

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 App
Project goal	Develop an application to provide marketing data in real-time. 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	<p>The health and skin care industry is expanding and highly competitive. AHI offers a wide range of electronic tools for skin care, massage, beautification, and more. AHI needs real-time access to market trends, consumer preferences, competitive data, and market share data.</p> <p>Enabling product development and phase-out decisions, improved pricing analysis, increased sales, improved customer satisfaction, and acceleration of new product launch decisions.</p>
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	Kickoff: Apr Improve: Nov
Project manager	Cary Manning

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Approval authority/sponsor	Mary Smithers
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Section II: Additional Clarifying Information

Assumptions or constraints	\$250,000 fixed budget. Schedule critical.
Proposed solution(s) high-level overview	Need app to remain competitive and viable in a growing healthcare and skin care market.
Project priorities	Kick off in Apr. Launch in Oct. Plan for version 2 due in Nov.
Return on Investment (ROI)	improve marketing effectiveness. 20% ROI in Year 1.
Risks (Potential)	<ul style="list-style-type: none">• Over-budget: reduced ROI• Design flaws: app launch delays• Development delays: app launch delays• IT capability issues: reduced ROI and app launch delays• Internal app development capacity: app launch delays
Resources required	IT for hardware, software, security, hosting Marketing research, VoC. Marketing strategy Financing