**MIS 4596**

**Project Charter**

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| ***Project Title*** | Owl Insider | ***Product/Process Impacted*** | Application for Temple University |
| ***Start Date*** | ***August 28th, 2018*** | ***Organization/Department*** | MIS |
| ***Target Completion Date*** | ***December 4th, 2018*** | ***Champion*** | Tony Messina |

1. **Project Description:**

We are addressing the problem of assimilating to college life at Temple University, especially for new and incoming students. When coming to such a large university like Temple, it can be very difficult to find friends, clubs, or events on campus. Some students have an easy time finding their place and exploring the school, but this is not the case for everyone. This is especially true for at-risk or non-traditional students. At-risk students may have emotional or behavioral problems, truancy, low academic performance, lack of interest for academics and or a disconnection from the school environment. Some people do not start out being an at-risk student, but the pressures of trying to succeed academically and finding a supportive friend group can cause them to feel isolated, and become at-risk.  At-risk students are more likely to drop out, thus hurting Temple’s retention and graduation rate. This could decrease its ranking and hurt its revenues if they lose student tuition.

With Owl Insider, we are giving students the opportunity to more easily find events, make friends, and get the most out of their college careers.

1. **Project Scope:**

Our app consists of three main areas. First is the questionnaire that students will complete when they download the app. This will help us give them event or club recommendations, and make Owl Insider a more personal experience. Next, we have the events section, which will recommend events based on a student’s questions answers, and also give them events based on their geolocation. Within the events app, we are also going to let students create their own events such as having a study group that they can invite people to. We also will have a student section that will show all of the students in their classes along with their contact information. While this app is especially useful for freshman and transfer students, it can be used throughout a student’s college career because our application’s features appeal to students of different ages or academic level.

1. **Project Goal and Deliverable:**

We will deliver a prototype of the application for presentation purposes. To do this, we will use Justinmind prototyping tool to create a visual representation of the application. A presentation that will showcase the need and effectiveness of Owl Insider. This will be a live presentation aided by slides that will include a demonstration of the prototype. We will be measured based on our prototype quality, perceived customer satisfaction, and business model.

1. **Performance Metrics:**

To measure the success of our application, we will focus on the number of downloads that the app receives. We will also look at the specific features that students engage with to better understand how students are using the app. An important criteria will be tracking student engagement along with their student success. For example, because the app is linked to Temple’s system, we would have access to student data to analyze GPA success, and enrollment plans. We would be able to determine if students that used the app saw an improvement academically. We will also study the different types of students that use the app most frequently, such as freshman level students, students in certain colleges, or students that transferred to Temple.

1. **Business Results Expected:**

We expect to create a functioning prototype in order to represent what the application will ultimately look like once it is fully built.

1. **Team members:**

We are accountable to our professor, Anthony Messina. Our team consists of Nina Sjostrom, Lauren Soentgen, Rebecca Robinson, and Anthony Mignona. We can turn to our professor for guidance.

1. **Support Required and Risks:**

We will utilize the JustinMind software to create our prototype. Some of the obstacles that we see would be the difficulty of our group meeting outside of class. 3 out of 4 students on the group commute to campus. We also all have outside jobs and responsibilities, so time to meet will definitely be an obstacle. As a team we are going to set weekly standing meetings to ensure that all work is being completed on schedule. We have also already set up a group message chat in order to stay in constant communication, and have created a google drive in order to easily and effectively share and edit work.

1. **Customer Benefits:**

Our project will help new students tremendously as they navigate the new and unfamiliar world of college or Temple’s large campus in general. By giving them an app that they can reference for many of their needs, students will feel more comfortable and assimilate better. This will help retain students and improve graduation rates.

1. **Technology Architecture:**

We will be using Justinmind.  All members in this group have had experience using JustinMind as a tool to showcase prototypes and projects.

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| **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 | Nina Sjostrom | Interviews, diagrams | August 28, 2018 | N/A |
| Analysis | Lauren Soentgen | Notes, interviews | September 4, 2018 | N/A |
| Design | Anthony Mignona | Screen prints | September 30, 2018 | N/A |
| Implementation: Construction | Rebecca Robinson | Screen prints | September 30, 2018 | N/A |
| Implementation: Testing | Nina and Lauren | Screen prints | N/A | N/A |
| Installation | Nina, Lauren, Anthony, and Rebecca | Screen prints | December 18th, 2018 | N/A |