

# 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 Real-Time Marketing App
Project goal	The 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	<ul style="list-style-type: none"><li>• Enabling product development and phase-out decisions</li><li>• Improved pricing analysis</li><li>• Increased sales</li><li>• Improved customer satisfaction</li><li>• Acceleration of new product launch decisions.</li></ul>
Problem or opportunity statement	<ul style="list-style-type: none"><li>• Currently, tracking is done with a variety of unlinked systems and depends on manual consolidation efforts.</li><li>• Collecting and analyzing data takes time, delaying decision making.</li></ul>
Project schedule	<ul style="list-style-type: none"><li>• Project Kick-off: Apr 20XX</li><li>• App Launch: Oct 20XX</li><li>• Improvements: Nov 20XX</li></ul>
Project manager	Cary Manning
Approval authority/sponsor	Mary Smithers

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## Section II: Additional Clarifying Information

Assumptions or constraints	<p>Assumptions:</p> <ul style="list-style-type: none"><li>• We can develop a viable app to meet marketing needs.</li><li>• IT can support the app.</li><li>• The app will improve marketing effectiveness. 20% ROI in Year 1.</li></ul> <p>Constraints:</p> <ul style="list-style-type: none"><li>• \$250,000 fixed budget</li><li>• Schedule critical.</li></ul>
Proposed solution(s) high-level overview	Provides a scalable, secure, and data-driven app that meets AHI's strategic goals, aligns with their marketing process, and delivers value to both internal and external stakeholders.
Project priorities	<ol style="list-style-type: none"><li>1. Design App</li><li>2. Develop App</li><li>3. Test App</li><li>4. Launch App</li><li>5. Improve App</li></ol>
Return on Investment (ROI)	20% in Year 1
Risks (Potential)	<ul style="list-style-type: none"><li>• Over-budget: reduced ROI</li><li>• Design flaws: app launch delays</li><li>• Development delays: app launch delays</li><li>• IT capability issues: reduced ROI and app launch delays</li><li>• Internal app development capacity: app launch delays</li></ul>
Resources required	<ul style="list-style-type: none"><li>• Core members of the project team</li><li>• IT</li><li>• Marketing Director</li><li>• Finance Director</li><li>• Product Owner</li></ul>