### **Narrative Charter Statement**

#### **a. Project Purpose or Justification**

The purpose of this project is to develop an AI-powered learning app to help Vietnamese students improve their study skills and access educational resources more easily. This project is important because many students struggle to find tailored, accessible learning materials. Upon completion, the app will enhance learning efficiency, reduce student stress, and contribute to modernizing education in Vietnam—a national priority in the era of Industry 4.0.

#### **b. Measurable Project Objectives and Related Success Criteria**

1. **Objective:** Attract 5,000 student registrations within 2 months of launch.
   * **Success Criteria:** Measured by the number of accounts registered on the platform.
2. **Objective:** Achieve an 85% user satisfaction rate.
   * **Success Criteria:** Measured by post-use survey responses (scale 1-5, average ≥ 4.25).
3. **Objective:** Deliver at least 50 interactive lessons within the first month.
   * **Success Criteria:** Measured by the number of lessons uploaded and verified by the development team.

#### **c. High-Level Requirements**

1. The app must provide interactive learning content, including lessons and practice questions.
2. The app needs a user-friendly interface, supporting Vietnamese, and compatibility with Android/iOS devices.
3. The app will use AI to recommend personalized learning materials based on individual student needs.

#### **d. Assumptions and Constraints**

* **Assumptions:**
  1. The content development team will leverage existing educational resources to reduce production time.
  2. Students have access to smartphones and basic internet connectivity.
* **Constraints:**
  1. The project must be completed by August 1, 2025, to align with the new academic year.
  2. The budget must not exceed 20 million VND to ensure feasibility.

#### **e. High-Level Risks**

1. **Risk:** Delays in app development due to technical issues or insufficient staffing.
2. **Risk:** Low student adoption due to ineffective promotional efforts.
3. **Risk:** Content fails to meet diverse student needs, leading to negative feedback.

#### **f. Summary Milestone Schedule**

1. **April 15, 2025:** Project plan finalized and team assigned.
2. **May 15, 2025:** App interface and initial content completed.
3. **June 15, 2025:** AI integration finished and beta testing conducted with 100 students.
4. **August 1, 2025:** Official app launch for all students.

#### **g. Summary Budget**

* **Initial Expectation:** 20 million VND.
  + App development (programming, design): 10 million VND.
  + Content production: 7 million VND.
  + Promotion and testing: 3 million VND.