

## Project Charter Template

Charter Item	Comments
Project name	AHI App Marketing Analytics
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	Enabling product development and phase-out decisions, improved pricing analysis, increased sales, improved customer satisfaction, and acceleration of new product launch decisions.
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.
Project schedule	Start: Apr. 20XX End: Nov. 20XX
Project manager	Cary Manning
Approval authority/sponsor	Mary Smithers

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### Section II: Additional Clarifying Information

Assumptions or constraints	<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.</li><li>• 20% ROI in Year 1.</li></ul>
Proposed solution(s) high-level overview	<ul style="list-style-type: none"><li>• Design (May 20XX)</li><li>• Develop (Jun-Aug 20XX)</li><li>• Test App (Sep 20XX)</li><li>• Launch App (Oct 20XX)</li><li>• Improve (Nov 20XX)</li></ul>
Project priorities	<ul style="list-style-type: none"><li>• Schedule Critical</li><li>• Budget \$250,000 fixed</li></ul>
Return on Investment (ROI)	<p>Costs</p> <ul style="list-style-type: none"><li>• App development</li><li>• Data feeds</li><li>• IT hardware and software</li><li>• IT storage</li><li>• Security upgrades</li><li>• Personnel</li></ul> <p>Benefits</p> <ul style="list-style-type: none"><li>• Increased revenue</li><li>• Increased customer satisfaction</li><li>• Cost avoidance</li><li>• Improved product time to market</li><li>• Improved marketing focus</li></ul>
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>• IT Lead</li><li>• Operational Lead</li><li>• Finance</li><li>• Marketing Team</li><li>• Product Owner</li></ul>