# Project Charter

## Project Name:

Mobile App Development for Fitness Tracking

## Project Goal:

Develop a mobile application that helps users track their fitness activities, including workouts, nutrition, and progress, with a user-friendly interface and integration with wearable devices.

## Project Value:

The app will provide users with a comprehensive fitness tracking solution, potentially increasing user engagement and loyalty. The expected benefit includes improved user health, enhanced brand reputation, and new revenue streams through premium features.

## Problem/Opportunity Statement:

There is a growing demand for integrated fitness tracking solutions. The current market lacks a comprehensive app that combines workout tracking, nutrition logging, and wearable integration in a single platform. Our app aims to fill this gap and provide users with an all-in-one fitness tracking solution.

## Project Schedule:

Start Date: 1st August 2024  
End Date: 31st December 2024

## Project Manager:

Massimiliano Marchesiello

## Project Sponsor:

Sumit Oberoi (Wegile)

## Assumptions:

- Development tools and technologies are readily available.  
- Key team members will be available throughout the project.  
- Integration with existing wearable devices is feasible.  
- Market demand for fitness tracking apps will continue to grow.

## Constraints:

- Budget limit of £500,000.  
- Completion required by 31st December 2024.  
- Compliance with data privacy regulations.  
- Limited availability of skilled developers.

## Proposed Solution:

Phase 1: Requirements Gathering and Planning  
- Identify user needs and define app requirements.  
- Develop a detailed project plan with milestones.  
  
Phase 2: Design and Prototyping  
- Create wireframes and design prototypes.  
- Conduct user testing to refine the design.  
  
Phase 3: Development and Testing  
- Develop core features and integrate wearable devices.  
- Conduct unit and integration testing.  
  
Phase 4: Launch and Post-Launch Support  
- Launch the app on major app stores.  
- Provide ongoing user support and implement updates based on feedback.

## Scope, Schedule, and Budget:

Scope: Mobile app with fitness tracking, nutrition logging, and wearable integration.  
Schedule:   
- Phase 1: 1st August 2024 – 31st August 2024  
- Phase 2: 1st September 2024 – 15th October 2024  
- Phase 3: 16th October 2024 – 15th December 2024  
- Phase 4: 16th December 2024 – 31st December 2024  
Budget: £500,000 allocated across phases.

## Return on Investment (ROI):

Projected revenue from premium subscriptions is estimated at £1,000,000.  
ROI = (Revenue - Cost) / Cost = (£1,000,000 - £500,000) / £500,000 = 100%

## Risks:

- Technical Risks: Integration issues with wearable devices.  
- Operational Risks: Delays in development due to unforeseen challenges.  
- Market Risks: Lower than expected user adoption.  
- Compliance Risks: Data privacy regulations.

## Resource Requirements:

- Development Team (5 Developers)  
- Designers (2 UI/UX Designers)  
- Marketing Team (3 Specialists)  
- Testing Resources (2 QA Engineers)  
- Project Manager (1)  
- Budget: £500,000