Project Charter: Stock Investment Learning App

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1. Project Title:  
Stock Investment Learning App - "InvestSmart"

2. Project Purpose or Justification:  
The app aims to address the gap in accessible tools for learning stock investing, catering to individuals interested in investing but lacking knowledge. With statistics showing a significant portion of potential investors seeking education, this app provides an easy-to-use platform offering comprehensive guidance.

3. Objectives and Success Criteria:  
- Objective: Equip users with basic investment concepts within three months.  
- Success Criteria: Measure success through active user count, tutorial completion rates, positive reviews, and increased financial literacy adoption.

4. Scope Description:  
- In-Scope: Educational content on basics, stock selection, portfolio management, interactive tools, community forums.  
- Out-of-Scope: Advanced trading strategies, real-time data beyond basic info.

5. High-Level Requirements:  
- Educational content, user profiles, progress tracking, decision-making tool, community features, performance analytics.

6. Milestones:  
- Week 1-2: Market research and stakeholder engagement.  
- Weeks 3-4: Design phase with wireframes.  
- Weeks 5-8: Development and integration of core features.  
- Weeks 9-10: Testing phases.  
- Week 11: Launch and marketing campaign.  
- Ongoing: Post-launch support and updates.

7. Budget Summary:  
Estimated costs include app development ($50k), marketing ($20k), hosting ($10k). Funding sources: internal funds and potential investors.

8. Risks and Assumptions:  
- Risks: Low user engagement, technical issues.  
- Assumptions: Sufficient funding, availability of expert content.

9. Key Stakeholders:  
- Project Manager, Developers, Marketing Team, Financial Advisors, UX Designer, Testers.

10. Project Manager and Authority Level:  
Assigned PM: Jane Doe. Decision-making authority includes approving changes up to $5k; larger changes require executive approval.

11. Approval and Sign-off Section:  
Executives and stakeholders sign off here, acknowledging alignment with project goals.

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This charter outlines the strategic plan for developing "InvestSmart," aiming to empower users with stock investment knowledge through an engaging and user-friendly platform.