RATIOS

project charter

LITE Version *<1.0>*

*<01/31/2018>*

VERSION HISTORY

[Provide information on how the development and distribution of the Project Charter up to the final point of approval was controlled and tracked. Use the table below to provide the version number, the author implementing the version, the date of the version, the name of the person approving the version, the date that particular version was approved, and a brief description of the reason for creating the revised version.]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Version #** | **Implemented**  **By** | **Revision**  **Date** | **Approved**  **By** | **Approval**  **Date** | **Reason** |
| 1.0 | *Joshua, Ritesh, Bhuwan, Evan* | *02/08/18* |  |  |  |
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**UP Template Version:** 11/30/06

***Note to the Author***

[This document is a template of a Project Charter document for a project. The template includes instructions to the author, boilerplate text, and fields that should be replaced with the values specific to the project.

* Blue italicized text enclosed in square brackets ([text]) provides instructions to the document author, or describes the intent, assumptions and context for content included in this document.
* Blue italicized text enclosed in angle brackets (<text>) indicates a field that should be replaced with information specific to a particular project.
* Text and tables in black are provided as boilerplate examples of wording and formats that may be used or modified as appropriate to a specific project. These are offered only as suggestions to assist in developing project documents; they are not mandatory formats.

When using this template for your project document, it is recommended that you follow these steps:

1. Replace all text enclosed in angle brackets (i.e., <Project Name>) with the correct field values. These angle brackets appear in both the body of the document and in headers and footers. To customize fields in Microsoft Word (which display a gray background when selected):
   1. Select File>Properties>Summary and fill in the Title field with the Document Name and the Subject field with the Project Name.
   2. Select File>Properties>Custom and fill in the Last Modified, Status, and Version fields with the appropriate information for this document.
   3. After you click OK to close the dialog box, update the fields throughout the document with these values by selecting Edit>Select All (or Ctrl-A) and pressing F9. Or you can update an individual field by clicking on it and pressing F9. This must be done separately for Headers and Footers.
2. Modify boilerplate text as appropriate to the specific project.
3. To add any new sections to the document, ensure that the appropriate header and body text styles are maintained. Styles used for the Section Headings are Heading 1, Heading 2 and Heading 3. Style used for boilerplate text is Body Text.
4. To update the Table of Contents, right-click and select “Update field” and choose the option- “Update entire table”
5. Before submission of the first draft of this document, delete this “Notes to the Author” page and all instructions to the author, which appear throughout the document as blue italicized text enclosed in square brackets.]
6. The table below outlines the differences between the full template and the lite template. It is at the discretion of the project manager to determine which template is most appropriate for their project. If appropriate a subset of the full template may be used however, this lite template represents what should be considered minimum best practice.
7. Upon completion of a project that has utilized lite templates the project manager has a responsibility to circle back and improve project documentation for the purpose of providing a complete historical archive of project activities.

|  |  |
| --- | --- |
| **Project Charter** | |
| **Full Template** | **Lite Template** |
| Introduction |  |
| Purpose of Project Charter |  |
| Project and Product Overview | Project and Product Overview |
| Justification |  |
| Business Need |  |
| Public Health/Business Impact |  |
| Strategic Alignment |  |
| Scope | Scope |
| Objectives | Objectives |
| High-Level Requirements | High-Level Requirements |
| Major Deliverables | Major Deliverables/Milestones |
| Boundaries |  |
| Duration | Duration |
| Timeline | Timeline |
| Executive Milestones |  |
| Budget Estimate | Budget Estimate |
| Funding Source | Funding Source |
| Estimate | Estimate |
| High-Level Alternatives Analysis |  |
| Assumptions, Constraints and Risks |  |
| Assumptions, Constraints and Risks |  |
| Constraints |  |
| Risks |  |
| Project Organization |  |
| Roles and Responsibilities |  |
| Stakeholders (Internal and External) |  |

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# introduction

## Purpose of LITE Project Charter

The *RATIOS* LITE Project Charter documents and tracks the necessary information required by decision maker(s) to approve the project for funding.

The intended audience of the *RATIOS* LITE Project Charter is the project sponsor and senior leadership.

# project And Product Overview

The project RATIOS is the idea of geographically describing the given male to female ratio at a given establishment. It will incorporate a user base who can create profiles, actively seek demographic ratios at establishments, and find other users through the app. RATIOS will also use advanced modeling techniques to pull data from social media to describe what establishment has the best chances of meeting indistinguishable people.

RATIOS will be designed and built for mobile phones, running natively on both Android and IOS products. The user base will receive a projection mapping of their town/city. This projection map will have icons for each bar near you, or simply anywhere around the individual based on their given location. The displayed icon will then give details about the venue, and the given female to male ratio. There will also be gender neutral specify fields, as well as beneficial information for LBGT communities. RATIOS will pull information from either the user base at the provided location, or a percentage based on analyzed data through different social media platforms. This can also focus into the entertainment industry, focusing on trends on which music venues and what artists will bring the best crowd. The idealized algorithm will only work towards specific geographic location of the user base at establishments, and will leave all other geographic area data relative to the user unrecognized by both RATIOS and the user base.

RATIOS will be funded mostly through advertisement which will allow bars, clubs, and restaurants to give more details about their business and what they can provide to the users (e.g.. Happy hour, Drink prices, specials ). The estimated duration will be 18 months and beyond depending on success rate. The estimated project budget will be $7M.

# Scope

## Objectives

The objectives of the *RATIO*  are as follows:

* *Creating the trustable brand on suitable bar finding field.*
  + Increasing customer number by creating multiplatform mobile app.
  + Security and privacy focused philosophy on software design.
* *Customer Satisfaction*
  + *Retention of joined customer by giving highly accurate data.*
* *Revenue generation*
  + *By balancing income from advertisement and expense of project development and maintenance*

## High-Level Requirements

The following table presents the requirements that the project’s product, service or result must meet in order for the project objectives to be satisfied.

| Req. # | I Requirement Description |
| --- | --- |
| 1 | Multi-platform application that work with API |
| 2 | Sophisticated cloud storage for data storage |
| 3 | Office to collect advertisement. |
| 4 | Reliable privacy protection of collected data |

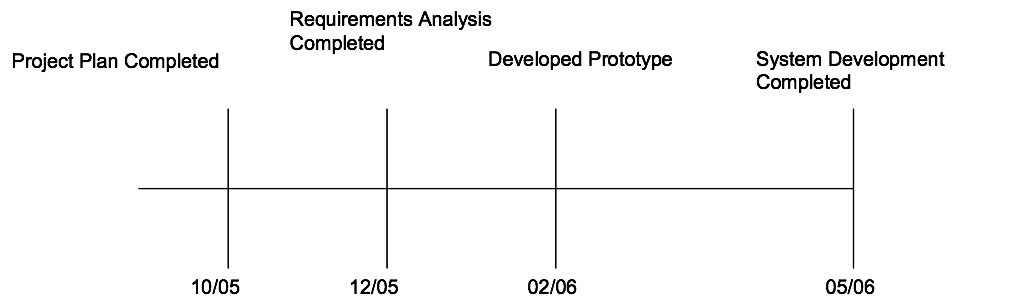
## Major Deliverables/Milestones

| Major Deliverable | I Deliverable Description |
| --- | --- |
| Fully working UI with projection map – 4m | Have a fully working UI and projection map with establishments and their info. |
| Working Platform – 12m | Deliver a working app which can determine a ratio at the 12 month mark. |
| Public Release – 18m | Release app on all mobile app stores at the 18 month mark. |

# Duration

## Timeline

The current projected timeline is 18 months. The team will have a fully working UI and a projection map at the 4-month mark. This projection map will display locations of establishments and provide general information about them. A working prototype of the app available by the 12-month mark. The last six months will be spent testing the product in small groups before a full public release. The product life expectancy will depend on the user-base size over time.



# budget Estimate

## Funding Source

Our source of income would be from Kickstarter, bars and clubs wanting to fund our app, and out of pocket.

## Estimate

5 workers \* $70k /worker/year = $350k/year \* 1.5 year plan = $525k

        $25 to put app on the google app store.

This section provides a summary of estimated spending to meet the objectives of the *RATIOS* project as described in this Project Charter.  This summary of spending is preliminary, and should reflect costs for the entire investment lifecy- cle.  It is intended to present probable funding requirements and to assist in obtaining budgeting support.

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# project Charter approval

The undersigned acknowledge they have reviewed the **LITE Project Charter** and authorize and fund the *RATIO* project. Changes to this **LITE Project Charter** will be coordinated with and approved by the undersigned or their designated representatives.

[List the individuals whose signatures are desired. Examples of such individuals are Business Steward, Project Manager or Project Sponsor. Add additional lines for signature as necessary. Although signatures are desired, they are not always required to move forward with the practices outlined within this document.]

|  |  |  |  |
| --- | --- | --- | --- |
| Signature: | Joshua Brummet | Date: | 02/07/2018 |
| Print Name: | Joshua Brummet |  |  |
| Title: | CEO / CTO |  |  |
| Role: | Head of Operations |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Signature: |  | Date: |  |
| Print Name: |  |  |  |
| Title: |  |  |  |
| Role: |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Signature: | Bhuwan Sapkota | Date: | 02/07/2018 |
| Print Name: | Bhuwan Sapkota |  |  |
| Title: | SSE |  |  |
| Role: | Objective and High level Requirement |  |  |

APPENDIX A: REFERENCES

The following table summarizes the documents referenced in this document.

|  |  |  |
| --- | --- | --- |
| **Document Name and Version** | **Description** | **Location** |
| *RATIOS PROJECT CHARTER 1.0* | *Overview of project startup* | *Denver Colorado* |

APPENDIX B: KEY TERMS

The following table provides definitions for terms relevant to this document.

|  |  |
| --- | --- |
| **Term** | **Definition** |
| *Projection Mapping* | *Known as video mapping and spatial augmented reality. To describe mapping of complex industrial landscapes* |
|  |  |
|  |  |