PROJECT CHARTER

Project Title: NutriScope Health Tracker

Project Start Date: 02/28/2024 **Projected Finish Date:** 05/08/2024

Budget Information: $100,000 - $150,000

Project Manager: Jayesh Pamnani (jpamnani@umd.edu; +1 (541) 224-4119)

Project Description/Objectives:

To develop a user-friendly application for comprehensive health monitoring, integrating features to track activity levels, sleep patterns, nutrition intake, and overall well-being, while providing personalized recommendations, seamless integration with wearable devices, goal setting, and progress tracking —all while ensuring data privacy and user satisfaction.

Main Project Success Criteria (MOV):

1. **User Adoption Rate:** The target value for the user adoption rate is 100,000 daily active users by the end of the second year of initial deployment.

2. **Engagement Metrics:** The project aims to target a 25% increase in user engagement within the first year of initial deployment.

3. **Health Improvement:** The target value is a 10% improvement in all key health metrics for all users after the third year of initial deployment.

4. **Retention Rate:** The target value for retention rate will be 75% on a month-to-month basis. Adjustments will be made to the calculation for users who have met their goals or need to take a break from using the product due to an injury or illness.

5. **Integration Success**: A yearly increase of 5% in integrated wearable devices is the target value until a reasonable expected maximum is reached. The first-year target rate is 15%.

6. **Market Penetration:** This is calculated as a percentage by taking the total number of downloads of the product, dividing it by the target market size, and then multiplying by 100. The target value for this metric is 60% for the first year, 80% for the second year, and 90% for the third year.

Approach:

1. **Define Requirements:**

   - Gather and prioritize user needs, market analysis, and competitor research.
   - Define clear objectives, features, and target audience.

2. **Design Phase:**

   - Develop wireframes and mockups for UI/UX visualization
   - Design a scalable architecture that supports functionalities and device integration.

3. **Development:**

   - Implement features as per defined requirements and design.
   - Adhere to best coding practices and utilize Agile methodologies.

4. **Testing and Quality Assurance:**

   - Conduct thorough testing including unit, integration and user acceptance testing.
   - Ensure usability, performance, compatibility, and reliability.

5. **Deployment and Launch:**

   - Prepare for deployment with app store listings, and marketing materials.
   - Roll out the app gradually, monitor feedback, and make necessary adjustments.

6. **Post-Launch Support and Maintenance:**

   - Provide ongoing support, troubleshoot issues, and implement updates
   - Monitor performance and user engagement metrics for continuous improvement.

Assumptions/Risks:

Assumptions:

1. Wearable devices will continue to gain popularity and remain compatible with the app.
2. The app will comply with all relevant data privacy regulations and maintain user trust.
3. The app's personalized recommendations will effectively motivate users to make positive health behavior changes.
4. Users will have access to stable internet connectivity for data synchronization and updates.

Risks:

1. **Technical Integration:** Challenges in syncing with diverse wearables and ensuring data accuracy.
2. **Data Privacy:** Risks of breaches or unauthorized access to sensitive health data.
3. **Competition:** Threat from similar apps and new entrants affecting user retention.
4. **User Adoption:** Uncertainty in attracting and retaining a substantial user base.
5. **Regulatory Compliance:** Risks of legal penalties due to privacy regulation changes or non-compliance.

Roles and Responsibilities:

Role	Name	Organization/ Position	Contact Information	Signatures (Digital)
Manager	Jayesh Pamnani	Project Manager	jpamnani@umd.edu	Jayesh Pamnani
Team Member	William Dzialak	Scrum Master	wdzialak@umd.edu	William Dzialak
Team Member	Manav Gupta	Backend Developer	manavg@umd.edu	Manav Gupta
Team Member	Kunal Haryani	Frontend Developer	kunalrh@umd.edu	Kunal Haryani
Team Member	Bhanu Teja Panguluri	QA & DevOps	bhanutp@umd.edu	Bhanu Teja Panguluri