**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 | Software development |
| Project goal | Developing an app for internal and external customers |
| Project value proposition and benefits | Solicit, collect, and analyze information and data |
| Problem or opportunity statement | Get a better understanding of the customer needs |
| Project schedule | May 20XX to Nov 20XX |
| Project manager | DL |
| Approval  authority/sponsor | Mary Smithers |

**Section II: Additional Clarifying Information**

|  |  |
| --- | --- |
| Assumptions or constraints | Hardware and software, additional storage capability and manpower |
| Proposed solution(s)  high-level overview | The proposed solution is to develop a real-time marketing data application that will provide Acme Health Innovations (AHI) with timely and accurate insights into the target market. The application will be designed to gather, analyze, and present market trends, consumer preferences, competitive data, and market share data in real-time. By adopting this solution, AHI aims to improve decision-making processes, enhance product development strategies, optimize pricing analysis, increase sales, improve customer satisfaction, and expedite new product launch decisions. |
| Project priorities | Data Accuracy and Reliability: Ensuring the accuracy and reliability of the real-time marketing data application is of utmost importance. The data collected and analyzed must be trustworthy and free from errors, as the project's success heavily depends on making informed decisions based on accurate information. |
| Return on Investment (ROI) | ROI (%) = [(Total Gains - Total Investment) / Total Investment] \* 100 |
| Risks  (Potential) | Launch delays and overspending |
| Resources required | Manpower and finances |