

Mobile App Development Project Charter

Project Name	Sample Mobile App Project
Project Sponsor	Jane Smith
Project Manager	John Doe
Date	2024-06-28

Project Purpose & Justification

To develop a cross-platform mobile app that allows users to track personal goals and habits, improving productivity and well-being. The app addresses user demand for simple, customizable progress monitoring tools.

Objectives

- Launch MVP within 12 weeks.
- Support both iOS and Android devices.
- Integrate data backup and sync features.
- Achieve 4-star rating or higher in app stores.

Scope

In Scope

- User registration & login
- Goal and habit creation
- Progress tracking dashboard
- Push notifications
- Basic analytics and reporting

Out of Scope

- Social sharing features
- Third-party integrations (e.g., wearable devices)
- Monetization features (ads, subscriptions)

Key Stakeholders

- Project Sponsor
- Project Manager
- Development Team
- UI/UX Team
- QA Testers
- End Users

High-Level Timeline

Phase	Duration
Requirement Gathering	2 weeks
Design & Prototyping	2 weeks

Development	6 weeks
Testing & QA	1 week
Deployment & Launch	1 week

Assumptions

- Resources are available as scheduled.
- All required platforms and licenses are accessible.
- Stakeholders provide timely feedback.

Risks

- Delays in feedback or approvals
- Unforeseen technical challenges
- Scope creep due to new requirements

Approval

Project Sponsor: _____

Date: _____