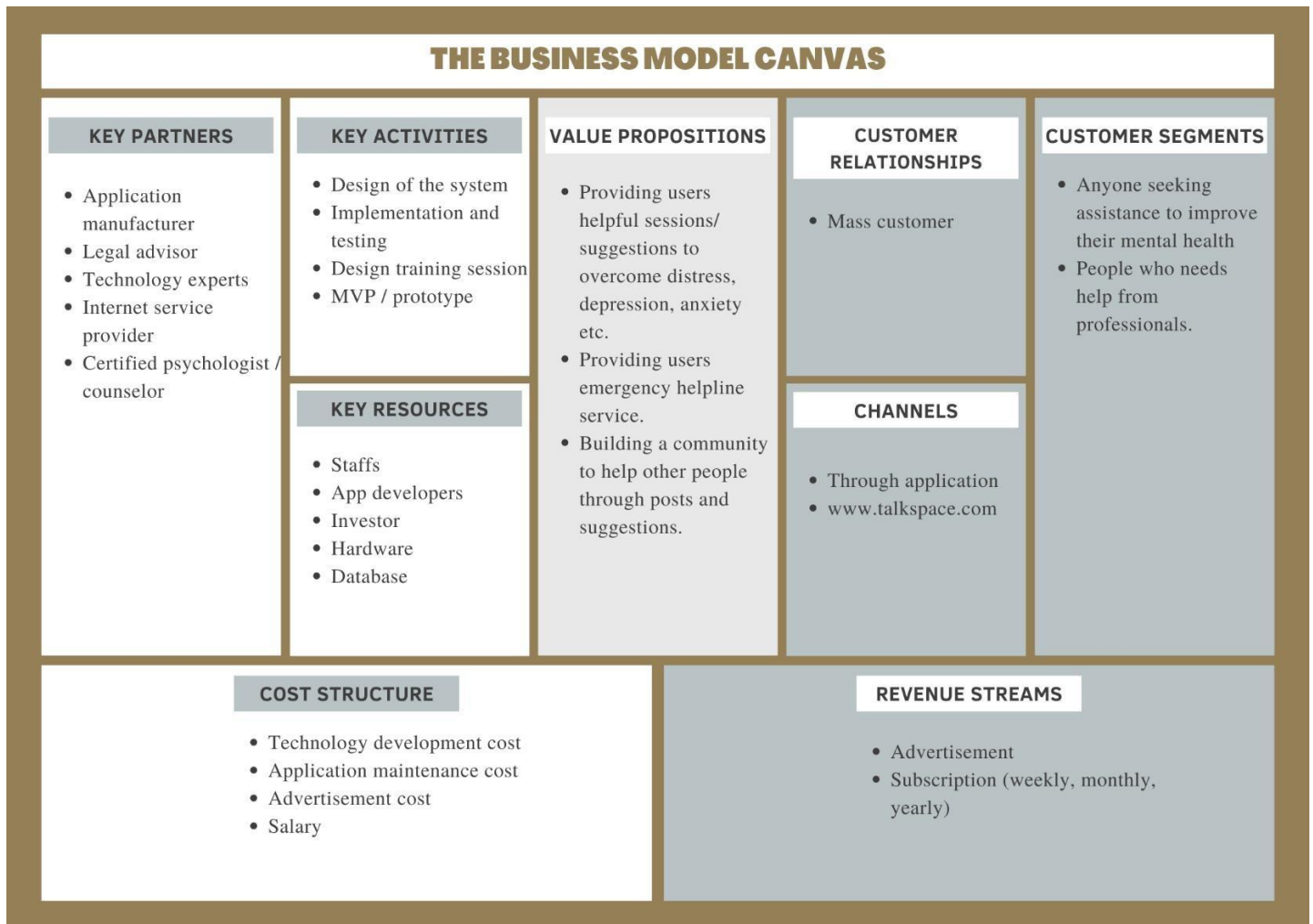


The Business Model Canvas



Project Charter

Introduction

Overview of the Project

This application is intended to help users improve their emotional well-being, become more attentive, and address common mental health disorders.

Purpose of the Project Charter

Mental health applications can help users measure their general well-being and monitor mental health conditions. The development of this application was motivated by the recent spike in suicide cases and the increased suicidal tendencies of young people. They lack the courage to confide in others. They assume that others won't comprehend them, which is eventually true. A significant proportion of people are unaware of the definition of mental health disorders and how to effectively manage them. That is why the purpose of this application is to assist people in shaping their lives through professional consultation. Our goal is to raise awareness of mental health.

The Project Charter will be reviewed by the project team and approved. The final approval will be the government authority.

Project Objective and Scope

Objective

The project's objective is to develop an application that offers consultations to users to assist them better understand their mental health conditions. Calling a helpline is another option for users. The consultation service is available every day from 9 AM to 6 PM, while additional services are available around-the-clock.

Scope

The scope of the application includes the activities listed below:

- Customer service standards.
- Establish marketing, procurement, operations and any other necessary disorder awareness.
- Counseling sessions protocols.
- Set reasonable subscription costs.
- Secure and bug free application

Out-of-scope

The scope of the project does not include:

- This application will not offer any offline sessions.
- Technologies will only use English and Bengali language.
- There will be no website available for this project.

Major Milestones

- Certified psychologists and counselors have been recruited.
- Annual contracts are formed with psychologists and counselors.
- Developed friendly sessions.
- Implemented technologies.
- Subscription costing determined.
- Marketing of services.

Major Deliverables

- Introduce teams for operations, sourcing, marketing, and other areas.
- The doctor's detailed profile is displayed by the application.
- Work schedule and staffing are finalized.
- Defining workplace policies.
- Prioritizing stakeholders' privacy.

Assumptions

- Only online services will be available.
- Services will be provided to the Bangladeshi users.
- Project manager and team will manage the project and be responsible for all operations along with higher authority.
- Service hours will be approved by the respected authority.
- Stakeholders will be empowered to contact the counselor for the service and inquiries via phone calls.

Constraints

- Counseling is limited to a certain period of time.
- Software support is not available for project planning and control.
- The governing authority is responsible for creation and operation of the project.

Business Need or Opportunity

- The goal of this project is to generate a good amount of revenue for the organization while providing counselling to suicidal and depressed peoples in a competitive price. Suicidal individuals will find the app to be a blessing because it will allow them to quickly access support when they are unable to convey their sentiments to their close ones.

Preliminary Cost for the Project

- The procurement team will assemble a proposal by analyzing the expected costs for developing the project and will send it to the CEO for review and approval.

Project Charter Acceptance

Approver for Organization:

Dr. X
CEO of Talkspace

Date

Project Manager Approval:

Mr. Y
Project Manager

Date

