

Project Charter

Mobile Application

Joe Doe, Project Manager

Project Charter: Mobile Application

Project Name: Create a Mobile Application for Merchandise Sales

Purpose

The purpose of this project is to create a mobile application for smartphones to allow customers to view and purchase our store merchandise remotely.

High Level Project Description

The smartphone application will allow customers to search and view our store's merchandise for sale. Customers can purchase items for in-store pickup or to be mailed to a customer-provided delivery address. The smartphone application will simplify store purchases for customers as well as provide a more customer-friendly purchasing environment than competitors. The application will allow the store to reach more consumers and will be integrated with the existing store inventory and sales systems, including web-based sales. The smartphone application will not allow purchasing of items using financing (cash loan).

Objectives

- Increase sales by 10% within one fiscal year
- Increase customer base by 20% within one fiscal year
- Application will be completed within 6 months and not to exceed a cost of \$150,000

High Level Requirements

- Application will include all store merchandise, along with the current price
- Customers allowed to purchase items to be shipped to their address on record or for store pickup
- Accessible on all mobile platforms (Android, Apple, Windows) for free
- Includes basic search feature as well as filters for item type, size, style, location, and price
- Securely accepts credit cards, debit cards, or PayPal for payment of merchandise
- Collects user profile information and stores it for easy retrieval for future purchases
- Includes text updates on order status
- Includes ability to be notified of sale products or new products that may be of interest to the customer
- Access to real-time store inventory and integrated with the existing system database for the store
- Automated price match adjustment to nearby competitors and Amazon

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Schedule Milestones of Key Deliverables

Milestones	Finish Date
Requirements defined and documented	1-Apr-2017
Approved design	15-Apr-2017
Prototype build completed	15-May-2017
In-house testing completed	1-Jun-2017
Beta 1 version build completed	15-Jul-2017
In-house beta 1 test completed	1-Aug-2017
Early launch feedback from Premier customers documented	1-Sep -2017
Customer feedback incorporated into product	15-Sep-2017
Initial product launch	1-Oct-2017

Resources

Budget:

- Budget provided for the project is not to exceed \$150,000
- Budget must include:
 - The cost of smartphone devices for testing including 3 smartphone options for each operating system
 - All hardware and software required for development of the application
 - Mobile App Development resources
- Assumption: Marketing materials to promote the application will be created by existing Marketing staff and not included in the budget for this project.
- Assumption: Customer service for the finished application is not included in the budget for this project.

Personnel:

- Smartphone app developers with at least 5 years of experience
- Project Manager with at least 5 years of mobile application development experience
- In-house application testers with quality assurance experience

Procurement/Materials:

- Smartphones
- Development hardware and software

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Overall Project Risks

Category	Description
Schedule	Schedule milestone dates could be missed if there are delays in locating qualified resources for application development and testing.
Budget	The budget estimates provided are estimates at this time. Costs could be higher if the customer identifies significant defects or issues with the prototype.
Profitability	The increased sales forecast could be missed if new customers are not identified.
Technical	If the quality of the application is poor (contains defects/ doesn't work right), then customers will not want to use it.
Organizational	Lack of experience in developing mobile applications could result in a poorly designed application.
External	Unable to acquire test devices on time could result in schedule slippage.

Project Manager, Stakeholders, and Sponsors

Name	Role	Responsibilities
Store Owner	Project Sponsor	<ul style="list-style-type: none">• Provide support for the Project Manager• Resolve key issues on the project• Enable success of the project deliverables
Joe Doe	Project Manager	<ul style="list-style-type: none">• Responsible to manage all elements of the project including the project plan, schedule, budget, and scope• Must ensure all project objectives are met
Developers	Develop the mobile application	<ul style="list-style-type: none">• Responsible to design and develop the application meeting requirements
In-house Testers	Confirm mobile application meets specifications	<ul style="list-style-type: none">• Follows test scripts & procedures and documents defects• Documents areas for improved functionality and usability
Premier Customers	Early launch beta test of the application in the field	<ul style="list-style-type: none">• Uses the application to make purchases• Provides feedback on areas of improvement functionality and usability

Project Approval Requirements and Exit Criteria

The Store Owner (Project Sponsor) will provide the final approval on the completion of the smartphone application.

The project will meet the following exit criteria in order to be closed:

- A fully tested and compliant smartphone application is available for Android, Apple, and Windows mobile devices.
- The smartphone application is integrated with store systems, including inventory and sales.
- If the application cannot securely accept customer payment, then the project will be cancelled.

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Project Sponsor & Client Approval

Project Sponsor: Store Owner

Project Manager: Joe Doe

Version Control

Document Version #	Approval Date	Modified By	Section, Page(s)and Text Revised
1.0	March 15, 2017	J. Doe	Original Charter Approved by Sponsor