Quality management plan for project: AHI Real-Time Marketing Analytics App
Version: 1, Date 20 Apr 20xx

Part I: Project objectives (reference project charter)

1. Ensure the app meets all business and functional requirements from the product backlog.
2. Deliver a defect-free product at time of launch.
3. Ensure the app performs reliably and securely under expected loads.
4. Provide a user experience that aligns with AHI's brand and customer expectations.
5. Validate that analytics and market data functions provide accurate, timely outputs.
6. Maintain effective collaboration between internal teams and the external vendor.
7. Ensure quality is built into every phase — from planning through deployment.

Part II: Project quality team (Project Manager, QA, QC, SME)

Name	Role	R (Responsible)	A (Accountable)	C (Consult)	I (Inform)
Cary Manning	Project Manager	X	X		X
Keiko Tanaka	QA/QC Lead	X	X		
Priya Service	IT SME			X	X
Ram Samuels	Marketing SME			X	X
External Vendor	App Development Tea	X			
Mary Smithers	Sponsor			X	X

Quality assurance activities (quality audits)	Quality control activities (quality inpections)
Review requirements and backlog for clarity and testability	Verify final App design
Audit design process	Verify built features against user stories and acceptance criteria
Audit development process - code reviews	Verify App V1
Validate that test plans align with quality objectives	Verify Beta testing and feedback
Audit final launch planning	Verify final launch checklist
Audit feedback collection	Verify feedback receipt and findings