Project Charter – Group 2

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| **Project Title**: TrainerLink | | | |
| **Project Start Date: 11/7/2023** | | **Projected Finish Date: 12/19/2023** | |
| **Business Need:**  In a tale as old as time, people begin the year with a set of goals to be accomplished, and one of the most common goals is some variation of exercise. Whether that be to lose weight, gain weight, gain muscle, be faster, etc. the list goes on and on. At any level of expertise, it is incredibly beneficial to have someone guide you in your process and training. The best athletes in the world have personal trainers and coaches that create workouts for them that are specifically tailored to their wants and needs. We want to create a platform to match people of any level with any goal in any sport to trainers that will guide them through their journey. It will be a platform where a user can be matched with a trainer in a gym in their area that specializes in the sport/discipline of their desire at a level that they choose. Through this platform, users will be able to see if the trainer that they have matched with works, or if would rather have someone else. | | | |
| **Project Scope:**  We want to develop a database system that matches qualified trainers with individuals seeking training in various skills, to ultimately lead to successful training outcomes. This database individuals will be able to input their preferences for trainers and our matching algorithm would consider the users preferences, trainer expertise and availability to match people up. The project budget would be $200,000 which includes development, testing, and implementation. We want a demo of the project to be completed within 6-8 months to align with the upcoming launch of a fitness initiative. The trainers will be expected to create and maintain their profiles after ensuring their credentials are up to date and they are certified. And users will be able to provide information about their preferences and skill levels. The database will be able to handle a minimum of 1,000 trainers along with individuals without performance issues. We will start this project on the east coast and grow into other territories as we grow in success. | | | |
| **Project Goal:**  The primary goal of our project is to successfully develop and launch a comprehensive and user-friendly platform that specializes in efficiently matching users with personal trainers based on their specific fitness goals, preferences, and geographical locations. Part of our project goal is to develop a sustainable business model that ensures the long-term viability of the platform, exploring various revenue streams, including subscriptions and partnerships. Ultimately, our goal is to make a significant positive impact on the health and wellness of our users, contributing to the broader objective of promoting fitness and healthy lifestyles within the community. | | | |
| **Risks and Issues:**  Potential Risk/Issues – Potential breaches of user data leading to privacy concerns, low participation or incomplete profiles from both trainers if the platform is not as user-friendly, slow user adoptions due to a lack of awareness or reluctance to try a new platform, mismatches between user's expectations and the capabilities of the matching algorithm, unforeseeable technical issues during the development phase can cause delays, budget changes. Issues can be periods of the server downtime impacting user access to the platform. | | | |
| **Assumptions:**  **Market Demand:** There is a substantial demand for personalized training services, and individuals are increasingly seeking convenient, tailored solutions for their fitness goals.  **Trainer Availability and Expertise:** Enough qualified trainers are available and willing to participate in the platform. These trainers possess a diverse range of skills and specializations to meet the varied needs of users.  **Technology Adoption:** Users and trainers are comfortable with technology and are willing to adopt a new digital platform for fitness training and communication.  **User Engagement:** Users will actively engage with the platform by providing detailed profiles and feedback, which are crucial for the efficacy of the matching algorithm.  **User and Trainer Retention**: Effective engagement and satisfaction strategies will be in place to retain users and trainers on the platform. | | | |
| **Project Team Roles and Responsibilities** | | | |
| **Name** | **Role (Project Manager, Technical Advisor, Team Member, etc.)** | | **Responsibilities** |
| Joshua Wiser | Project Manager | | * **Project Planning and Design**:  1. Define project scope, goals, and deliverables. 2. Develop detailed project plans, including timelines and milestones. 3. Allocate resources and set deadlines.  * **Quality Assurance**:  1. Ensure the project deliverables meet the set quality standards. 2. Implement quality control processes.  * **Problem-Solving and Decision Making**:  1. Address and resolve issues that arise during the project. 2. Make informed decisions to keep the project on track. |
| Leo Aguerrevere | Technical Advisor | | * Technical Oversight and Guidance:   + Provide expertise on the technical aspects of the project, including database development and platform integration.   + Evaluate and recommend technologies and tools to be used in the project. * Innovation and Strategy:   + Advise on innovative solutions and strategies to overcome technical challenges. * Collaboration and Communication:   + Work closely with the Project Manager to ensure technical milestones are met on time and within budget. * Risk Management:   + Identify potential technical risks and develop mitigation strategies.   + Ensure that data security and privacy protocols are in place and adhered to. |
| Joanna Pierre | Team Member – Brand Strategist | | In charge of the overall brand identity and strategy for the project. Help with developing a value proposition, defining the project voice, and ensuring consistency in branding across the various channels. In addition to developing creating content for marketing materials, user guides and any written communication. |
| Anthony Johnson | Team Member | | * User Experience and Interface Design:   + Collaborate with technical advisor to design a user-friendly interface for the platform.   + Conduct user research to understand the needs and preferences of both trainers and users. * Engagement and Retention Strategies:   + Develop strategies to enhance user and trainer engagement and retention on the platform.   + Work on creating reward and recognition programs for active and successful trainers and users. * Feedback and Improvement:   + Set up mechanisms for receiving and analyzing user and trainer feedback.   + Work with the technical team to implement changes and improvements based on feedback. * Training and Support:   + Develop and provide training materials and support for users and trainers to effectively use the platform. |
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| **Comments:** | | | |