

Exercise 2: The Project Charter Template

Project Charter Topic	Description
Team Composition	<ul style="list-style-type: none"> - Robert Winston – Product Manager (Project lead from Operations) - Valerie Kumar – Sponsor - Sylvia Sanders – Marketing Lead - Hiroshi Tanaka – Lead Engineer - Ram Chopra – Design Lead - Maggie Jones – Product Owner - Sarah Newton – Project Manager - Raul Hernandez – Operations Lead
Team Purpose	The team is responsible for designing and developing an innovative HEPA air purifier line that addresses key market gaps and prepares for a competitive product launch by summer 2026.
Objectives	<ul style="list-style-type: none"> - Deliver 3 purifier models (Basic, Better, Ultimate) by June 2026 - Integrate 5 new features that solve critical customer issues - Launch beta by mid-June and finalize for production release
Key Performance Indicators (KPI)	<ul style="list-style-type: none"> - Prototype completion within budget and timeline - 25% increase in revenue post-launch - Reduction in return rate by 50% - Customer satisfaction score (CSAT) above 85%
Sponsor	Valerie Kumar – Approves funding, oversees progress, and ensures alignment with company goals
Deadlines	<ul style="list-style-type: none"> - Design Phase: Jan–Feb 2026 - Development Phase: Mar–May 2026 - Beta Testing: Early June - Launch Readiness: End of June 2026
Resources	<ul style="list-style-type: none"> - Initial funding of \$30,000 for Conceive & Plan phases - Full development budget of \$80,000 estimated for prototypes and testing - Internal product, engineering, and marketing teams allocated

Meetings	Weekly team meetings every Tuesday afternoon to track progress, manage risks, and ensure cross-functional coordination. Sarah Newton will lead meeting logistics.
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