

MIS 4596

Project Charter

Project Title	Reduce Freebooting	Product/Process Impacted	View Count/Ad Revenue
Start Date	01/26/2016	Organization/Department	N/A
Target Completion Date	04/18/2016	Champion	Aaron Ploucher

	Description	
1. Project Description	Original Video Content Creators (OVCC) are suffering from “freebooting”, particularly in the form of .gif (graphics interchange format) file format. “Freebooting” is the practice of downloading copyrighted content from a media-hosting website and re-uploading it without the creator’s permission, typically in order to accumulate a large following or for commercial profit through advertising revenue. This project will provide a social platform for OVCCs to post their videos in a .gif format to secure their following and advertising revenue. The project will also provide as a new social media platform and creative medium utilizing the .gif/.gifv file format.	
2. Project Scope	The process starts with designing and creating the platform and ends with adoption from the OVCC community. We will examine the market for social networks and look for a successful potential business strategy and how it fits with our goal of reducing freebooting. The team will formulate examples of how the system architecture may work, along with data models and process models. The project will end after we create a presentation of our findings and present before potential investors.	
1. Project Goal and Deliverables		
Deliverable: The team must deliver a prototype for a fully integrative social media platform based around the .gif/mp4(.gifv) file format.	Metrics	Baseline
	Current	Goal
	Increase amount of users by 165 monthly	0
	Increase the number of advertisers on the platform by 20 a month	0
	Increase the number of .gifs of the platform by 1,000 a month	0
	Increase the number of locations our platform is being used	0
		1,000 users in 6 Months
		100 in 6 months
		6,000 in 6 months
		10 Countries in 6 months
4. Business Results Expected	We expect to have a functioning and profitable business within five years. It will be making money off of ad revenue and sponsored content.	

5. Team members	Aaron Ploucher – Project Manager/Project Champion/Design Joseph Derer – Analysis and Data skills Noah Berson – Implementation/Testing				
6. Support Required and risks	Additional Resources: IT architecture knowledge, marketing consultants, and Google’s content verification systems. Obstacles: Scalability of the platform, successful monetization, and not being found by potential users.				
7. Customer Benefits	This project will provide a social platform for OVCCs (Customers) to post their videos in a .gif format to secure their followers and advertising revenue. The project will also provide as a new social media platform and creative medium utilizing the .gif file format. It will be focused on just .gifs removing the clutter that has weighed down other social networks. A possible negative to consumers is that their attention spans decrease being used to shorter media.				
8. Technology Architecture	We may use JustInMind to prototype the idea or create an example website. We are using GroupMe to communicate as well as email. A shared Google Drive will store important files and create backups.				
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		Aaron Ploucher		01/26/2016	02/09/2016
Analysis		Joe Derer, Noah Berson		02/02/2016	02/16/2016
Design		All Members		02/16/2016	02/23/2016
Implementation: Construction		Noah Berson, Aaron Ploucher		02/23/2016	03/15/2016
Implementation: Testing		Noah Berson, Joe Derer		03/15/2016	04/05/2016
Installation		ALL Members		04/05/2016	04/15/2016

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.