

PROJECT CHARTER

Nepali Maya (NMAYA) Dating App Launch



PROJECT CHARTER

PROJECT NAME		PROJECT MANAGER	PROJECT SPONSOR
Nepali Maya (Nmaya) Dating App Launch		Chani Lama	
EMAIL	PHONE	ORGANIZATIONAL UNIT	
oet.clama@gmail.com	702-937-4255	App development, Operation, and Project Management	
ESTIMATED COSTS	EXPECTED SAVINGS	EXPECTED START DATE	EXPECTED COMPLETION
\$100,000	\$140,000 - \$305,000	July 4, 2024	February 14, 2025

PROJECT OVERVIEW

PROBLEM OR ISSUE	The Nepali community in North America lacks a dedicated, culturally sensitive dating platform that caters to their unique preferences and needs. Existing dating apps do not adequately address these cultural nuances.
PURPOSE OF PROJECT	To create a culturally relevant dating app for the Nepali community in North America that supports both free and upgraded versions, allowing users to connect based on shared cultural values while offering modern features like virtual gifts and non-traditional payment methods.
BUSINESS CASE	Nepali Maya Dating App will address the cultural gap in the online dating market for the Nepali community in North America. By offering features that respect cultural preferences while embracing modern payment methods, the app will appeal to a wide user base, ensuring engagement and satisfaction.
GOALS / METRICS	

	<ol style="list-style-type: none">1. Achieve 50,000 app downloads within the first year.2. Obtain a 70% user retention rate in the first 6 months.3. Facilitate at least 10,000 successful matches within the first year.4. Enable 30% of users to upgrade to premium features.5. Implement non-traditional payment methods by launch.6. Create a waiting list of at least 5,000 interested users before the official launch.
EXPECTED DELIVERABLES	<ol style="list-style-type: none">1. Nepali Maya Dating App (iOS and Android versions)2. Admin Dashboard3. Marketing Materials4. User Support System5. Data Analytics Reports6. Feedback Collection System7. Public Relations Strategy8. Waiting List and Promotional Campaign

PROJECT SCOPE

WITHIN SCOPE	<p>The scope includes designing and developing the Nepali Maya Dating App, implementing user preference algorithms, integrating virtual gifts and payment systems, creating an admin dashboard, launching a marketing campaign, and managing a waiting list. The initial focus will be exclusively on the North American market for the first two years</p>
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**OUTSIDE
OF SCOPE**

Expanding beyond North America during the first two years, or creating custom ethnic filters beyond the initial specifications. International expansion and post-launch marketing efforts beyond the first campaign are also excluded.

TENTATIVE SCHEDULE

KEY MILESTONE	START	FINISH
Form Project Team and Conduct Preliminary Review	October 1, 2024	October 15, 2024
Finalize Project Plan and Project Charter	October 16, 2024	October 31, 2024
Conduct Definition Phase	November 1, 2024	November 30, 2024
Conduct Development Phase	December 1, 2024	March 31, 2025
Conduct Analysis Phase	April 1, 2025	April 30, 2025
Conduct Improvement Phase	May 1, 2025	May 31, 2025
Conduct Contro/Test Phase	June 1, 2025	June 15, 2025
Close Out Project and Write Summary Report	June 16, 2025	June 30, 2025

Notes/Comments:
