Project Charter: BikeRide - A Smart Bicycle Sharing App

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## 1. Project Title:

BikeRide: Connecting Cyclists with Shared Rides

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## 2. Project Manager & Team:

* Executive Sponsor:
* Mr. Tom Johnson, CTO of CycleTech Solutions
* Key Team Members:
* Sarah Lee, Product Manager
* Michael Chen, Development Lead
* Emily Rodriguez, UI/UX Designer
* David Kim, Operations Manager
* Rachel Patel, Marketing Manager
* James Wilson, Customer Success Manager

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## 3. Project Objective:

BikeRide aims to revolutionize bicycle sharing by providing an intuitive app that enhances rider experience, promotes bike-sharing adoption, and offers premium services like maintenance and insurance.

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## 4. Deliverables:

* Core Features:
* User onboarding
* Ride booking and tracking
* Payment integration (credit/debit)
* Push notifications for ride status updates
* Feedback system with ratings
* Optional Features:
* Premium membership with maintenance services
* Operator analytics dashboard
* Localization support for international markets

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## 5. Gantt Chart/Timeline:

Timeline: 8 Weeks

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| --- | --- |
| Week | Milestones and Deliverables |
| 1 | Planning, wireframes, and initial design |
| 2 | MVP development |
| 3 | Testing (beta), QA completion |
| 4 | Beta testing with user feedback |
| 5 | Official launch |
| 6-8 | Post-launch support: updates, marketing, CS |

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## 6. Budget Allocation:

* Development:
* $100k
* UX/UI Design:
* $30k
* Marketing:
* $20k
* Premium Features:
* $15k
* Localization:
* $10k
* Contingency:
* $20k

Total Budget: $195k

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## 7. Risk Management:

* High Development Costs:
* Mitigated by grants and sponsorships.
* Negative Feedback:
* Addressed with iterative updates and beta testing.
* Technical Delays:
* Plan buffer weeks for contingency.

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## 8. Quality Assurance:

Regular testing, user feedback loops, internal audits, and performance metrics to ensure reliability and compliance.

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## 9. Approval Levels & Signatures:

* Executive Sponsor:
* Mr. Tom Johnson (Charter Approval)
* Product Manager:
* Sarah Lee (Objective Sign-off)
* Development Team:
* Michael Chen (Go-Live Approval)
* Customer Success Team:
* James Wilson (Post-Launch Review)

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## 10. Success Criteria:

Measured by user growth, premium subscription rates, retention, satisfaction scores, revenue, and positive reviews.

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This charter outlines the strategic plan for BikeRide, ensuring clarity and alignment across all stakeholders.