



Project Charter

[Social Media Mogul]

10/13/2015

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## Project Description

There is a current movement within social media that I feel needs to be taken advantage of by this project. I would like to incorporate all the positives within Facebook, twitter, Pinterest, vine, YouTube, snapchat, and Instagram in one single product. The disadvantages of each of those social media platforms are very simple to understand if you have used any of these platforms on a normal basis like I have to create revenue for my blog and just growing up when social media was the newest coolest thing around. I feel like now more than ever people are realizing they are not as good as they use to be so that is why I have come to the conclusion to make it better. Since all of these platforms have been around I have seen and learned works in this industry. The end platform will be robust but my main goal of this would be to make it as fast and responsive as possible because no one wants to wait. This whole idea that me and my best friend had was we were walking around Brooklyn about to go get some pizza and he told me just look around and see how many people are just staring at their phones. I was astonished by all the people didn’t even know you where there because they couldn’t look away from their phone. This is when I really got into blogging and social media. We sat there for hours talking the whole time I was thinking they has to be a better way to merge all the social media into one platform. This is why I’m here to make this project and industry better for everyone

## Project Purpose

This project will be about integrating all the positive of every popular social media platform into one manageable product. I was thinking there has to be a better way to take everything you like about each social media platform. The end platform will be robust but my main goal of this would be to make it as fast and responsive as possible because that is one of the issues I have with most of the other social media platforms.

## Business Case

A easy to use platform that will allow user to get there fix of social media and then go about life without flipping from one to the other basically spending there whole day doing things that you should be able to do on one platform. Being able to like, share, comment, tag friends, share videos, hide anything you don’t want people to see, have a wall or board where everyone can catch up with you and what you’re into these days. A better way to connect with individuals with picture, videos, comments, shares that can disappear forever once the person views it for a certain amount of time that the user sets when they are sending.

## Business Requirements

Providing a one stop shop for all your social media needs and wants. It will provide a means for people to get in and out faster than having to go back and forth between one and another social media website. That’s not including all the benefits it will bring to marketing side of social media.

## Assumptions

Since I am planning on using a lot of different aspects from different social media platform I will have to find a legal way to use these ideas on my own platform that will be unique to my website. There is no payment plan because I’m doing this project on my own besides the fact I will have to hire a variety of skilled workers to accomplish certain task that fit their skill sets.

## Constraints

The constraints on this project would be a means to perform all these particular specifications into one platform. Another would be to legally use these function that are kind of copied throughout each social media website on my platform without ruffling anyone’s feathers. The means Constraints are situations or events on the ground that must be considered and accounted, for which the project has no control over. For example, a constraint can be a hard deadline or completion date. Other constraints could be resources, tools or hardware -- so that if the project has no budget for additional servers, then the project must find a way to develop the new system using the hardware already in place. This could mean juggling servers to fit specific development environment needs while ensuring that the production environment stays up.

## Risks

The risk for this project is can you fit all those particular tasks into one platform and be able to have the speed and upload time be better than any other website. Another unknown is will the database be able to handle and store all of the data from each user and company. Is the platform going to have to speed and easy to use and navigate interface that they others don’t have at the moment. How are we going to distinguish ourselves from the pack of other social media websites and improve on what has been done in a timely manner. Will we have any problem with copyright of these particular specifications that I want to implement into this platform.

## Project Deliverables

A fast and easy to use website with a database that can perform at a top notch level that can beat any other competitor in the market with a blink of an eye. Then I want this to very easy to use that anyone can get on and figure it out no matter the age or computer or smart phones skills they have.

## Project Milestones

Identify the project milestones.

|  |  |  |
| --- | --- | --- |
| Milestone Date | Milestone Name | Milestone Description |
| [Dec 15 2015] | System Requirements Complete | System requirements version 1.0 are approved and baselined so that the project can begin design and development. |
| [August 1 2017] | Development Complete | Software development is complete and ready for integration testing |
| [Dec 15 2017] | Deployed to Production | System passes integration and end-user acceptance testing and is deployed to production |
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## Project Manager

The project manager and vice president is Mark Bollinger. That will graduate from Sullivan College of technology and design in June of 2016 with a degree in web development. Has worked for several years as a web developer, SEO , and social media marker specialist for a variety of companies and the President, Marketing, and Sales is Nicholas Durso Graduated from Xavier University in 2010 with a marketing degree and lived and worked from the day he was born. Started many of companies on his own and is a true definition of an entrepreneur.

## Project Roles and Responsibilities

Defined the key roles and responsibilities within the project team.

|  |  |  |
| --- | --- | --- |
| Name | Role | Responsibilities |
| Mark Bollinger | Risk Management Team Lead  vice president  project manager | * Analysis * Mitigation * Vice president * Project manager. * Lead the risk management team to ensure risk identification |
| Nicholas Durso | President, Lead Marketing, and Lead Sales | * Plan and complete testing in all stages of testing. * Maintain traceability to requirements to ensure that all requirements are tested. * Responsible for testing tools * President and owner * The lead marketer and sales manager. |
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## Project Life Cycle Methodology and Tools

Identify what project management methodology the project will be using. In many instances, organizations have their own proprietary version of a waterfall-type life cycle. They may also have their own preferred tools for managing the project management assets (e.g., DOORS for managing requirements; SharePoint for document management and versioning; Other risk management and testing tools etc.).

## Authorization

Provide the names of those business sponsors that must sign the Project Charter. Once the project Charter is signed by the project sponsors, the project is authorized to start.

Approved by the Project Sponsor:

Date:

[Nicholas Durso]

[Nicholas Durso | President | Marketing | Sales], [Boss]

***Note: Add other signatories as needed***