Project Charter: Healthy Living Tracker

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1. Project Title:  
Healthy Living Tracker - A Comprehensive Health and Wellness App

2. Project Purpose or Justification:  
The purpose of this project is to develop an easy-to-use mobile application that helps users track their food intake, exercise routines, and sleep patterns to improve overall health and wellness. With the increasing focus on health-conscious living, there is a need for a user-friendly tool that provides holistic tracking without overwhelming users with complexity.

3. Objectives and Success Criteria:  
- Specific: Develop an app that allows users to log food, exercise, and sleep activities.  
- Measurable: Achieve 70% daily active users logging their data consistently.  
- Achievable: Ensure the app is intuitive for all user types.  
- Relevant: Focus on overall health improvement.  
- Time-bound: Launch within six months.

Success Criteria:  
- 70% of users actively tracking daily.  
- Positive feedback from user surveys and focus groups.

4. Scope Description:  
In-Scope: Core features include food, exercise, and sleep tracking with analytics for insights. Integration with wearable devices and cross-platform accessibility.

Out-of-Scope: Advanced medical advice; users should consult professionals for health issues.

5. High-Level Requirements:  
- User-friendly interface.  
- Data collection tools (calorie counter, activity tracker).  
- Progress visualization through graphs/charts.  
- Cross-platform compatibility.

6. Milestones:  
1. Month 1-2: Market research and stakeholder identification.  
2. Months 3-6: Design and development.  
3. Months 7-8: Testing and QA.  
4. Month 9: Launch with marketing campaign.

7. Budget Summary:  
Estimated budget: $50k-$100k, sourced from internal funds or investors.

8. Risks and Assumptions:  
- Risks: Data privacy concerns, technical challenges.  
- Assumptions: Users provide accurate data; sufficient market interest.

9. Key Stakeholders:  
- Project Manager  
- Developers  
- Designers  
- QA Team  
- Marketing Team  
- Executive Sponsor  
- End-users  
- External Advisors

10. Project Manager and Authority Level:  
Project Manager: Jane Doe, with authority to make decisions on daily tasks, requiring approval for major changes.

11. Approval and Sign-off Section:  
Approved by key stakeholders including executives and end-users.

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This charter outlines the project's goals, scope, and timeline, ensuring alignment among all parties involved.