Project Charter
Matthew Andrien, Joe Doyle, Jessica Margetich, & Sara Rezaeian

Project Title	Pro Recommendations	*Product/Process Impacted*	Letters of Recommendation
Start Date	2/5/14	*Organization/Department*	Temple University
Target Completion Date	4/29/14	*Champion*	Timothy O'Rourke

		Description	
1. Project Description		The current letter of recommendation process is perceived to be invaluable by many companies and organizations because they lack authenticity. The Pro Recommendation system can change the way letters of recommendations are requested, written and submitted, and can help business- oriented social networking services to attract new subscribers, increase site traffic and ultimately bring in revenue. The system itself focuses on two types of users: business professionals/students requesting a letter of recommendation and business professionals writing letters of recommendations. **How It Works:** First, the requestor sets up a profile, then the request is sent out to the professional actually completing the recommendation. When the request processes, tracking becomes a capability for the requester, allowing him/her to view the status of the requested recommendation. Next, the recommender/writer can accept/reject requests, and easily complete the recommendation upon acceptance through the Pro Recommendations System. The system itself is comprised of different letter of recommendation templates (including a feature for the writer to upload their own template), auto-populated tabs (full of the requestor's academic/professional information and the company's information for whom the letter is being written for), and tips for writing letters of recommendation. Once the recommendation has been submitted, the requestor would receive a final notification through the tracking capability that the process is complete.	
2. Project Scope		Create a letters of recommendation platform/ system to help write letters of recommendation and track them. This process will start upon a recommendation request, and concludes when the intended individual has submitted the completed recommendation.	

3. Project Goal and Deliverables	Metrics	Goal
	• Subscriptions • Site Traffic (site visits) • Revenue	• Increase customers subscriptions by 20% over the next 3 years • Increase overall site traffic by 30% over the next 3 years • Increase revenue by 5% within 1st year

4. Business Results Expected	Option 1:
	We intend to sell our system to business- oriented social networking services like LinkedIn and Google. They would then have the capability to integrate the system with their specific company infrastructure. They can expect an increase in site traffic and in customer subscriptions because companies like LinkedIn and Google both acquire revenue through advertisement. Increased traffic can allow for higher advertisement costs.
	Option 2:
	We could also offer subscriptions to universities/colleges across the U.S. with an annual cost to each depending on the size of the organization (number of students and staff). Staff at these universities/colleges will spend less time writing recommendations and more time accomplishing what they're getting paid for!
5. Team members	Team Members: Matthew Andrien, Joe Doyle, Jessica Margetich, Sara Rezaeian
	Guidance: Munir Mandviwalla
	Champion: Timothy O'Rourke
6. Support Required and risks	Resources: funding, mentor
	Obstacles: time constraints, lack of technical know-how
	Any issues undergone can be resolved through team communication, planning, and utilization of resources.
7. Customer Benefits	The system helps improve customer satisfaction by giving customers of purchasing companies/universities a simple, authentic recommendation site that offers tracking capabilities. The purchasing company will experience increasing their site traffic and subscriptions, resulting in increased revenues.
8. Technology Architecture	Justinmind→ each member has a basic knowledge/ understanding of the application

9. Overall schedule/Work Breakdown Structure	Responsible Individual	Output (notes, diagrams, interviews, screen prints)	Date started if in progress Or Expected completion date	Date completed or date completion is expected
Analysis	Jessica	Online Research/ Speaking with Business Professionals	2/5/14	2/19/14
Design/ Planning	Sara	Screenshots/ prototype blueprints	2/20/14	4/9/14
Implementation: Construction	Matthew	Prototype	4/9/14	4/16/14
Implementation: Testing	Joe	Prototype	4/17/14	4/21/14
Trial Presentation	Everyone	Prototype, Video, PPT	4/21/14	4/30/14
Final Presentation	Everyone	Prototype, Video, PPT	4/30/14	5/12/14