**Young Smart Men**

**ConnectAbility**

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PROJECT CHARTER

A screenshot of a project

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| --- | --- | --- | --- | --- | --- | --- |
| Objectives (in business terms) Describe the measurable outcomes of the project, e.g., reduce cost by xxxx or increase quality to yyyy | | | | | | |
| 1. Achieve a measurable increase in user engagement by expanding the number of active users on the ConnectAbility app by at least 15% annually over the next three years. 2. Ensure the app's accessibility to users with diverse disabilities, as measured by maintaining a minimum of a 90% accessibility rating based on user feedback and third-party assessments 3. Maintain a high user satisfaction rating of 90% or higher through regular feedback and improvements to the app's functionality and user interface. 4. Implement quantifiable data privacy and security measures to safeguard user information, ensuring compliance with relevant data protection regulations. | | | | | | |
| Deliverables List the high-level “products” to be created (e.g., improved xxxx process, employee manual on yyyy) | | | | | | |
| 1. Fully functional ConnectAbility mobile app for fostering social connections among individuals with disabilities. 2. Comprehensive accessibility guidelines to ensure inclusive design and adherence to accessibility standards. 3. Metrics system for tracking and measuring user engagement and community-building effectiveness. 4. Data privacy and security measures for user information protection and compliance. 5. Periodic accessibility rating reports demonstrating a minimum 95% accessibility rating. | | | | | | |
| Scope 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) | | | | | | |
| The scope of the ConnectAbility Project encompasses the following activities:   * Development and deployment of the ConnectAbility mobile application. * Implementation of comprehensive accessibility features within the app. * Continuous data privacy and security measures to safeguard user information. * Regular accessibility rating reports to ensure and showcase a minimum 95% accessibility rating. * Provision of user support and training resources for a positive user experience.   The scope of this project does not include:   * Changes to existing goals of the disability community. * Formal training for users in the use of assistive technologies. * Creation of assistive technologies or hardware devices. * The development of new disability policies or legislation. * Any physical modifications to the users' environment. * The hiring of additional personnel or staff members. * Any legal or compliance-related matters beyond data privacy and security. | | | | | | |
| Project Milestones Propose start and end dates for Project Phases (e.g., Inception, Planning, Construction, Delivery) and other major milestones | | | | | | |
| * Approved Project Charter (01 October 2023) * Planning for start of project begins (02 October 2023) * Milestone 2 ( 22 October 2023) * Milestone 3 ( 19 November 2023) * Milestone 4 ( 10 December 2023) | | | | | | |
| Major Known Risks (including significant Assumptions) Identify obstacles that may cause the project to fail. | | | | | | |
|  | Risk | | Risk Rating (Hi, Med, Lo) | | |  |
| Product could completely be a faliure due to lack of interest | | Med | | |
| Data privacy and Security breaches | | Med | | |
| Community Behavior | | 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). | | | | | | |
| Fixed Timeline: Adhering to a fixed project end date. Subject matter expert and external resource availability on web based development for sites like this. Team members' concurrent responsibilities. Competition from similar platforms. | | | | | | |
| 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? | | | | | | |
| The project success would rely on the individual efforts of the team memebers coordinating and completing assignments. | | | | | | |
| 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. | | | | | | |
| The project manager will communicate with the Executive sponser based on the set intervals previously mentioned, through email or in person. The project manager will communicate with the project teram members on a weekly bases via zoom, inperson meetings, and during alloted class time from the executive sponser. The project manager will commuicate with the stakeholders on indefinate intervals based off request from the indiviudal stakeholder groups via patch notes styles updates. | | | | | | |
| 6. Sign-off | | | | | | |
|  | | Name | | Signature | Date (MM/DD/YYYY) | |
| Executive Sponsor | |  | | A black background with a black square  Description automatically generated with medium confidence |  | |
| Department Sponsor | |  | | A black background with a black square  Description automatically generated with medium confidence |  | |
| Project Manager | |  | |  |  | |
| 7. Notes | | | | | | |
|  | | | | | | |

|  |
| --- |
| **Project Justification *(include financial justification i.e. ROI)***  Investment Cost: $40,000 (Development, Marketing, Accessibility Testing, Legal Fees)  Expected Returns:  User Base Growth: 20,000 users in the first year  Subscription Revenue: $1.99 per user per month  Advertising Cost: $8,000 in the first year (targeted, disability-friendly advertisers)  Legal Fees: $6,000 for user data protection and accessibility compliance  ROI= (Net Profit/Investment Cost) x 100%  Net Profit = (Subscription Revenue - Advertising Cost – Legal Fees) x 12  Net Profit = ($1.99 x 20,000 x 12) - $8,000 - $6,000 = $463,200  ROI = ($463,200 / $40,000) x 100% = 1158%  Estimated ROI for ConnectAbility |
| **Expected Outcome[5]**  Net Profit = (Subscription Revenue - Advertising Cost – Legal Fees) x 12  Net Profit = ($1.99 x 20,000 x 12) - $8,000 - $6,000 = $463,200 in year one |

|  |  |
| --- | --- |
| **WBS Categories** | **Internal time/hours needed** |
| 1. Initiating | 100 |
| 2. Analysis | 50 |
| 3. Design |  |
| Consulting | 30 |
| Website concept design | 40 |
| Website page(s) design | 50 |
| 4. Development |  |
| Learning from lectures | 40 |
| Website guideline Design | 30 |
| Research | 50 |
| 5. Implementation |  |
| Creating the website | 40 |
| Website monitoring | 70 |
| Project Management | 50 |
| 6.Evalution |  |
| Presentation | 1 |
| Total: | 551 |

# SWOT Analysis:

**Strengths:**

* **Inclusive**: The app's primary strength is its focus on inclusivity, providing a platform accessible to people with disabilities.
* **Market Demand**: There's a growing demand for inclusive technologies, which can create a substantial user base.
* **Accessibility experts & Guros**: If your team includes individuals with expertise in accessibility, it can be a significant advantage.

**Weaknesses:**

* **Competition**: The market for meeting apps is competitive; distinguishing your app will be crucial.
* **Funding**: Securing funding for an accessibility-focused project can sometimes be more challenging than for other types of apps.

**Opportunities:**

* **Niche Market**: Serving people with disabilities is a relatively underserved niche, offering growth potential.
* **Partnerships**: Collaborating with disability organizations or government agencies can provide valuable support and outreach.
* **Global Reach**: Accessibility initiatives can have a global impact as accessibility is a concern worldwide.

**Threats:**

* **Competitive Market**: Established meeting apps can quickly adapt and improve their accessibility features.
* **Regulatory Changes**: Changes in accessibility regulations may require significant updates to the app.
* **Limited Resources**: Maintaining and expanding the app's accessibility features may strain resources.