**PROJECT CHARTER**

| **1. General Project Information** | | | | | |
| --- | --- | --- | --- | --- | --- |
| **Project Name:** | | **Make Your Life Easy** | | | |
| **Department Sponsor:** | | **Research & Development** | | | |
| **2. Project Team** | | | | | |
|  | **Name** | | **Department** | **Telephone** | **E-mail** |
| **Project Manager:** | Parvej Alam Ansari | | R&D | 123 456789 | [Sample@ansariparvej.com](mailto:Sample@stefanoricci.com) |
| **Team Members:** | John Smith | | PM | 987 654321 | [Sample2@johnsmith.com](mailto:Sample2@johnsmith.com) |
|  | Mark Twain | | AFC | 111 22222 |  |
|  | John Locke | | Front-end Develop. | 333 44444 | [johnlocke@frontend.com](mailto:johnlocke@frontend.com) |
|  | Louis Hamilton | | Back-end Develop. | 555 12345 | [Hamiltonf1@backend.com](mailto:Hamiltonf1@backend.com) |
| **3. Stakeholders & Sponsors** | | | | | |
| CEO (Stakeholder) | | | | | |
| Sales Director (Stakeholder) | | | | | |
| Sales Executive (Sponsor) | | | | | |
|  | | | | | |
| **4. Project Scope Statement** A mobile app will be developed and introduced to assist the e-commerce sales team in taking orders and ensuring no orders are missed. | | | | | |
| **Project Purpose / Business Justification** | | | | | |
| To increase orders per sales member by 25% from current levels and increase customer satisfaction by 15%. | | | | | |
| **Deliverables** | | | | | |
| A mobile app to assist the sales team + training for the sales team + technical support during the first 6 months. | | | | | |
| **Major Known Risks (Including Significant Assumptions)** *Identify obstacles that may cause the project to fail.*  Cost risk (spending more money than actually available on the project)  Schedule risk (project tasks and activities will take longer to complete than estimated) | | | | | |
| **Constraints** | | | | | |
| Time – 6 months  Budget – 2 developers (1 front-end dev. + 1 back-end dev.) + 1 sales team member  Quality – Budget over quality | | | | | |
| **ROI**  Development costs – $80,000  Maintenance costs – $60,000  Net return on investment – $1,000,000  Marketing cost – $200,000  ROI = $1,000,000 / $160,000 = 2.94 | | | | | |