

PROJECT CHARTER

1. General Project Information				
Project Name:		Social Media Bubble (SMB)		
Executive Sponsors:		Jayden Williams		
Department Sponsor:		Ronnie Burns		
Impact of project:		To store and display multiple social media platform accounts and information all in one location on a single app.		
2. Project Team				
	Name	Department	Telephone	E-mail
Project Manager :	Jayden Williams	Exec. Manangment	754-465-****	Jayden1.williams@famuedu
Team Members:	Daylen Hall	Development	317-809-****	Daylen1.hall@famuedu
	Tori Lucas	Design	972-750-*****	Tori.lucas@famuedu
	Ronnie Burns	Mananagement	469-650-****	Ronnie.burns1@famuedu
3. Stakeholders (e.g., those with a significant interest in or who will be significantly affected by this project)				
Google, Apple, Verizon, Samsung, Sony, Amazon, Ebay, Facebook, Walmart and the general public.				
4. Project Scope Statement				
Project Purpose / Business Justification Describe the business need this project addresses				
To provide an all in one application that host various amounts to features to help social media influencers and companies keep track of all theri social media needs and to help better reach out to all fans in multiple ways.				
Objectives (in business terms) Describe the measurable outcomes of the project, e.g., reduce cost by xxxx or increase quality to yyyy				
<ul style="list-style-type: none"> Develop a comprehensive social media management application. Develop the most used mass notification system Provide tools for influencers and companies to track their social media performance. Offer features to analyze audience demographics and behavior. 				

<p>Deliverables <i>List the high-level “products” to be created (e.g., improved xxxx process, employee manual on yyyy)</i></p> <p>1. Prototype Completion: Deadline: Description: Develop and deliver a prototype demonstrating essential application functionalities and user interface designs.</p> <p>2. Fully Functional Dashboard: Deadline: Description: Create and implement an efficient data entry interface</p> <p>3. Report Templates: Deadline: Description: Produce a set of 5 fully functional report templates covering vital aspects of social media performance, audience demographics, engagement metrics, and content analysis.</p> <p>4. Data Accessibility Dashboard: Deadline: Description: Develop and integrate a dashboard to enhance data accessibility showcasing a 30% improvement in retrieval speed over previous methods.</p> <p>5. Training Manual: Deadline: Description: Compile and distribute a comprehensive training manual for users, including influencers and company marketing teams, to ensure proficient utilization of the social media management application. The manual will encompass feature explanations, operational guidelines, and troubleshooting procedures.</p>
<p>Scope <i>List what the project will and will not address (e.g., this project addresses units that report into the Office of Executive Vice President. Units that report into the Provosts Office are not included)</i></p> <ul style="list-style-type: none"> • It will support integration with major social media platforms such as Facebook, Instagram, Twitter, YouTube, LinkedIn, etc. • The application will be accessible via web browsers and mobile devices. • The application will include features such as post scheduling, content creation tools, analytics dashboard, audience segmentation, and engagement tools. • Customizable user profiles and settings tailored to individual user needs. • Built in finance table to track all earning on all platforms • Security measures to safeguard user data and privacy.
<p>Project Milestones <i>Propose start and end dates for Project Phases (e.g., Inception, Planning, Construction, Delivery) and other major milestones</i></p> <ul style="list-style-type: none"> • Inception (10/01/2023 - 10/15/2023) • Planning (10/16/2023 - 11/15/2023) • Construction (11/16/2023 - 01/15/2024) • Delivery (01/16/2024 - 03/15/2024)

Major Known Risks (including significant Assumptions) <i>Identify obstacles that may cause the project to fail.</i>	
Risk	Risk Rating (Hi, Med, Lo)
Technical Challenges	Hi
Data Security and Privacy Concerns	Hi
User Adoption and Engagement	Med
Competitive Landscape	Med
Scope Creep	Med

Constraints *List any conditions that may limit the project team's options with respect to resources, personnel, or schedule (e.g., predetermined budget or project end date, limit on number of staff that may be assigned to the project).*

- Staffing Limitations: there will most likely be a cap on the number of staff that can work on the project. We have to find a balance on the amount of people as well as how much of the money goes to said people working on the project
- Stakeholders: The stake holders have to be available and approve certain aspects of the project
- Market: There has to be a market for an app like this which can impact the projects viability

External Dependencies *Will project success depend on coordination of efforts between the project team and one or more other individuals or groups? Has everyone involved agreed to this interaction?*

- Operational Capacity: the organization has to be able to take on the current workload
- Contractual Limitations: there has to be a mutual agreement with stakeholders which could impact the projects scope

5. Communication Strategy *(specify how the project manager will communicate to the Executive Sponsor, Project Team members and Stakeholders, e.g., frequency of status reports, frequency of Project Team meetings, etc.*

Project Team Communication:

- Weekly team meetings
- Stakeholder meetings (providing updates to stakeholders and listening to idea changes)

Stakeholder Communication:

- Meet monthly and report the milestones that have been reached
- Short presentations on where the project is currently and the direction in which it is headed

6. Sign-off			
	Name	Signature	Date (MM/DD/YYYY)
Executive Sponsor	Jayden Williams	<i>J.W</i>	2/11/24
Department Sponsor	Ronnie Burms	<i>R.B</i>	2/11/24
Project Manager			
7. Notes			