Project Charter Template

Overview:

The Project Charter is the first document created in the Initiation phase. It answers the "what," "why," and "who" of the project. The project sponsor must approve the project charter before formal planning can begin.

The Project Charter is often developed based on information provided in a business case, Statement of Work (SOW), or agreement such as a contract, Memorandum of Understanding (MOU), Service Level Agreement (SLA), and so on.

Use this template to create your Project Charter.

Section I: General Project Charter Information

Charter Item	Comments
Project name	AHI Mobile Application Development
Project goal	Develop a mobile application to enhance user engagement and streamline services.
Project value proposition and benefits	Provide users with a user-friendly interface, customized features, and increased accessibility to services. Increase user base by 25%, improve customer satisfaction, and generate an additional $300,000 in revenue within the first year.
Problem or opportunity statement	The current service delivery method lacks efficiency, leading to reduced customer engagement and satisfaction.
Project schedule	Planning Start: 18, Dec 2024 Launch Date: June 2025
Project manager	Alex Johnson
Approval authority/sponsor	Sarah Lee

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Section II: Additional Clarifying Information

Assumptions or constraints	Users will actively engage with the app. The development team has the necessary skills. Budget: $200,000. Must comply with data privacy regulations.
Proposed solution(s) high-level overview	1. Conduct user research. 2. Design app interface. 3. Develop and test the application. 4. Launch and gather feedback.
Project priorities	High priority on user experience. Launch by June 2024. Stay within $200,000 budget.
Return on Investment (ROI)	**Costs:** $200,000. **Benefits:** Estimated revenue increase of $300,000 in the first year.
Risks (Potential)	Delays in development may push back the launch date. Potential technical issues during deployment. User resistance to adopting the new app.
Resources required	Development team (3 developers). UI/UX designer Marketing team IT support