

MIS 4596

Project Charter

Project Title	<i>Pet Boss</i>	Product/Process Impacted	Pet Wellness
Start Date	<i>January 20, 2015</i>	Organization/Department	<i>Pet Services</i>
Target Completion Date	<i>May 4, 2015</i>	Champion	<i>Bruce Hohne</i>

	Description
1. Project Description	<p>An application will be built to help pet owners and pet business owners in the Philadelphia area. North Philadelphia Innovation Studios is creating an integrated application that will provide on-demand pet grooming, pet sitting, and a veterinarian services through partnerships with existing businesses. Pet Boss, as it will be titled, will provide a classifieds-esque platform that will provide listings of local pet businesses in the aforementioned categories, display reviews and ratings (as well as a map of the specific location), and allow users to book appointments to any number of these businesses.</p>
2. Project Scope	<p>The objective of this project is to create an innovative application for pet owners that helps to simplify daily/weekly pet activities, while at the same time providing an outlet for pet business owners to gain increased market exposure. If the objective is completed, we will be able to increase customer traffic through the application and cast a wider net for further business partnerships. We are trying to resolve the problems that current pet owners face when using existing referral/classified resources to locate and book specific pet services in the fields of pet grooming, pet sitting, and veterinarians: time consuming research, difficult booking processes, and a flux of irrelevant and unnecessary information/data. Additionally, we hope to solve the problems that pet business owners face: a lack of visibility, lack of communication outlets, and flawed marketing outreaches. In creating this application we will be able to increase our market share and build a regional brand that will expand in accessibility and geography over time.</p> <p>The Project Managers will ensure the success for the entirety of the project. The Project Managers are responsible for developing the project plan, monitoring the schedule, cost, and scope of the project during implementation, while also measuring performance and taking action accordingly.</p>

3. Project Goal and Deliverables In order for our team to be successful we have to create an application that will generate revenue (and subsequent increases in revenue) through high levels of customer satisfaction and retention (measured in completed transactions each year, with increases signifying satisfaction and repeat transactions signifying retention), as well as increased business partnerships (providing more options for customers).		<u>Metrics</u> Customer satisfaction, customer retention, business partnerships	<u>Baseline</u> 0 user transactions 0 business partnerships	<u>Current</u> 0 user transactions 0 business partnerships	<u>Goal</u> User transactions: 8k (yr 1), 23k (yr 2), 41k (yr 3) By year 3, 60% of transactions are from customers who made more than 1 transaction Business partnerships: 10 (yr 1), 30 (yr 2), 55 (yr 3)	
4. Business Results Expected		User transactions: 8k (yr 1), 23k (yr 2), 41k (yr 3) Gross Income: 74k (yr 1), 446k (yr 2), 1,226k (yr 3) Net Income: 419k (yr 3)				
5. Team members		Jessica Cracchiolo, Daniel Vessal, Courtney Wise, Brett Leftwich, Melissa Ramirez				

6. Support Required and risks	<p>We will be relying on Amazon Web Services to host and maintain our application (which will be developed by a third party). We will also be relying on office space in Philadelphia, which will require monthly rent, and a gradual increase in hired employees, who will require salaries. For marketing, we will be relying on companies such as Groupon and FaceBook to draw in customers through discounts and to provide advertising campaigns.</p> <p>An obstacle our team may face is getting users to download the app. This obstacle can be resolved by marketing with discounts (as previously mentioned). For example, besides Groupon discounts, the first 1,000 customers who download the app would get \$5 off their first visit. Another issue is retaining customers, which would be handled by ensuring high quality in our application and implementing a customer loyalty program that works across all 3 included services. Another risk we face is the possibility of customers using our application but booking appointments outside of Pet Boss. This will be a sunken cost as it is mostly unavoidable; we predict this risk to be uncommon due to the highly integrated nature of the application.</p>				
7. Customer Benefits	<p>The users of the application will be able to more conveniently find appropriate pet-related businesses and book appointments for the 3 core services essential to all pet owners. The “all-in-one” mentality will demotivate users from using any other method to perform the same functions, and will result in higher levels of customer satisfaction. The more users collectively use the app, the more useful and “trustworthy” the application becomes, resulting in a community of pet owners providing credible reviews and recommendations for the niche market. The ever-increasing number of business partners, who will in themselves benefit from the growing number of users, will also improve customer satisfaction and, in the long-run, retention (on both ends).</p>				
8. Technology Architecture	<p>We will be using Proto.io to prototype the application, which one member of the team has a high level of proficiency in (with the others having prior experience with similar application, JustinMind). Survey Monkey will be utilized for customer surveys and feedback, Microsoft Office will be used to document and publish project deliverables, and Google apps will be used for collaboration and communication purposes among team members. Amazon Web Services will be used to host the application, which, as a third party, will cover initial development and yearly maintenance.</p>				
9. Overall schedule/Work Breakdown Structure (Key milestones & dates)		Responsible individual	Output (notes, diagrams, interviews, screen prints)	Date started if in progress Or Expected completion date	Date completed or date completion is expected
Planning		Jessica Cracchiolo	Notes	1/20/15	2/10/15
Analysis		Melissa Ramirez	Surveys	2/15/15	2/20/15
Design		Courtney Wise	Diagrams	2/20/15	3/13/15

Implementation: Construction	Brett Leftwich	Diagrams	3/15/15	4/28/15
Implementation: Testing	Dan Vessal	Prototype	4/30/15	5/3/15
Installation	Dan Vessal	Prototype	5/4/15	5/4/15

Charter Development Guidelines: Examples are in *italics*. You can expand the form to meet your requirements as you enter text.

Project Title: Enter the name for your project – the name should convey a sense of purpose. Should contain an action word; such as – improve, develop, implement, reduce, etc.

Reduce Cycle Time for Resolving Disability Disputes

Product/Process Impacted: What you are working on.

Disability Claim Process

Champion: The sponsor of the project.

Department Head

Organization: Where you work.

Corporate HQ – Shared Services

Start Date: This is the first day on the project.

Target Completion Date: This is depending on the negotiated time line and scope with the sponsor.

1. **Project Description:** Several sentences addressing: why you are undertaking this project, the magnitude of the problem, general approach to be taken and expected benefits.

The Shared Services Benefits Group receives on average 30 claim appeals per month. Many of these are resolved by providing information clarifying the process and others should have been handled locally or by directly working with the service provider. This project will improve the process currently in use so that calls/claims are resolved quicker. This will allow members of this organization to focus on more strategic issues and will improve client satisfaction and eliminate re-work.

2. **Project Scope:** What the boundaries are of the process that you are going to be working on.

This "Process" begins with opening of a claim dispute and ends when the disputed claim case being closed.

3. **Project Goal:** Describe the target(s) that you are planning to achieve. Reduce cycle time by 50%, reduce cost per computer installation by 50% etc. If you don't have a quantifiable target then you cannot claim that you have reached your goal.

Include the historical baseline information. The current value for the process will be updated as the project progresses toward your goal.

For cycle time: Baseline- 2 days, Current- 2 days, Goal- 1 day (the goal reflects the 50% reduction from baseline)

For cost: Baseline- \$1000, Current- \$800, Goal- \$500 (the goal reflects the 50% reduction from baseline)

You may have other metrics that you are working to impact; if so, substitute them for any that don't apply. You may have only one metric and will rarely have more than three.

4. **Business Results:** What the benefits are to your organization when this project is complete. How will this project impact your organizations "Dashboard" metrics? What will be the impact to the financial bottom line?

5. **Team Members:** List the dedicated team members and also any other regular contributors to the success of the project.

6. **Support Required:** Identify other resources that may be required, such as outside consultants etc.

7. **Customer Benefits:** What the benefits are to the customers of this project if the process/product is improved.

The people using the claims dispute process will get faster results and resolution of their claim. This should result in better customer satisfaction levels with the process as well as improved productivity of service operators through fewer status inquiries.

8. **Technology Architecture:** What are the tools you will be using (development tools, data base, etc)? How will you obtain the tools? What is the level of experience of specific team members with these tools?

9. **Schedule:** Enter the anticipated dates that you will complete each phase of the project; work with your champion to determine these dates.