



UNIVERSITY  
OF WOLLONGONG  
AUSTRALIA

## **PROJECT CHARTER**

Group: 01

**Date: 05/09/2020**

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0.1	05/09/2020	Yusai	Create the document
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## 1 Project Title

FlyDreamAir loyalty management system development project.

## 2 Project Authorization and periods of time

Date of Authorization: Aug 14th.

Project Start Date: Aug 20th

Project Finish Date: Nov 5th

## 3 Key Schedule Milestones

- 1st Milestone - Final version of the business process design model due Sep 14th
- 2nd Milestone – First version of the system by Oct 8th
- 3rd Milestone - Final version of the system programming by Oct 12th
- 4th Milestone - Complete the final test for the system by Oct 16th
- 5th Milestone - Complete the final check and project artifact by Nov 5th

## 4 Project Manager

Name: Yusai Zhang

Email: yz382@uowmail.edu.au

## 5 Project Objectives

The objective of the proposed project by Fly Dream Air for a loyalty management system is to improve customer satisfaction and to encourage customer loyalty to Fly Dream Air, the loyalty

management system will be regarded as a success if within 1.5 years from launch there is a significant increase in returning and happy customers satisfied with services and benefits provided by Fly Dream Air and the loyalty management system. To achieve this objective there will have to be a new user interface designed and implemented into the Fly Dream Air webpage to allow customers to register for, and to sign into the loyalty management system. Furthermore, a new database for the loyalty management system will need to be in place to for storing all members details, activities and points accumulated, as well as all promotional offers and discounts that members will gain access to.

The loyalty management system develop project for our company. This is the first charter for the project; the objective is to complete the first version of the system in two months and a production version in three months.

## 6 Project Budget

The airline has allocated \$375,000 for this project and more funds are available if approved by the board of directors. The majority of the costs for this project will be external third-party labour and some additional infrastructure is required for the using existing available resource.

## 7 Project Approach

In the process of project management and execution, CPM and Agile methods are mainly adopted for portfolio management. The basic description of the two methods is as follows:

**Critical path method:** Critical path method (CPM) is a step-by-step methodology used for projects with interdependent activities. It contains a list of activities and uses a work-breakdown structure (WBS) and a timeline to complete, as well as dependencies, milestones, and deliverables. It outlines critical and noncritical activities by calculating the “longest” (on the critical path) and “shortest” (float) time to complete tasks to determine which activities are critical and which are not.

**Agile:** Agile takes a significantly different approach to project management. It was initially developed for projects that require significant flexibility and speed. To achieve this, agile is

composed of short delivery cycles, i.e. “sprints.” Agile may be best-suited for projects requiring less control and real-time communication within self-motivated team and stake holder settings. As a project management methodology, agile is highly interactive, allowing for rapid adjustments throughout a project. It is commonly used in software development projects in large part because it makes it easier to identify issues quickly and to make modifications early in the development process, rather than having to wait until testing is complete. Agile offers repeatable processes, reduces risk, allows for immediate feedback, provides fast turnaround and reduces complexity.

Before project planning and execution, the main work of the project was decomposed mainly through CPM method, and the correlation relationship, process sequence and necessary control points among the main work were clarified. The main work of this project will use the Agile method of development, after the developed prototype system, by the developer to demonstration of the prototype, and puts forward Suggestions for the prototype by the project team members, combined with the advice and project objectives, content developers multiple iterations, the final form to meet the project objectives and deliverables conform to the project success criteria system.

## 8 Roles and Responsibilities

### 8.1 Project roles list

Name	Role	Contact Information
Professor Hoa Khan Dam	Sponsor	hoa@uow.edu.au
Yusai Zhang	Project Manager	yz382@uowmail.edu.au
Tom Rose	Project Coordinator	tlwr355@uowmail.edu.au
Kyle Murphy	Communication Coordinator	km543@uowmail.edu.au
Nagasubramaniyan Sankaranarayanan	Solution Architect	ns919@uowmail.edu.au
Xun Cai	Programmer / Developer	xc805@uowmail.edu.au

Yiting Chen	Quality Manager	yc672@uowmail.edu.au
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## 8.2 Project artifact & responsibilities matrix

No	Component	R	A	C	I
0	Final Project Presentation/Demo	Xun	Tom	All	All
1	Justification for project selection	Yiting	Tom	All	All
2	Business case	ALL	Tom	All	All
3	Project charter	Yusai	Yusai	All	All
4	Project scope statement	Yusai	Yusai	All	All
5	WBS, WBS dictionary and project schedule	Yusai	Yusai	All	All
6	Risk management	Kyle	Nega	All	All
7	Effort/cost estimation	Yiting	Tom	All	All
8	Demonstration of project execution (e.g. milestone reports, project tracking, etc.)	Yiting	Yiting	All	All
9	Evidence of effective use of version control system	Yiting	Xun	All	All
10	Project closing and lesson learnt	Yusai	Yiting	All	All

No	Component	R	A	C	I
11	Meeting records	All	Yusai	All	All
12	User interface prototypes	Kyle	Nega	All	All
13	Functionality implementation	Yiting	Xun	Kyle, Nega	All

## 9 Project Success Criteria

Acceptance criteria have been established for this project to ensure thorough vetting and successful completion of the project. The acceptance criteria are both qualitative and quantitative in nature. All acceptance criteria must be met in order to achieve success for this project:

1. Meet all deliverables within scheduled time and budget tolerances
2. Reduce customer churn by at least 20%
3. Reduce budget overruns by at least 30%
4. Improve the accuracy of product/service push information by at least 20%
5. Accomplish an overall performance improvement in program metrics

## 10 Approval and Authority to Proceed

We approve the project as described above, and authorize the team to proceed.

Name	Role	Contact Information
Yusai Zhang	Project Manager	yz382@uowmail.edu.au
Tom Rose	Project Coordinator	tlwr355@uowmail.edu.au
Professor Hoa Khan Dam	Sponsor	hoa@uow.edu.au