SAMPLE: 3D Project Charter A picture containing graphical user interface

Description automatically generated

**CLIENT NAME**

**3D APPLICATION CHARTER**

**MM/DD/YYYY**

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| 1. Project Vision, Objectives, and Measures of Success |
| The vision for this project is to deliver a <3D application type here> featuring <Company ABC’s> products that can be used by <list end users here>. The application will also be available across multiple customer touchpoints including <Company ABC’s website, etc.>  Measures of Success:   * List here * List here |
| 1. General Project Parameters |
| * Target channels: Company website (desktop, mobile), mobile app? * Target end users include: End consumers, designers, store associates? All of the above? * Product categories in scope: * Target launch date: * Freeze periods (if applicable): * Other parameters that may impact the timing and/or project requirements |
| 1. 3D Application - Key Features / Functional Requirements |
| *Note: This section should be tailored to the 3D application in scope for the project, whether it is related to Augmented Reality (WebAR), 3D Product Configurators, or 3D Room Planners.*   * Application Name and Use Case(s): * Major Features include:   + List here   + List here * Security & Privacy Requirements   + List here   + List here |
| 1. 3D Model Creation Process |
| * 3D Model Creation Requirements   + List here * Quality Assurance Process for 3D Content |
| 1. Systems Integration |
| Sample integrations that you may decide to include in your project:   * Add to Cart * CRM * PIM * Product Pricing / Availability * Single Sign On (SSO) * etc. |
| 1. Major Project Milestones & Deliverables (Timeline) |
| Include key dates and deliverables |
| 1. Project Roles & Responsibilities |
| This section should be completed to address both internal cross-functional team members and that of any external 3D providers. |
| 1. Project Communications |
| This section should address communication methods and frequency before, during and after the project. |
| 1. Post-Launch Support |
| This section should address what post-release support is included in the implementation effort. For example:   * Platform and/or application monitoring, maintenance, and issue resolution (SLAs) * 3D model content hosting and publication * Maintenance of business rules and assemblies * etc. |
| 1. Project Costs |
| Use this section to outline estimated startup costs and/or ongoing costs to maintain the 3D application (e.g., licensing, subscription, etc.) |
| 1. Project Risks |
| Use this section to document any known / potential risks that may impact the project. |