Project Charter: Litebyte Mobile App

Learning Team B

University of Phoenix

Project Planning and Implementation

CMGT/410

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**Project Name: Project LiteByte Mobile App**

**Background**

LiteByte is a large, American-based corporation which manufactures and retails fitness wristbands. LiteByte has been in the fitness wristband market for five years and has successfully turned a profit for our first three years in business. However, we have seen our annual sales decrease as well as our stock value over the past two fiscal years while the sales and profits of our competitors has increased.

A public survey, conducted by a private third-party research group, revealed that our competitor’s clientele identified a mobile application as the top reason for their choice of fitness wristband. LiteByte currently does not offer a mobile application for our product nor any of the related features. Therefore, the creation and implementation of a mobile application for the LiteByte product would considerably increase their market share and their stock prices.

**Project Goals and Objectives**

We plan to develop a mobile application which offers our clients the equal or superior functionality as our competitors and will therefore increase the value of our product at no additional cost to our clients.

Our plan is to develop an app that increases the functionality of our product at no additional cost to our clients. This mobile app will incorporate functionality that provides our clients with smart data about their health, and ways to reward clients for their hard work that reinforce healthy habits. The planning, development, implementation and maintenance of this mobile application will increase our annual sales and allow us take back our share of the market. In accomplishing this goal, the following objectives will be achieved:

* A mobile application will be developed, tested and implemented
* The mobile application will offer functionality that rewards healthy behavior and provides smart data about our client’s health.
* Application Delivery will increase our share of the market and drive sales for the next six months

**Project Scope**

* The estimated time needed to develop this application is 13-17 weeks
* Development will initially focus on Android operating systems, with future plans to develop a similar app for the Apple market once the Android app exceeds expectations and any major errors that may occur are resolved.
* The project will require a variety of personnel including: software developers, testers, and engineers, project managers, business analysts and a graphic arts designer.
* This project will include all IT-related activities in the development and implementation of the mobile application. All marketing and research activities will be handled under a separate project.

**Project Budget**

* There is an estimated $75,000 startup cost for the project
* The budget for the entire project is estimated to be between $500k and $900k

**Assumptions**

* Our corporate headquarters is located in New York State and most wages and cost per unit estimates are based on New York averages as indicated.
* Computer Systems Analyst earn an average salary of $98,090 in New York (U.S. Bureau of Labor Statistics, 2017)
* Software developers earn an average salary of $111,720 in New York (U.S. Bureau of Labor Statistics, 2017)
* Software engineers earn an average salary of $106,770 in New York (sokanu, 2018)
* IT Project managers earn an average salary of $94,000 in the U.S. (Glassdoor, 2018)
* Senior Project managers earn an average salary of $100k in the U.S. (Glassdoor, 2018)

**References:**

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U.S. Bureau of Labor Statistics. (2017). Computer Systems Analysts. Retrieved from https://www.bls.gov/oes/current/oes151121.htm

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