SAMPLE: 3D Project Charter 

**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. |