

Develop a Project Communication Plan

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Project Communication Plan for the Figma AI Workshop

Project Overview

The instructional design project for this communication plan is the Figma AI Workshop Series for UX and Product Teams. The workshop prepares UX designers, product teams, and digital practitioners to use Figma AI responsibly within enterprise design workflows. The project emphasizes practical prompting, guided design activities, human review, and responsible AI decision-making. The workshop requires coordinated communication among stakeholders to ensure effective design, development, implementation, and evaluation.

The communication plan supports project execution by identifying stakeholders, defining engagement goals, selecting delivery tools, and clarifying how project information and feedback will be shared. The project includes analysis, workshop design, materials development, pilot implementation, and evaluation, so communication must keep internal contributors, sponsors, SMEs, and learners aligned across each phase. Effective communication is especially important because the assignment requires stakeholder engagement, information distribution, feedback mechanisms, and a timeline connected to major project milestones.

Stakeholder Communication Plan

The stakeholder table is adapted from the Smartsheet communication plan template, which organizes communication by stakeholder, deliverable, frequency, priority, owner, preferred delivery method, and comments. The table functions as the project's visual communication map and separates internal team communication from sponsor, SME, technical, and learner-facing communication needs. The communication structure ensures each stakeholder receives relevant updates needed to support project decisions, collaboration, and successful implementation.

Table 1*Stakeholder Communication Plan for the Figma AI Workshop Series*

Stakeholders	Deliverable	Frequency	Priority	Owner	Preferred Delivery Method	Comments
Project Sponsor	Status updates, milestone progress, approvals	Biweekly	Very High	Project Manager	Email summary and virtual meeting	Supports timely decisions
Project Manager	Schedule, scope, risks, and task progress	Weekly	Very High	Project Manager	Project management tool and meeting	Maintains accountability
Instructional Designer	Objectives, storyboards, assessments, revisions	Weekly/as needed	Very High	Instructional Designer	Teams and shared documents	Guides instructional quality
UX/Product SMEs	Content review and workflow validation	At design milestones	High	Instructional Designer	Figma comments and review meeting	Ensures workplace relevance
Content/Multimedia Team	Slides, job aids, videos, and activities	Weekly during development	High	Content Developer	Shared workspace	Supports material development
LMS Administrator	LMS setup, access, and testing	Implementation phase	Medium	LMS Administrator	Email and project tracker	Ensures launch readiness
Pilot Participants	Workshop instructions and feedback	Before/after pilot	High	Project Team	LMS announcements and survey	Supports learner experience
Evaluation Specialist	Feedback results and final recommendations	After pilot	High	Evaluation Specialist	Report and review meeting	Guides revisions

Note. Adapted from the Smartsheet communication plan template. Stakeholder priority indicates the level of communication importance for project decisions, coordination, and implementation.

Communication Goals

Communication goals center on stakeholder alignment, collaboration, and documented decisions across the workshop lifecycle. The Figma AI Workshop Series requires coordinated work among instructional designers, UX/product experts, multimedia developers, LMS support, and evaluators. Clear communication defines expectations, reduces delays, and supports each deliverable.

Project communication promotes transparency during execution through regular progress updates and timely issue escalation. Consistent communication helps the project team monitor risks, remove barriers, confirm decisions, and adjust plans before problems affect the schedule or learning outcomes. This strategy aligns with Week 5's focus on strategic communication, leadership, and stakeholder engagement during project execution.

The plan also establishes feedback points during design, development, pilot delivery, and closeout. SMEs, pilot participants, and project contributors provide input at key milestones rather than only after final delivery. Stakeholder feedback will guide revisions to materials, improve learner support, and strengthen the final workshop package.

Communication Methods and Tools

The project will use both synchronous and asynchronous communication tools. Microsoft Teams or Zoom will support kickoff meetings, milestone reviews, design discussions, and decision-making conversations. Email will be reserved for formal sponsor updates, approval records, and documentation that requires a clear audit trail.

A project management tool such as Asana or Microsoft Planner will track tasks, deadlines, risks, and progress. Shared documents will manage version control, while Figma comments will capture SME feedback on examples, activities, and AI workflow demonstrations.

Information Distribution Plan

Internal project team members will receive detailed weekly updates about assigned tasks, deadlines, blockers, risks, and design decisions. These updates will help the project manager coordinate work across design, development, LMS preparation, and evaluation. Internal communication will be more frequent and task-specific because the team is responsible for producing the workshop deliverables.

Project sponsors will receive concise biweekly updates focused on progress, risks, approvals, and milestone decisions. SMEs will receive targeted communication at review points when their expertise is needed to validate accuracy and workplace relevance. Pilot participants will receive clear instructions before the workshop and feedback surveys after the pilot to support a smooth learner experience.

Feedback Mechanisms

Feedback will be collected during design, development, pilot implementation, and closeout. During design and development, SMEs will review instructional content, Figma AI examples, activities, and practice tasks to confirm that the workshop reflects authentic UX and product team workflows. The project team will document SME feedback, prioritize revisions, connect changes to workshop objectives, and track unresolved issues for follow-up.

During pilot implementation, participants will complete surveys about clarity, usefulness, usability, activity design, and overall learning value. The evaluation specialist and instructional designer will analyze participant feedback and recommend specific revisions before final release. The project team will also complete a short collaborative lessons-learned review to evaluate communication effectiveness, identify recurring concerns, and improve future instructional design projects.

Communication Timeline

Table 2

Communication Timeline for the Figma AI Workshop Series

Project Phase	Communication Activity	Timeline
Initiation	Kickoff meeting and role confirmation	Week 1
Analysis	Stakeholder input and needs assessment updates	Weeks 1–2
Design	SME review and design approval	Weeks 2–3
Development	Weekly progress updates and material reviews	Weeks 3–5
Pilot Prep	LMS readiness and participant instructions	Week 5
Pilot	Learner support and feedback collection	Week 6
Closeout	Evaluation report and lessons learned	Week 7

Note. The timeline aligns communication activities with major project phases, decision points, and implementation milestones.

Conclusion

The communication plan supports successful execution of the Figma AI Workshop Series by ensuring that stakeholders receive timely, relevant, and actionable information. Structured updates, clear ownership, collaborative tools, and scheduled feedback points will help the project team reduce confusion, manage risks, and improve the final workshop experience. The communication structure also demonstrates practical project management by connecting stakeholder needs to deliverables, tools, timing, and decision points.

The plan supports effective project leadership by encouraging transparency, active listening, and shared responsibility. These practices help the project team remain aligned while developing a responsible AI workshop for UX and product professionals. Consistent communication also reinforces trust across stakeholder groups. By treating communication as a project control mechanism rather than a routine administrative task, the project manager can support quality, engagement, and timely delivery.

References

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- Wiley, D. (2018). *Project management for instructional designers*. EdTech Books.