



Fusion Video Streaming

Introducing video streaming on Facebook

Project charter

Prepared by

Disha Upadhyay

Version of Document: (v0.2)

Date: 07/25/2015



Project Charter

A) Version History

Version	Implemented by	Revision Date	Reason for Change
V0.1	Disha Upadhyay	7/01/2015	Draft
V0.2	Disha Upadhyay	7/25/2015	Updated information about stakeholders

b) Approval

Stakeholder



Project Charter

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1. Project Objective Statement

This Christmas holidays everyone can watch new release with the Facebook application in their any electronic device.

2. Project Background

Fusion Video streaming enhance Facebook application to watch new releases to its user who can configure it through any electronic device. This application, which will provide the new feature in the market for the end users to watch full movies without any interruption in their favorite social media Facebook site. There external hard device like a roku ,PlayStation 3

App can be freely downloaded of Facebook .Craze of remaining online on social media updating profile, uploading picture staying connected with friends and loved one will go to next level, as now end users pick there latest movie as per there choice. New service launch to Facebook has 1.3 billion active users all over world and 208 million in USA as of June 2014 .This large volume of data collected about users will help new application to understand choice of facebook profile and give them recommendation of movies from data. Facebook will offer new product for consumers to streaming & downloading movies to their computer and watch them for period of 14 days after that it gets disabled. It also give flexibility to watch video offline within 14 day period.

Major problem currently faced in this project is competition from Netflix ,Amazon .Licensing fees cost are high .Need to tie up with cable operator with huge downloads. Understand customer preference for movies, videos.

3. Major Stakeholder

Sr No	Name	Designation
1	Rao	Executive Sponsor



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2	Wendy Chung	Executive Sponsor
3	James D'Souza	Executive Sponsor
4	Adrien Boysere	Operating Head
5	Arshad Khan	Developer
6	Sandy Joe	Program Manager
7	Joseph lily	Head of Quality Assurance
8	Livia chung	Head of Human Resource

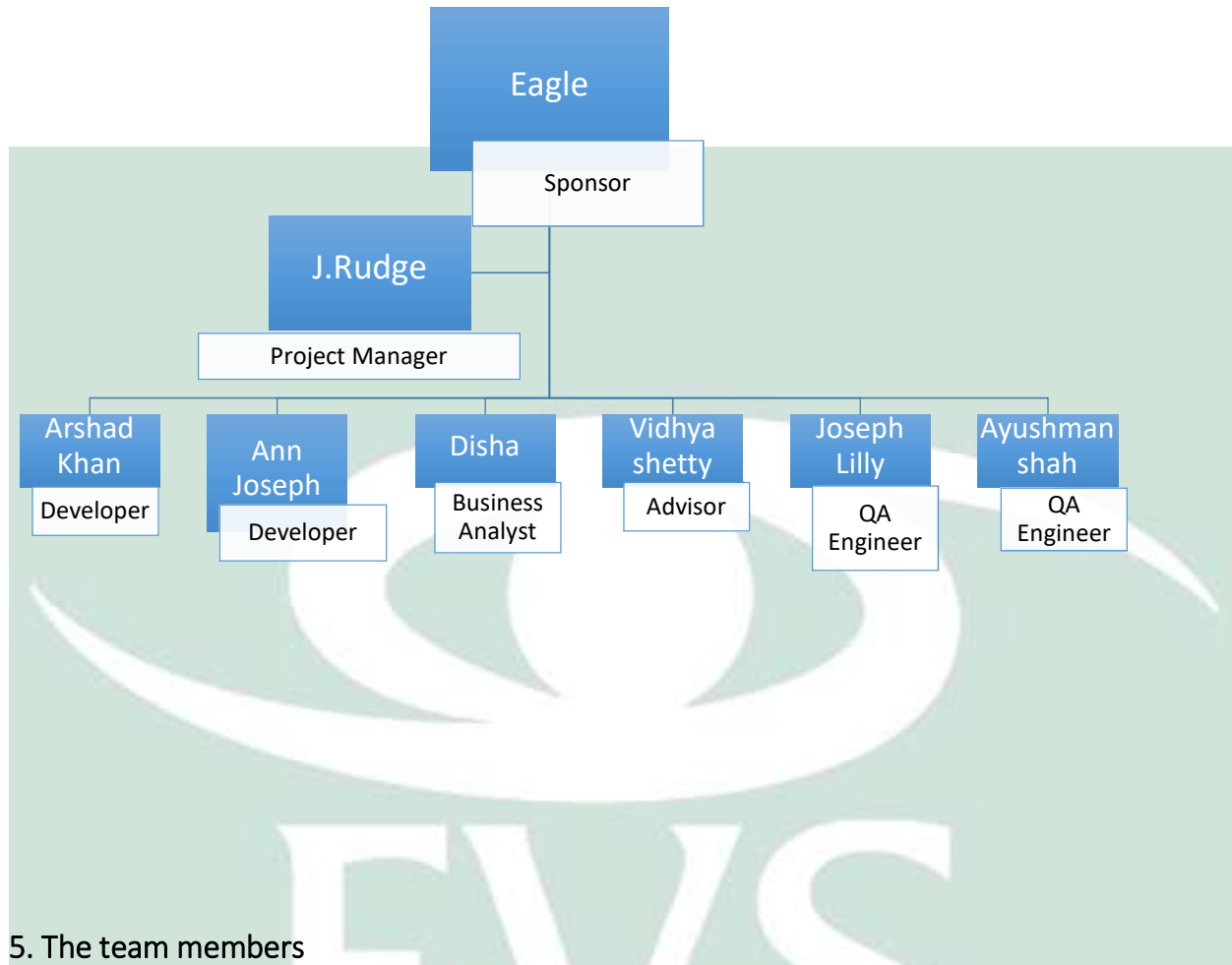
4. Benefits of the project

This will lead Facebook to enter in new market segmentation. New network will help to grow business and video streaming and value added service industry of downloading videos at monthly nominal cost will attract user to join and used it service.

4. Project Team Structure



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5. The team members

Sr No	Name of Team Members	Designation	Contact Information	Responsibilities
1	Eagle	Executive Sponsor	eagle@fvs.com	Provide the funds
1	J.Rudge	Project Manager	jrudge@fvs.com	Plan and execute the project
3	Arshad Khan	Developer	arshad@fvs.com	Graphic Designing



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3	Ann Joseph	Developer	ann@fvs.com	Core App Developer
4	Disha	Business Analyst	disha@fvs.com	Gathering Information
5	Vidhya Shetty	Advisor	vidhya@fvs.com	Client Representative
6	Joseph Lilly	QA Engineer	josephlilly@fvs.com	Testing the Application
7	Ayushman Shah	Business Analyst	aysuhman@fvs.com	Testing the Application

6. The highest level expectation

6.1 Expenditure

Conceptual level most important is to communicate is fundamental to effective project planner.

The communication plan outline for future role and responsibility allocated to work Effective communication will lead success and implementation in Fusions project objectives quickly. Initial stage will structure budget control of video streaming project of Facebook. Total cost US\$ 33,00,00 approx for 5 months.

Or

Object code	Expenditure	Low range	High range
1	Personnel	\$30,000	\$80,000
2	Supplies	\$15,000	\$25,000



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3	Equipment	\$50,000	\$75,000
4	Technology	\$80,000	\$98,000

6.2

Major Expenditure

Licensing Fees /Movie Purchase US\$ 22,00,000

Cable Operator US\$ 7,00,000

Promotion expenses (Initial stage free) US \$ 10000

7. In Scope /Out of scope

In scope

- Allow user to browse their account and downloads video free at minimal monthly cost.
- Allow user to give suggestion on their preference for movies.
- Online renewal service or no extra cost for cancellation service.

Out of scope



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- a) TV series option are not available.
- b) Movie videos are not available
- c) Other linguistic movies than English are not available.

8. Success Criteria.

- a) Licensing fees/ Movie purchase cost must be reduced by 30% after service launch in 3 months. Project completion on time.
- b) Project completion with budget
- c) Management express satisfaction with the outcome
- d) The project outcome meet or exceed all specific requirements.

9. Risk that you will face in Project

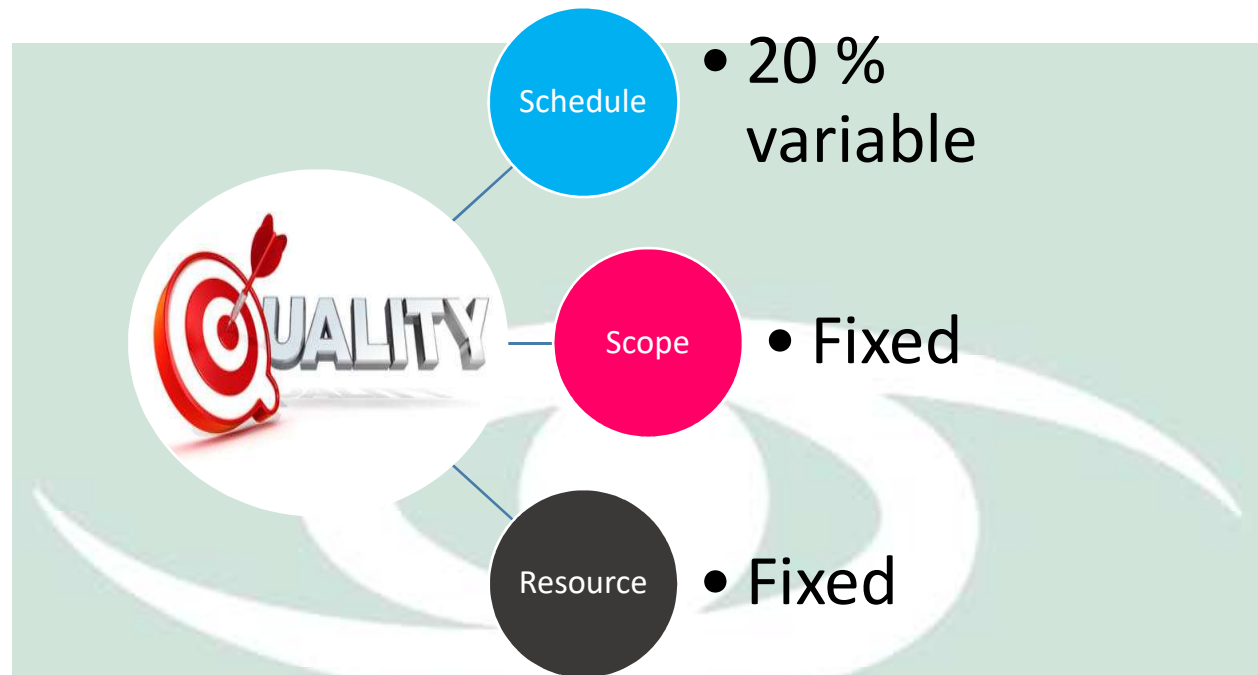
Customer selection for only Hollywood movies without latest TV series of Netflix .This trend will be accepted by customers.

RISKS	IMPACT
1. Customer selection for only Hollywood movie without TV series of Netflix.	HIGH
2. Competition in the market may develop same application with more added features.	HIGH
3. Customer Constraints	HIGH
4. Resources Constraints	MEDIUM
5. Technology Constraint	MEDIUM
6. Lack of flexibility in project schedule	LOW



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10. Triple Constrain



11. Highest Level Milestones from Fusion

MILESTONES	STATUS	START DATE	END DATE
Project Concept Developed		July 24 th 2015	July 25 th 2015
Business Requirements		July 26 th 2015	Aug 11 th 2015
Presentation and Approval		Aug 12 th 2015	Aug 27 th 2015
Product Development		Aug 28 th 2015	Sep 17 th 2015
User Acceptance Testing		Sep 18 th 2015	Oct 1 st 2015
Submission		Oct 2 nd 2015	Nov 26 th 2015



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○ Not Started ● Completed ● On Schedule ● At Risk ● On Track

12. Issues and Assumption

Issues:

- a) Continuous licensing as per budget requirement.
- b) New content for customer need.
- c) Application Functionality
- d) User Acceptance

Assumption:

Downloading will add customer list.



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13. Approvals.

Executive Sponsor:

Signature: _____

Print Name: _____

Title: _____

Date: _____

Program Manager:

Signature: _____

Print Name: _____

Title: _____



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Date: _____

Customer Rep.:

Signature: _____

Print Name: _____

Title: _____

Date: _____



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