Project Charter: Real-Time Marketing Data Application Development

Project Name	Real-Time data Application Development	Start Date	April 20XX
Project Manager	Cary Manning	Prioritization	
Owners	Cal Hamer	Scheduled Completion Date	October 20XX

Project Purpose

Develop a real-time analytics application that enables AHI to make faster, data-driven decisions for marketing strategies, product development, and customer engagement. The app will consolidate market trends, customer preferences, and competitive insights, replacing outdated, disconnected systems.

Business Objective

1. Enhance decision-making by providing real-time marketing insights.
2. Increase customer satisfaction through improved product and pricing strategies.
3. Accelerate time-to-market for new products by enabling data-driven phase-out and launch decisions.
4. Support AHI in capturing a higher market share within the growing healthcare and skincare industry, project to grow by 4.5%-7.5% over the next three years.

Project Scope

In-Scope

- Development of a real-time marketing data app for AHI's internal and externals users.
- Integration of data feeds for competitive, customer, and market trend analysis.
- IT infrastructure upgrades (includes software, hardware, storage, and security).
- User training and support.

Out-of-Scope

- Development of additional non-marketing functionalities.
- Expansion to new geographic markets during the first release phase.
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Milestones and Deliverables

Kick-Off	April 20XX	Project team assigned, initial requirements gathering starts.
Design	May 20XX	Finalized app requirements, IT infrastructure design completed.
Development	June-August 20XX	App prototype built, IT interfaces developed, and initial systems integration.
Testing	September 20XX	Beta testing performed, user feedback collected, and necessary adjustments made.
Launch	October 20XX	App deployed, personnel trained, IT system fully operational.
Improvement Phase	November 20XX	Post-launch feedback incorporated, effectiveness monitored, future versions planned.

Assumptions

- A viable app meeting all marketing requirements can be developed.
- The IT department has the capability to support the app and its infrastructure.
- The app will improve marketing effectiveness and achieve a 20% ROI within Year 1.

Constraints

- Fixed budget: $250.000.00
- Schedule-Critical: Launch by October 20XX is essential to remain competitive.

Time/Decision Points

Stage	Decision Point	Purpose
Project Initiation	Approval of the business case and project charter.	To confirm project objectives, stakeholders, budget, and timeline.
Requirements Gathering	Finalization of app functionalities and stakeholder requirements (Example: Internal vs External needs).	To define the scope and ensure alignment with stakeholder needs.
Design Phase	Approval of IT infrastructure design and app wireframes.	To validate technical feasibility and finalize the app structure and components.
Development Start	Green light for app development after initial design approval.	To ensure sufficient resources, readiness, and alignment with the budget.
Prototype Testing	Completion of the app prototype and initiation of beta testing.	To identify and address functionality gaps and refine based on user feedback.

| Pre-Launch | Final go/no-go decision before the app launches in October 20XX | To assess app readiness, security, and stakeholder approval for deployment. |
| Post-Launch Evaluation | Approval of improvements based on ser feedback and analysis. | To ensure continuous improvements and plan the next iteration of the app. |

Measurement Criteria

Business Outcomes	**Improved De-Making**: Reduction in Decision-making time based on real-time analytics compared to the previous system. **Market Share Analysis**: Ability to track and report AHI's market share trends in real time. **Product Launch Efficiency**: Reduction in time-to-market for new or updated products.
Customer Experience	**Ease of use**: Positive feedback from focus groups on the app' usability. **Transaction Efficiency**: Secure and seamless order processing and invoicing with minimal customer complaints. **Engagement Metrics**: Increase in customer engagement with AHI products via app interactions.
App Functionality	**Real-Time Data Integrations**: Successful implementation of real-time market trend and customer preference tracking. **Competitive Analysis**: Accurate and actionable insights into competitor performance using global sales data. **Reliability**: App uptime and performance metrics (Example: no more than 1% downtime per month).
Financial Impact	**Cost Efficiency**: Project delivery within the allocated budget of $250,000. **Return on Investment (ROI)**: Achieving a 20% ROI within the first year of the app implementation.
Technical Performance	**Security Measures**: Implementation of robust security protocols, with no critical breaches post-launch. **Scalability**: Capability to handle additional data feeds or user requests without performance degradation. **Testing and Bug Resolution**: High defect resolution rate during the testing phase (Example: 95% of identified bugs report pre-launch).

Major Risks

Risk	Impact	Mitigation Strategy
Over-Budget	Reduced ROI	Strict cost tracking and phased delivery of app features.

Design flaws or Development Delays	App launch delays, reduced market share.	Robust testing and feedback loops during the development phase.
IT Infrastructure Limitations	Reduced app performance and ROI	Upgrade IT systems proactively and ensure stakeholder alignment

Stakeholders

Stakeholder	Role	Key Interest
Executive Leadership	Project Sponsors	Business growth, market share, and ROI.
Marketing Teams	Users	Real-time customer insights and competitive intelligence.
IT Department	Developers and Support Staff	App security, infrastructure stability, and scalability.
Customers	End Users (External)	User-friendly interface, secure transactions, and accurate pricing.

Budget

The total project budget is $250,000; distributed as follows:

- App Development: $180,000
- IT Hardware and Software: $15,000
- IT Storage: $15,000
- Data Feeds: $5,000
- App Security Upgrades: $20,000
- Personnel (HR): $15,000

Approvals

Name	Role	Signature	Date
Daniel Yeomans	Project Sponsor (CEO,AHI)	Daniel Yeomans	April 20XX
Cary Manning	Project Manager	Cary Manning	April 20XX
Ram Samuels	Marketing Director	Ram Samuels	April 20XX
Priya Service	IT Lead	Priya Service	April 20XX