reputation and generating lasting business value.

#### **Better product quality and safety**

The wearable device requires early participation from quality assurance (QA) and regulatory stakeholders to verify its safety features and measurement precision and operational dependability. The process helps organizations prevent product returns and customer complaints and product recalls. The health device market depends on customer trust because users need reliable data to decide about their health. The brand builds customer trust through its effective engagement, which enables early product testing and straightforward validation procedures and authentic product statements.

#### **Faster delivery and fewer delays**

The project faces reduced delays and less rework when stakeholders maintain proper coordination. The marketing team can reduce its exposure to unexpected changes and false promises when they have complete knowledge about the official features that will be delivered. The RACI framework helps organizations create clear role definitions that prevent team members from performing duplicate work and eliminate their confusion about team responsibilities (PMI, 2021). This approach will enable the project to reach the market more quickly, which suits the fast-paced nature of wearable technology competition.

#### **Higher customer satisfaction and stronger reputation**

User research and beta testing help businesses connect with their customers which results in better product usability and enhanced user experience. Customers who derive value from their feedback will experience higher satisfaction levels and be more inclined to recommend the product to others. The company achieves positive customer reviews which leads to increased customer referrals and sustained business expansion. The company Withings operates as a health monitoring and prevention-focused organization which active stakeholder participation helps maintain its brand identity (Withings, 2025).

#### **Stronger internal culture and employee motivation**

Staff members who demonstrate engagement and knowledge about their work environment tend to show higher levels of motivation and productivity. The combination of clear communication with employee recognition and decision-making participation leads to better employee morale. The research by Ellis Gibbs and Rein (1991) demonstrates that teamwork

effectiveness requires powerful group operations together with communication systems which enhance both work output and work results.

### **Better stakeholder relationships for future value**

Businesses achieve enduring financial worth through the development of solid connections with their stakeholders. Christopher Payne and Ballantyne (2013) identify relationships as the primary source that creates value for stakeholders. Withings should develop positive relationships with retailers and healthcare partners and suppliers to minimize future product launch risks while enhancing operational efficiency.

## **8.2 Recommendations**

The following recommendations emerge from the analysis to enhance stakeholder engagement practices.

### **The process should begin with stakeholder engagement.**

The project requires stakeholders to create a register at its beginning, followed by monthly reviews of the power–interest matrix (Mendelow, 1991).

### **Improve two-way customer engagement.**

The product needs structured user testing which should include survey tools and in-app feedback mechanisms to obtain user feedback which will guide product development improvements.

### **Strengthen cross-functional governance**

The team should conduct weekly cross-functional meetings which will include specific decisions and assigned responsibilities for action owners and official meeting records.

### **Apply transparent change control processes.**

The team needs to evaluate every modification to the project scope or features based on its effects on project duration, expenses, and performance standards to maintain the six-month project timeline.

### **Develop supplier risk management plans.**

The SpO<sub>2</sub> sensor and battery are critical components and require immediate identification, as the organization should establish backup supplier relationships and maintain emergency stock reserves.

### **Train teams in communication and conflict management**

The organization should provide basic training about meeting conduct and feedback methods and problem resolution techniques to enhance teamwork between employees.

### **Measure stakeholder engagement performance.**

The project should monitor three performance metrics which include stakeholder satisfaction levels and the number of outstanding issues and the duration of delayed decisions. The

team should collect post-launch project data to develop better approaches for upcoming projects.

## Conclusion

The research investigated stakeholder participation during a six-month initiative that brought a new wearable health device to market through the Withings UK platform. The Withings connected health sector uses technology to help people improve their daily health routines (Withings, 2025). The project seeks to develop a wearable device that monitors heart rate and blood oxygen saturation (SpO<sub>2</sub>) levels and records sleep patterns.

The situational analysis revealed that the project benefits from Withings' established health device development expertise and its defined organizational purpose and its market leadership in expanding the wearable health technology sector. The research revealed multiple obstacles which include intense market competition together with data security threats and possible interruptions to the supply network. The project faces multiple obstacles which demonstrate why organizations need to develop solid planning systems and build effective relationships with their stakeholders.

The research study revealed that the project sponsor together with development team members and quality assurance personnel and marketing and sales and customer support teams and customers and healthcare organizations and suppliers and regulatory bodies and retailers and media outlets represent the primary stakeholders. Their roles, benefits, and challenges were clearly explained. The team used Mendelow's power-interest matrix to determine which stakeholders needed priority attention while developing a stakeholder engagement plan and communication plan and RACI matrix to define roles and enhance teamwork.

The research showed that stakeholders can be involved in conflict resolution through the 4C's framework which includes communication and coordination and cooperation and collaboration. The method enables organizations to maintain product quality while minimizing delays which results in higher customer satisfaction and defensive measures for their corporate image. Organizations must establish powerful relationships with their stakeholders because these bonds serve as the base which allows organizations to reach enduring success (Ashcroft, 2017; Christopher, Payne and Ballantyne, 2013).

Organizations should start stakeholder engagement right away while maintaining active communication and creating specific plans for change execution and supplier defense systems. The project work allowed me to develop vital skills for stakeholder management and project coordination which I will apply to my future academic and professional job.

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