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 App Development
Project goal	This app will help AHI gather information and data to better understand the target market and develop strategies in real time.
Project value proposition and benefits	Project Value Proposition: Enabling product development and phase-out decisions, improved pricing analysis, increased sales, improved customer satisfaction, and acceleration of new product launch decisions. Benefits: AHI believes the design and implementation of this app will provide the following initial benefits: • Enable faster introduction of new and updated products to the target market • Improve the overall AHI customer experience • Enable better positioning to be worked out through analysis of individual product sales • Enable better business decisions • Accelerate the testing of new product concepts • Gain insights into current shoppers and demographics • Enable improved brand tracking
Problem or opportunity statement	Currently, tracking is done with a variety of unlinked systems and depends on manual consolidation efforts. Collecting and analyzing data takes time, delaying decision making. The leadership team at AHI recently launched a strategic initiative to improve its understanding and analysis of its target market on a real-time basis. AHI has a robust marketing department.

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Project schedule	Planning Date: April 2024 Event End Date: Nov 2024
Project manager	Cary Manning
Approval authority/sponsor	Mary Smithers

Section II: Additional Clarifying Information

Assumptions or constraints	We can develop a viable app to meet marketing needs. IT can support the app. The app will improve marketing effectiveness. 20% ROI in Year 1. $250,000 fixed budget. Schedule critical.

Proposed solution(s) high-level overview	Step 1: Design Phase (May 2024)
	
	    o Finalize app requirements, analysis, and design
	    o Finalize all IT infrastructure upgrade requirements
	
	Step 2: Develop Phase (Jun-Aug 2024)
	
	    o Develop an initial app prototype
	    o Develop the required IT interface
	
	Step 3: Test App Phase (Sep 2024)
	
	    o Perform initial beta test
	    o Gather feedback
	    o Upgrade app and IT infrastructure
	
	Step 4: Launch App Phase (Oct 2024)
	
	    o Add two new hires to support IT
	    o Train personnel on the new app
	    o Launch the app
	    o Gather feedback
	
	Step 5: Improve Phase (Nov 2024)
	
	    o Incorporate feedback
	    o Make adjustments
	    o Monitor app effectiveness
	    o Plan for Version 2

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Project priorities	1. Schedule: Cannot deviate from the Nov 2024 deadline. 2. Cost: $250,000 is the fixed budget. | Cost	Estimate
App development	$180,000
Data feeds	$5,000
IT hardware and software	$15,000
IT storage	$15,000
Security upgrades	$20,000
Personnel	$15,000 | 3. Scope: Need to leverage AHI to achieve a higher share of projected global industry growth of 4.5% to 7.5% over the next three years.
Return on Investment (ROI)	ROI Addressed: 20% in Year 1. | Cost / Solutions	Benefits
App development	Increased revenue
Data feeds	Increased customer satisfaction
IT hardware and software	Cost avoidance
IT storage	Improved product time to market
Security upgrades	Improved marketing focus
Personnel		
Risks (Potential)	Over-budget: reduced ROI Design flaws: 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	C – Suite Marketing Research Marketing Strategy Finance IT Software's Testing members(Focus group)