

## Exercise 2: The Project Charter Template

### Part I: Instructions

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

## Part II: Blank Template

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

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

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