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# Project Charter

**Project Name:**  
CompactJR Website

**Client:**  
CompactJR

**Project Sponsor:**  
CompactJR

**Project Manager:**  
Guilherme Pimentel

**Expected Start and End Dates:**  
Start: 04/30/2025  
End: 05/14/2025

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## Motivation and Justification

The creation of CompactJR's landing page aims to strengthen its digital presence, convey professionalism, and facilitate contact with potential clients. As a junior enterprise, it is essential to showcase its services clearly and reliably, promoting its projects, integrating social media, and generating new opportunities. The project is strategic to expand brand reach, attract partnerships, and boost both institutional growth and professional development of its members.

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## Objective (SMART)

Develop and publish a responsive and functional landing page for CompactJR by **May 15, 2025**, aiming to **increase the number of potential customer contacts via WhatsApp** in the three months following the launch, promoting the company's services in a clear, modern, and professional way.

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# Project Summary

The project involves developing an institutional landing page for CompactJR, focused on presenting the company, showcasing its services, and making client contact easier.

The page will be responsive, modern, and aligned with the brand's visual identity, serving as a strategic tool to enhance online visibility and strengthen the digital presence of the junior enterprise.

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## Key Deliverables (Requirements)

### Functional Requirements (RF)

- **RF1:** The homepage must feature a product/service carousel
- **RF2:** The site must include a company history section
- **RF3:** The site must include a portfolio section
- **RF4:** The site must showcase companies the client has worked with
- **RF5:** The site must include a section for the client's offered products and services
- **RF6:** Clicking "Contact Owner" should link directly to the relevant product
- **RF7:** The site must include an "About Us" section
- **RF8:** The site must include information about the company's members
- **RF9:** The site must have a fixed top navigation bar
- **RF10:** The navbar must include a button to contact the client via WhatsApp
- **RF11:** The navbar must have a button that jumps to the homepage
- **RF12:** The navbar must include buttons to jump to different site sections

### Non-Functional Requirements (RNF)

- **RNF1:** The user interface must be accessible via web browsers
- **RNF2:** The site must have a user-friendly interface
- **RNF3:** The visuals must be attractive with eye-catching colors
- **RNF4:** The service descriptions and company history must convey trust and

credibility

### **Business Rules (RN)**

- **RN1:** Projects in the portfolio must be categorized by the client's market niches
- **RN2:** Members must be grouped by departments/areas of expertise

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### **Pre-Allocated Resources**

- 1 Project Manager
- 1 Graphic Designer
- 3 Web Developers

### **Tools:**

- Canva
- VS Code
- Git/GitHub
- Google Drive
- Hosting infrastructure

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### **Stakeholders**

- **Client:** CompactJR
  - **End Users:** Potential clients of CompactJR
  - **Project Manager**
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## Assumptions and Constraints

- The 2-week delivery timeline begins after the client submits all required information
- The client must attend weekly meetings and complete a satisfaction survey at the end
- The website will be the client's permanent property after delivery
- The client is responsible for any costs related to paid plugins or non-recommended hosting
- The contractor guarantees 6 months of maintenance for development-related issues
- Scope changes require timeline and cost review through an amendment
- Late payments are subject to fines, interest, and inflation adjustments

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## Budget Summary

- **Total Amount:** R\$ 1,546.50, payable in **12 installments of R\$ 128.87 via PIX**
- Includes development of the prototype and final website
- **Does not include** costs for paid plugins or hosting

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**Project Start:** April 30, 2025  
**Expected End:** May 14, 2025

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Let me know if you want this exported as a PDF, Word doc, or Markdown file.