**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. |
| 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. |