

Exercise 2: The Project Charter Template

Part I: Instructions

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

Part II: Blank Template

Project Charter Topic	Description
Team Composition	<p>The project team consists of the following members:</p> <ul style="list-style-type: none">• Robert Winston: Product Manager (Operations)• Valerie Kumar: Sponsor• Sylvia Sanders: Marketing Lead• Hiroshi Tanaka: Lead Engineer• Ram Chopra: Design Lead• Maggie Jones: Product Owner• Sarah Newton: Project Management• Raul Hernandez: Operations Lead
Team Purpose	<ul style="list-style-type: none">• The purpose of the team is to design and develop a new line of HEPA air purifiers to address market shortcomings and capitalize on the growing air purifier market. The team will focus on innovating the current product line to create purifiers that effectively eliminate volatile organic compounds (VOCs), odors, and viruses from the air, while also minimizing ozone emissions, noise levels, maintenance requirements, and filter replacement costs.
Objectives	<ul style="list-style-type: none">• Design and develop three distinct prototypes of HEPA air purifiers with various features.• Improve upon the current HEPA air purifier line to address market issues and customer demands.• Reduce noise levels by 50%.• Introduce a new HEPA filter that is easy to replace, cost-effective, and extends filter life to one and a half years.• Increase motor strength to expand filtration coverage by 50%.• Eliminate or significantly reduce ozone generation.• Establish three basic purifier models at various pricing levels: Basic Purifier, Better Purifier, and Ultimate Purifier.
Key Performance Indicators (KPI)	<ul style="list-style-type: none">• Number of prototypes developed• Reduction in noise levels• Cost-effectiveness of new HEPA filters• Increase in motor strength and filtration coverage• Reduction in ozone emissions• Successful establishment of three purifier models• Market share increase• Sales revenue growth

	<ul style="list-style-type: none"> • Customer satisfaction ratings
Sponsor	<ul style="list-style-type: none"> • Valerie Kumar will serve as the sponsor for all product initiatives. Valerie will provide funding to approve the Product Concept Document and the Business Case, ensuring adequate resources for the project's success.
Deadlines	<ul style="list-style-type: none"> • Design Phase: January - March • Development Phase: February - April • Beta Testing: May
Resources	<ul style="list-style-type: none"> • Initial funding of \$30,000 has been allocated to support team resource needs during the Conceive and Plan phases. Additional resources will be allocated as needed to ensure successful completion of the project.
Meetings	<ul style="list-style-type: none"> • The team will meet every Tuesday afternoon to discuss project status, address any issues or concerns, and ensure alignment on project goals and objectives. Additional meetings may be scheduled as needed to facilitate communication and collaboration among team members.