**MIS 4596**

**Project Charter**

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| ***Project Title*** | ***Recovering Unused Meal Swipes*** | ***Product/Process Impacted*** |  |
| ***Start Date*** | ***01/20/2015*** | ***Organization/Department*** | ***MIS 4596*** |
| ***Target Completion Date*** | ***05/04/2015*** | ***Champion*** |  |

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|  |  | Description | | | | | | | | | | | | |  |
| **1. Project Description** |  | What problem is the team addressing? What problems do customers have?  Many students at Temple University have excess meal credits that become void if they are unused at the end of each week. Inversely, there are students who do not buy any/enough meal credits to purchase meals each week. Currently there is no process for buying or selling meal credits, which presents an opportunity. Swipe’d allows students to buy and sell meal credits within a student run virtual community. With the launch of this application we believe that we can realize large profits when we are able to establish large user-bases spanning multiple universities. | | | | | | | | | | | | |  |
| **2. Project Scope** |  | What areas are inside and/or outside the work of the team? What are the boundaries (start and end points)? What specific parts of the overall problem will you focus on?  Create a mobile application that creates a hybrid buyer and seller community for the transferring of University meal plan credits from one party to another. Swipe’d allows students with excess weekly meal credits to post meals for sale, while students seeking additional meal credits can browse the marketplace to purchase additional meal credits. | | | | | | | | | | | | |  |
| 1. **Project Goal and Deliverables**   What must the team deliver to be successful? Does the team goal link to the key performance parameters established by the sector leadership teams? What is the baseline performance? How will the goal be measured? | | | | |  |  | **Metrics**  (propose specific metrics for your project, e.g., cost reduction, time reduction, customer satisfaction, etc.) | | **Baseline** | **Current** | | **Goal** | |  | |
|  | | | | |  |  | **Application Downloads,**  **Google Play rating/Customer Satisfaction,**  **Difference between number of unused meals before and after app launch,**  **Amount spent on meal plan purchases (purchase lesser meal plans –utilizing app more), Number of transactions each month** | |  |  | |  | |  | |
| * Prototyped mobile app that allows students to buy/sell meal credits * **Goals**   + Amount of Application downloads: Month 1:1,000 users; Month 2:5000; Month 3: 10,000 users; Month 6:50,000 users   + Number of meal plans unused before Swipe’d compared to number of meal plans remaining after * Deliverables: Financial Analysis, Charter, Status reports, Team Member Evaluations, Persuasion and Communication decks, Business Model, System Architecture, Data Model, Prototype | | | | |  |  | **N/A** |  | | **(% of % of students who purchased meal plan)** | |  | |
|  | | | | |  |  | **N/A** |  | | **4 star rating** | |  | |
|  | | | | |  |  | **Week 1 unused meals** |  | | **(10% decrease)** | |  | |
|  | | | | |  |  |  |  | |  | |  | |
| **4. Business Results Expected** | | |  | **Current:**  N/A  **Projected:**  Licensing  Percent of transaction  Paid listing features  Pay for posting  Advertisements | | | | | | | | | | | |  |
| **5. Team members** | | |  | Who is this team accountable to? Who is your champion? Who is on this team? What are the specific skills/roles of each team member? Who can the team turn to for expert guidance?  **Sponsor:** Munir Mandviwalla  **Team Members:** Emily Wylde, Steve Lauver, Daniel Colbeth  The team will be accountable to Professor Mandviwalla.  The prototyping process will be led by Dan, the business canvas and requirements gathering by Steve, market analysis and stakeholder presentation by Emily. Expert guidance will come primarily from our mentor, Shariq Khan and also from university dining services at Temple University. General project guidance will come from Professor Mandviwalla. | | | | | | | | | | | |  |
| **6. Support Required and risks** | | |  | What additional resources does the team need? What obstacles does the team see, and how can they be resolved?  Additional Resources: Student feedback regarding meal plans, data from Temple University Dining Services, participation from campus food vendors, Justinmind (or outsourced programmer)  Obstacle: Lack of traction with potential customers (application popularity), future competition, access to University dining statistics, lack of access to individual meal plan data, need to partner with Temple University (for portal system).  Solution: Pilot at one University initially, expand to numerous Universities later, contact University dining services for data access/gather data through student survey offer incentives to participate (portion of each in-app transaction). | | | | | | | | | | | |  |
| **7. Customer Benefits** | | |  | How will this project help the customer of the organization? Could improvements have a negative impact on the customer?  Gives the customer the opportunity to make money from potentially unused meal credits and allows other students to potentially buy more meal credits at a discounted price. | | | | | | | | | | | |  |
| **8. Technology Architecture** | | |  | What are the specific tools/technologies you will be using? What is the experience of team members with these tools?  Our team will use Justinmind to prototype our solution. Team members have a moderate level of experience with this tool.  Google Forms for creating and dispensing student meal plan surveys. | | | | | | | | | | | |  |
| **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  Idea creation | | | | | | Team | |  | | | Week 1 | | Week 4 | | |
| Analysis  Start interviewing SMEs, gather other outside research | | | | | | Team | |  | | | Week 4 | | Week 6 | | |
| Design  Brainstorm solutions, narrow down to the best | | | | | | Team | |  | | | Week 8 | | Week 8 | | |
| Implementation: Construction  Build and rebuild prototype | | | | | | Team | |  | | | Week 9 | | Week 13 | | |
| Implementation: Testing  Perfect the prototype | | | | | | Team | |  | | | Week 14 | | Week 14 | | |
| Installation  Present to audience | | | | | | Team | |  | | | Week 15 | | Week 15 | | |