Project Charter - AHI Real-Time Marketing Analytics App

Overview:

The Project Charter is created based upon the project scenario, business case and Stacey Analyses.

Section I: General Project Charter Information

Charter Item	Comments
Project name	AHI Real-Time Marketing Analytics App
Project goal	Develop a robust marketing analytics app to enable real-time insights, streamline decision-making, and improve market responsiveness.
Project value proposition and benefits	**Finance**: Potential for increased revenue and 20% ROI in Year 1. **Customer**: Enhanced customer satisfaction through better product access and responsiveness. **Process**: Improved product development cycle and marketing effectiveness. **Employee**: Reduced manual data consolidation and improved cross-functional coordination.
Problem or opportunity statement	AHI currently relies on unlinked systems and manual consolidation for marketing data, leading to delayed decision-making in a fast-paced, competitive industry.
Project schedule	Start: April 20XX Design: May 20XX Development: June - August 20XX Testing: September 20XX Launch: October 20XX Post-launch improvement: November 20XX
Project manager	Cary Manning
Approval authority/sponsor	Mary Smithers (Marketing Sponsor)

Section II: Additional Clarifying Information

Assumptions or constraints	**Assumptions**: IT infrastructure can support the app; the app will meet marketing needs; 20% ROI expected in Year 1. **Constraints**: Fixed budget of $250,000; schedule is critical.

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Proposed solution(s) high-level overview	- Use a hybrid approach: predictive for core systems, agile for complex features. - Design app and IT infrastructure (predictive). - Develop core app functions (predictive) and user-focused features in sprints (agile). - Test using both structured testing and agile feedback. - Launch MVP version on schedule. - Improve app based on user feedback after launch.
Project priorities	1. Schedule (critical milestones across phases) 2. Budget (fixed at $250,000) 3. Scope (real-time analytics functions for internal and external users)
Return on Investment (ROI)	Expect 20% ROI in the first year. Benefits include increased customer satisfaction, revenue growth, reduced time-to-market, and improved decision-making.
Risks (Potential)	- Project may go over budget, reducing ROI. - Design flaws could delay launch. - Development delays, especially in agile parts, could impact schedule. - IT limitations may affect performance. - Combining predictive and agile methods may cause coordination issues.
Resources required	- IT Team: Led by Priya Service, includes infrastructure, security, storage support, and 2 new hires. - App Developers: Internal team for prototyping, development, and testing. - Marketing Team: Cary Manning (PM), Keiko Tanaka, Jose Garcia. - Product Owner: Cal Hamer – manages backlog and VOC. - Finance: Oscar Money – budget and ROI oversight. - Data Providers: Supply market and competitor data. - Trainers: Train staff on app usage post-launch. - Customer Focus Group: Provide external feedback.