

Section I: General Project Charter Information

Charter Item	Comments
Project name	Develop an application to provide marketing data in real-time
Project goal	The app will be created to help AHI gather information and data to understand the target market better and develop strategies in real-time.
Project value proposition and benefits	<ul style="list-style-type: none">• To improve project development and phase out decisions.• To increase sales for AHI.• To improve Customer satisfaction.• Boost new product launch decisions.• Improved Pricing Analysis.
Problem or opportunity statement	<p>Problem Statement: -</p> <ul style="list-style-type: none">• Currently, tracking is done with a variety of unlinked systems.• Dependency on manual consolidation efforts.• Collecting and analyzing data takes time, which results in delaying decision making. <p>Opportunity Statement: -</p> <ul style="list-style-type: none">• We can remain competitive and viable in a growing healthcare and skin care market.• We can get more customers by improving their satisfaction.• More revenue after app development.
Project schedule	April 2024- November 2024
Project manager	Cary Manning
Approval authority/sponsor	Mary Smithers

Section II: Additional Clarifying Information

Assumptions or constraints	<p>Assumptions: -</p> <ul style="list-style-type: none">• We can meet market needs for the current situation by creating a viable app.• IT can support the project team in all phases of app development.• The app will improve marketing effectiveness, and we can expect 20% ROI in Year 1. <p>Constrains: -</p> <ul style="list-style-type: none">• Project Budget is fixed (\$250,000)• Project Schedule is very critical.
Proposed solution(s) high-level overview	<ul style="list-style-type: none">• Design the AHI app.• Develop a prototype.• Test the prototype.• Launch it in the market.• Take customer feedback• Improve
Project priorities	Creating a Viable App within Project Budget and Schedule
Return on Investment (ROI)	20% ROI for 1 st Year
Risks (Potential)	<ul style="list-style-type: none">• Budget increased: Return on investment will be less• Flaw in design: app launch delays• Development delays: app launch delays• IT capability issues: reduced ROI and app launch delays• Internal app development capacity: app launch delays

Resources required	<ul style="list-style-type: none">• Designing Team• Core IT Team• Project Management Software• Testing Team• Marketing Team• Human Resources
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