**Instructions:** Fill in the fields of this project brief with the information provided in the lab scenario. Click into the column and begin typing to enter information.

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| **Project Details** | **Project Brief** |
| Project Name | Real-Time Market Insights App |
| Project Manager | Cary Manning |
| Project Purpose | Develop and deploy an application to provide real-time market information and analysis to Acme Health Innovations (AHI) |
| Project Benefits | * Enable faster introduction of new and updated products to the target market * Improve the overall AHI customer experience * Enable better positioning to be worked out through analysis of individual product sales * Enable better business decisions * Accelerate the testing of new product concepts * Gain insights into current shoppers and demographics * Enable improved brand tracking |
| Project Schedule | * Analyze opportunities * Select target market * Segment the market * Determine market strategies * Evaluate results and realign |
| Project Costs | $250,000 |
| Project Sponsor | Mary Smithers |