

Exercise 2: The Project Charter Template

Part I: Instructions

Project Charter Topic	Description
Team Composition	<ul style="list-style-type: none">• List all team members• Provide a title and a brief description of their role
Team Purpose	<ul style="list-style-type: none">• Describe the purpose of the team• Develop a brief and motivating team vision
Objectives	<ul style="list-style-type: none">• List objectives the team must accomplish• Strive for actionable objectives
Key Performance Indicators (KPI)	<ul style="list-style-type: none">• List Key Performance Indicators (KPI) the team will use to measure success
Sponsor	<ul style="list-style-type: none">• Define the Product Sponsor• List Sponsor roles and responsibilities
Deadlines	<ul style="list-style-type: none">• Provide a list of key milestones the team must meet
Resources	<ul style="list-style-type: none">• List any resources required for the team to be successful• Identify initial funding required to Conceive and Plan
Meetings	<ul style="list-style-type: none">• List times and places the team will meet• Include any other specific communication requirements

Part II: Blank Template

Project Charter Topic	Description
Team Composition	<ul style="list-style-type: none">• Robert Winston: Product Manager, responsible for overseeing the project and working closely with the team• Valerie Kumar: Sponsor, providing funding and approval for the Product Concept Document and the Business Case• Sylvia Sanders: Marketing Lead, conducting market research and developing marketing strategies• Hiroshi Tanaka: Lead Engineer, responsible for the technical development of the product• Ram Chopra: Design Lead, overseeing the design aspects of the product• Maggie Jones: Product Owner, ensuring the product meets customer needs and requirements• Sarah Newton: Project Management, managing the project and mitigating risks• Raul Hernandez: Operations Lead, handling distribution and operational aspects•
Team Purpose	<ul style="list-style-type: none">• Product Development: The team is responsible for designing and developing several prototypes with various features to improve the current HEPA air filter line[• Market Positioning: They will develop value propositions and positioning statements to support the ultimate product launch[^i^].• Project Management: The team will manage the project through its various phases, ensuring timely progress and addressing any risks or challenges that arise
Objectives	<ul style="list-style-type: none">• Develop Prototypes: Design and develop several prototypes with various features to improve the current HEPA air filter line• Market Positioning: Create value propositions and positioning statements to support the product launch• Project Management: Ensure timely progress through the project's various phases and address any risks or challenges that arise
Key Performance Indicators (KPI)	<ul style="list-style-type: none">• Market Share and Sales: Tracking the increase in market share and sales post-launch to evaluate the product's market penetration and acceptance[^i^].• Customer Satisfaction: Assessing customer satisfaction through surveys and feedback to gauge the product's performance and identify areas for improvement[^i^].

	<ul style="list-style-type: none"> • Revenue and Profitability: Monitoring revenue and profitability to ensure the new product line meets financial expectations and contributes positively to the company's bottom line •
Sponsor	<ul style="list-style-type: none"> • Funding and Approval: Valerie is responsible for providing the necessary funding and approving key documents such as the Product Concept Document and the Business Case • Support and Guidance: She acts as a key supporter and guide for the product management team, ensuring that the project aligns with the company's strategic goals. • Resource Allocation: Valerie ensures that the team has the resources needed to develop and launch the new product line •
Deadlines	<ul style="list-style-type: none"> • Phase 1: Design and Develop Dual HEPA Purifier: • Design: January • Develop: March • Deliverables: Develop a new dual HEPA purifier with an air freshener and cleaning option, and reduce noise levels by 50% • Phase 2: Design and Develop Improved HEPA Filter: • Design: February • Develop: April • Deliverables: Introduce a new HEPA filter that is easy to remove and replace, less expensive, and extends filter life to one and a half years. Improve motor strength to increase filtration coverage by 50% • Phase 3: Design and Develop Ozone Reduction: • Design: February • Develop: May • Deliverables: Eliminate or significantly reduce all ozone generation. • Product Launch: • Launch: Within the next six months to capitalize on the summer season •
Resources	<ul style="list-style-type: none"> • To ensure the success of the team working on Perfect Purifiers LLC's new line of air purifiers, the following resources are required:

	<ul style="list-style-type: none"> • Funding: Initial funding of \$30,000 has been allocated to support team resource needs during the Conceive and Plan phases • Team Members: A dedicated team including a Product Manager, Sponsor, Marketing Lead, Lead Engineer, Design Lead, Product Owner, Project Management, and Operations Lead • Tools and Software: Access to Microsoft Office or a Microsoft Office 365 account online for document creation and collaboration • Meeting Schedule: Regular team meetings every Tuesday afternoon to discuss project status and progress • These resources will help the team effectively develop and launch the new air purifier line. •
Meetings	<ul style="list-style-type: none"> • The team will meet every Tuesday afternoon to discuss the project status and progress. • Regular updates and communication through emails and scheduled meetings are essential to keep everyone aligned and informed •