**Section I: General Project Charter Information**

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| **Charter Item** | **Comments** |
| Project name | AHI App Development |
| Project goal | To develop a comprehensive application that provides real-time analytics and information to enhance Acme Health Innovations' marketing capabilities, streamline customer interactions, and improve business decision-making processes. |
| Project value proposition and benefits | * Improved return on investment (ROI) with a projected 20% ROI in Year 1. * Streamlined marketing processes by automating data collection and analysis. * Enhanced employee engagement with better tools and processes for analyzing market trends and customer data. * Better insights into customer demographics and preferences, leading to improved product offerings. |
| Problem or opportunity statement | The health and skin care industry is experiencing rapid growth and increasing competition. Acme Health Innovations offers a diverse range of high-quality skincare products and technologies. However, current data tracking methods are manual and fragmented, leading to delays in decision-making.  This project presents an opportunity to develop an app that consolidates various marketing data sources, enabling AHI to respond swiftly to market changes and customer needs, thus maintaining a competitive edge. |
| Project schedule | **Project Kick-off:** April 1, 20XX  **Design Phase:** May 1 - May 31, 20XX  **Development Phase:** June 1 - August 31, 20XX  **Testing Phase:** September 1 - September 30, 20XX  **Launch Phase:** October 1, 20XX  **Implementation phase:** November 30, 20XX |
| Project manager | Cary Manning |
| Approval  authority/sponsor | Mary Smithers |

**Section II: Additional Clarifying Information**

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| Assumptions or constraints | Assumptions:  1. A viable app can be developed to meet marketing needs. 2. IT can support the app's development and deployment. 3. The app will improve marketing effectiveness, achieving a 20% ROI in Year 1.  Constraints: 1. $250,000 fixed budget. 2. Schedule critical to maintain market competitiveness. |
| Proposed solution(s)  high-level overview | Develop a real-time marketing analytics app to consolidate marketing data, improve customer interactions, and enhance decision-making capabilities for Acme Health Innovations. |
| Project priorities | * Develop the app within budget and on schedule. * Ensure the app meets marketing and customer interaction needs. * Achieve targeted ROI and improve market competitiveness. |
| Return on Investment (ROI) | Projected 20% ROI in Year 1, based on improved marketing efficiency and increased revenue from faster product introductions and customer engagement. |
| Risks  (Potential) | * Over-budget, leading to reduced ROI. * Design flaws causing app launch delays. * Development delays impacting the launch timeline. * IT capacity issues, hindering app functionality. * Insufficient internal development capacity, causing delays. |
| Resources required | * IT infrastructure upgrades (hardware, software, storage) * Project Manager (Cary Manning) * IT Lead (Priya Service) * Marketing Director (Ram Samuels) * Product Owner (Cal Hamer) * Project Core Team Members (Keiko Tanaka and Jose Garcia) * Additional IT personnel (2 technicians) * Finance Director (Oscar Money) * CEO (Mary Lin) * Marketing Sponsor (Mary Smithers) |