Project Charter – GripUp

General Information

Project Name: GripUp – Integrated Platform for Climbing Gyms
Project Manager: Hugo Leonardo Quezada Carreón
Start Date: Month 1 (Sprint 0 Start)
Projected Finish Date: Month 6 (MVP Launch)
Sponsor: Potential Sponsors

Background and Business Need

GripUp aims to address technological limitations in managing and enhancing the experience of indoor climbing gyms in Mexico through a mobile app that integrates professional routesetting, sports statistics, and commercial administration, to improve customer retention and professionalize gym operations.

Project Objectives

- Digitize Social Boulder-style routes and facilitate climbers' activity logging.
- Provide metrics and feedback for routesetters.
- Centralize and modernize gym communication and administration.
- Implement reservation systems, memberships, and digital access control.

Main Deliverables

- Mobile App (iOS and Android).
- Administrative panel for gyms.
- High-fidelity UI/UX prototypes.
- Beta versions for pilot gyms.
- Technical documentation and onboarding materials.

Initial Product Backlog (example)

- User stories for CRUD of routes and metrics.
- Social interaction features.
- Profile, pricing, and promotion management.
- Membership system and digital passes.
- Real-time reservation functionalities.

Scrum Roles

- **Product Owner:** Responsible for vision, prioritization, and communication with stakeholders.
- **Scrum Master:** Facilitates the team and Agile processes.
- **Development Team:** Mobile, backend, and UI/UX design.

- **Key Stakeholders:** Pilot gyms, routesetters, and climbers.

Planning Considerations

- Sprint 0: Discovery, initial backlog definition, and architecture planning.
- Iterative sprints for progressive modular development.
- Continuous feedback with pilot users on the MVP.
- Weekly sprint reviews for adjustment and improvement.

Risks and Mitigation

- Low initial engagement: ongoing communication with gyms.
- MVP complexity: break down scope into small, achievable sprints.
- Technical delays: use Scrum for continuous monitoring and adaptation.

Acceptance Criteria

- Integrated features tested in pilot gyms.
- Active usage by climbers and routesetters.
- Reliable and functional reports and metrics.
- Reservation and membership systems operating without major defects.

Assumptions

- Gyms will keep their commercial information updated.
- Routesetters will actively engage with using the app.
- Climbers will accept digitizing their memberships and access controls.
- The backlog will be managed through Scrum methodology.

Constraints

- Limited technical and financial resources.
- Tight deadlines for delivering the MVP.
- Availability of pilot gyms for testing.