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	Acme Health Innovations (AHI) Marketing Data App Development
Project goal	Develop an application that provides real-time marketing data to address marketing shortfalls and improve decision-making for AHI.
Project value proposition and benefits	- Enable faster introduction of new and updated products to the market. - Improve overall AHI customer experience. - Better positioning and analysis of individual product sales. - Accelerate testing of new product concepts. - Gain insights into current shoppers and demographics. - Enhance brand tracking and marketing effectiveness.
Problem or opportunity statement	AHI currently relies on disconnected systems for marketing analytics, which delays decision-making and hampers competitiveness. This project aims to develop an integrated app that offers real-time market analysis and improves AHI's marketing processes.
Project schedule	**Kick-Off:** April 20XX **Design:** May 20XX **Development:** June-August 20XX **Testing:** September 20XX **Launch:** October 20XX **Improvement:** November 20XX
Project manager	Cary Manning
Approval authority/sponsor	Mary Smithers

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Assumptions or constraints	**Assumptions:** - A viable app can be developed to meet marketing needs. - IT infrastructure will support the app. - The app will enhance marketing effectiveness. - 20% ROI expected in Year 1. **Constraints:** - Fixed budget of $250,000. - Schedule is critical.
Proposed solution(s) high-level overview	- **Design Phase:** Finalize app requirements, analysis, and IT infrastructure upgrades. - **Development Phase:** Create an initial app prototype and necessary IT interfaces. - **Testing Phase:** Conduct beta tests, gather feedback, and upgrade the app. - **Launch Phase:** Add new IT hires, train personnel, launch the app, and collect feedback. - **Improvement Phase:** Adjust based on feedback and monitor app effectiveness.
Project priorities	- **Scope:** Ensuring the app meets all required functionalities. - **Schedule:** Adhering to the critical timeline for each phase. - **Cost:** Staying within the $250,000 budget.
Return on Investment (ROI)	- Expected 20% ROI in Year 1. - Benefits include increased revenue, improved customer satisfaction, and cost avoidance.
Risks (Potential)	- **Over-budget:** Reduced ROI if costs exceed budget. - **Design Flaws:** App launch delays if the design is flawed. - **Development Delays:** Delays in app launch due to development issues. - **IT Capability Issues:** Reduced ROI and delays if IT support is inadequate. - **Internal Development Capacity:** Delays if internal capacity is insufficient.
Resources required	- **App Development:** $180,000 - **IT Software and Hardware:** $15,000 - **IT Storage:** $15,000 - **Data Feeds:** $5,000 - **App Security Upgrades:** $20,000 - **IT Personnel (HR):** $15,000