**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**

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| **Charter Item** | **Comments** |
| **Project name** | **AHI Market Analytics Mobile App Development** |
| **Project goal** | **Develop a mobile and web-based application to collect, analyze, and visualize marketing data in real-time for internal stakeholders and external customers.** |
| **Project value proposition and benefits** | * **Enable faster introduction of new products** * **Improve customer experience and engagement** * **Better business decision-making through real-time insights** * **Accelerate product testing and feedback loops** * **Improve AHI brand tracking and customer understanding** |
| **Problem or opportunity statement** | **AHI currently uses disconnected systems for marketing analytics. A consolidated, real-time analytics platform is needed to keep pace in a competitive market.** |
| **Project schedule** | **Planning Start: July 2025**  **Target Launch Date: December 2025** |
| **Project manager** | **Cary Manning** |
| **Approval**  **authority/sponsor** | **Mary Smithers** |
| **Assumptions or constraints** | * **App will integrate with current internal systems** * **User feedback will be accessible through customer focus groups** * **External data feeds are reliable** * **Budget: $250,000** * **Launch deadline: December 2025** * **Must comply with IT security and data privacy regulations** |

**Section II: Additional Clarifying Information**

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| **Proposed solution(s)**  **high-level overview** | 1. **Conduct stakeholder needs analysis** 2. **Design and develop the app** 3. **Conduct internal and external testing** 4. **Deploy and train users5. Monitor and improve** |
| **Project priorities** | 1. **Deadline (Dec 2025 launch)** 2. **Scope: Real-time analytics, customer access, internal tracking** 3. **Budget adherence** |
| **Return on Investment (ROI)** | **Cost: $250,000**  **Expected Impact: Enhanced customer targeting, increased customer satisfaction, improved market insight, faster product adjustments, potential revenue uplift of 10–15% from better alignment with market demand** |
| **Risks**  **(Potential)** | 1. **Integration issues with legacy systems** 2. **Customer adoption slower than expected** 3. **Security vulnerabilities** 4. **Cost overruns** 5. **Inaccurate or delayed data feeds** |
| **Resources required** | * **Project team (Marketing, IT, Finance)** * **Two IT technicians** * **Data analysis and design experts** * **Customer focus groups** * **App security and UI/UX teams** |