

## Exercise 2: The Project Charter Template

### Part I: Instructions

Project Charter Topic	Description
Team Composition	<ul style="list-style-type: none"><li>• List all team members</li><li>• Provide a title and a brief description of their role</li></ul>
Team Purpose	<ul style="list-style-type: none"><li>• Describe the purpose of the team</li><li>• Develop a brief and motivating team vision</li></ul>
Objectives	<ul style="list-style-type: none"><li>• List objectives the team must accomplish</li><li>• Strive for actionable objectives</li></ul>
Key Performance Indicators (KPI)	<ul style="list-style-type: none"><li>• List Key Performance Indicators (KPI) the team will use to measure success</li></ul>
Sponsor	<ul style="list-style-type: none"><li>• Define the Product Sponsor</li><li>• List Sponsor roles and responsibilities</li></ul>
Deadlines	<ul style="list-style-type: none"><li>• Provide a list of key milestones the team must meet</li></ul>
Resources	<ul style="list-style-type: none"><li>• List any resources required for the team to be successful</li><li>• Identify initial funding required to Conceive and Plan</li></ul>
Meetings	<ul style="list-style-type: none"><li>• List times and places the team will meet</li><li>• Include any other specific communication requirements</li></ul>

## Part II: Blank Template

Project Charter Topic	Description
Team Composition	<ul style="list-style-type: none"><li>• Robert Winston: Product Manager - Oversees overall product development and planning.</li><li>• Valerie Kumar: Sponsor - Approves budget and business case.</li><li>• Sylvia Sanders: Marketing Lead - Conducts market research and develops marketing strategy.</li><li>• Hiroshi Tanaka: Lead Engineer - Oversees technical design and prototype development.</li><li>• Ram Chopra: Design Lead - Manages product design and user interface.</li><li>• Maggie Jones: Product Owner - Defines product backlog and ensures alignment with user needs.</li><li>• Sarah Newton: Project Manager - Manages schedule, risk, and coordination.</li><li>• Raul Hernandez: Operations Lead - Manages distribution and supply chain activities.</li></ul>
Team Purpose	<ul style="list-style-type: none"><li>• To develop an innovative, safer, and more effective HEPA air purifier line addressing current market gaps, supporting PP LLC's vision to expand market share and deliver superior air purification solutions.</li></ul>
Objectives	<ul style="list-style-type: none"><li>• Complete product design by February.</li><li>• Develop three prototypes by May.</li><li>• Launch the product line by June.</li><li>• Achieve 25% revenue growth and 10% market expansion in the first year.</li><li>• Reduce product returns by 50%.</li></ul>
Key Performance Indicators (KPI)	<ul style="list-style-type: none"><li>• Market share increase by 10%</li><li>• Customer satisfaction rating &gt; 4.5/5</li><li>• 25% revenue growth</li><li>• 50% reduction in product returns</li></ul>
Sponsor	<ul style="list-style-type: none"><li>• Valerie Kumar, Vice President of Product Initiatives.</li><li>• Responsibilities:<ul style="list-style-type: none"><li>○ Approve funding.</li><li>○ Approve Product Concept Document and Business Case.</li><li>○ Provide executive-level support and remove roadblocks.</li></ul></li></ul>
Deadlines	<ul style="list-style-type: none"><li>• Complete Design: February</li><li>• Complete Development: May</li><li>• Launch: June</li></ul>

	<ul style="list-style-type: none"> <li>• Post-launch review: August</li> </ul>
Resources	<ul style="list-style-type: none"> <li>• Initial funding: \$30,000 for Conceive and Plan phases.</li> <li>• Cross-functional team expertise (marketing, engineering, design, operations).</li> <li>• Existing distribution and online sales channels.</li> </ul>
Meetings	<ul style="list-style-type: none"> <li>• Weekly Team Meeting: Tuesday afternoons.</li> <li>• Location: Main conference room or online (Zoom).</li> <li>• Communication: Slack channel for daily updates, email for formal approvals.</li> </ul>