Project Charter

1. Project Title and Description

* Project Title:
* Purrfect Sitters
* Description:
* Development of a mobile application platform connecting cat owners with vetted cat sitters for on-demand and scheduled pet care services.

2. Project Purpose or Justification

* Address the growing demand for convenient and reliable cat sitting services.
* Provide cat owners with a secure platform to find and book trusted sitters.
* Offer cat sitters flexible earning opportunities and a streamlined booking process.

3. Objectives and Constraints

* Objectives:
* Launch a functional mobile app (iOS and Android) within 6 months.
* Acquire 1000 registered cat sitters and 5000 registered cat owners in the first year.
* Achieve an average customer satisfaction rating of 4.5 out of 5 stars.
* Process 1000 bookings per month by the end of year one.
* Constraints:
* Budget: $150,000
* Timeline: 6 months to MVP launch
* Limited in-house development resources.

4. Scope Description

* In Scope:
* User registration and profile management for both cat owners and sitters.
* Search and filter functionality for finding suitable sitters.
* Booking and scheduling features.
* Secure payment processing.
* In-app messaging between owners and sitters.
* Basic rating and review system.
* Mobile applications for iOS and Android.
* Out of Scope:
* Background checks of sitters (initially).
* Integration with third-party insurance providers.
* Advanced reporting or analytics for sitters.
* Desktop application.
* Internationalization support.

5. Project Deliverables

* Functional iOS and Android mobile applications.
* Deployed backend infrastructure.
* User documentation and onboarding guides.
* Project launch plan.
* Post-launch maintenance and bug-fix strategy.

6. Project Budget

* Total Project Budget: $150,000
* Development: $100,000
* Marketing/Acquisition: $30,000
* Contingency: $20,000

7. Stakeholder Identification

* Internal:
* Project Manager, Development Team, Marketing Team
* External:
* Cat Owners, Cat Sitters, Investors (potential)

8. High-Level Risks and Assumptions

* Risks:
* Delayed development timelines.
* Difficulty in recruiting qualified sitters.
* Negative user feedback impacting adoption.
* Payment processing security breaches.
* Competition from existing pet care services.
* Assumptions:
* Availability of skilled development resources.
* User willingness to adopt a new pet care platform.
* Stable internet connectivity for the targeted user base.
* Budget will be sufficient to complete the project.