

Team Charter

Group 1: Claudia Cretu, Ellyshia Tan, Josif Mitsanski, Nikoleta Mihova, Yasmin Abhrao Kfuri

Contents

- Team members
- Core values
- Group norms
- Roles
- Metrics of success

- **Team members:**

	Strengths	Weaknesses
Claudia	<ul style="list-style-type: none">– Organized– HTML & CSS– Communication– Design & Figma– A bit presenting	<ul style="list-style-type: none">– Don t know JS yet– Get too stressed sometimes– Need extra info to do something perfect– Tired and busy sometimes
Ellyshia	<ul style="list-style-type: none">- Future-oriented organization- HTML, CSS, a little bit of JS, Figma, photoshop, illustrator- Communication- Hardworking	<ul style="list-style-type: none">- Short term memory- Sometimes not that confident- Over-worry & overthinking

Nikoleta	<ul style="list-style-type: none"> - Design & Creativity - Html & CSS, Figma, Axure - Photography & Photoshop, Filming - Has some experience with Adobe - Some JavaScript - Communication 	<ul style="list-style-type: none"> - Easily distracted (possible ADHD) - Anxiety - Low motivation - Public speaking
Yasmin	<ul style="list-style-type: none"> - HTML/CSS, Photoshop, Illustration, Figma, Clip Studio PRO - PowerPoint, Presentation - Communication - Organization 	<ul style="list-style-type: none"> - Not always present on meetings face to face / lateness - Overthinking - Anxiety - Tired because of amount of work outside University
Josif	<ul style="list-style-type: none"> - Strong technical background in SE – HTML, CSS, JS + a bit of React - Marketing (Funnels, Ideas and Strategies) - Design 	<ul style="list-style-type: none"> - Sometimes late with deadlines - Micromanagement - Communication - Potential adhd

- **Core values**

- **Communication**

- When you have an idea or don't agree with the decision the group is heading for, it is important to speak up. Teamwork makes the dream work.
- All members should have clear communication between each other and with the stakeholders.

- **Dedication**

- We believe each team member should dedicate a fair share of their time to finish the project and achieve the best

possible outcome. Showing up to the meetings and doing your part of the work is vital.

- All members should equally give the same amount of effort and contribution to the project.

- **Empathy**

- All members should empathize with each other if a real problem appears and understand that person, also applies to a missing teacher or client if they have a good reason for it. Empathy is also important in regard to the client as we will be working to create a satisfactory working environment.

- **Quality**

- We hope to deliver a fully functional, bugless website that is also visually appealing to both the client as well as the target group.
- The quality of the final product should be the best that can be made.

- **Creativity**

- How to act when different challenges show up creatively. Seeking for inspiration and new ways to get the best result for this project.

- **Cooperation**

- All members are willing to participate in all group activities and are aware of their responsibility to do and complete the tasks that they are assigned to.

- **Group norms (aka – rules):**

- Inform team members of absence at least 1 day before (except for unexpected urgencies).
- Every team member must be present during meetings, regardless online or offline (unless member is sick or has another type of emergency to take care of).
- Ask for help if needed.
- Communicate everything about work (if you don't like an assignment, if you don't have time in that moment, etc.) It would be no problem, but announced in time we can allocate the assignment to someone else.
- If a team member breaks the assigned rules, they must bring snacks for the whole team in their next meeting.
- Communication channel chosen by the group is WhatsApp Group and Teams Group.

- **Roles**

- Claudia
 - Time Manager (Designer, Project report)
- Ellyshia:
 - Organizational Planner (Designer, Project report)
- Josif
 - Marketing Strategist (Designer, Project report)
- Nikoleta
 - Creative Design Lead (Designer, Project report)
- Yasmin
 - Team Leader (Designer, Project report)

- **Metrics of success**

- Claudia – For me success means that at the deadline we deliver a product, that we communicated well as a team and that is shown in our work, that we

made connections and friends in the team, that we learned new things, and we had fun.

- Ellyshia – I think this project is considered a success if:
 - We can deliver a product that is like how we envisioned it to be, and the client is happy and satisfied with it
 - Everyone in the team learned new things from working on the project itself
 - Everyone gives an equal amount of effort and contribution to the project
- Josif – My metrics for success are the following:
 - Setting a clear brand identity for the customer
 - Improving current design and offering
 - Defining a clear target audience
 - Creating an efficient inbound/outbound client acquisition framework
- -Helping her business by bringing new clients
- Nikoleta – Success to me is having completed all the goals we had set up for ourselves to the best of our abilities. We would be successful if we have helped our client even a little, in regards to the issues she's currently having with her branding. If we have made any progress at all, if we have done what was asked of us the best we could, we have succeeded.

- Yasmin:

- We're able to guide the client through the process of branding keeping in mind their mission and values while respecting their wishes.
- Being able to give valid reasons for our decisions as a group.
- Being on time (or ahead of it) with our tasks.
- Receiving valuable feedback from client, professors, team members and classmates and incorporate these feedback in our project.