

# SAMPLE: 3D Project Charter

The logo for 3DCloud, featuring the text "3DCloud" in white on a red rectangular background.

**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

## 2. 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

## 3. 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

## 4. 3D Model Creation Process

- 3D Model Creation Requirements
  - List here
- Quality Assurance Process for 3D Content

## 5. 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.

## 6. Major Project Milestones & Deliverables (Timeline)

Include key dates and deliverables

## 7. Project Roles & Responsibilities

This section should be completed to address both internal cross-functional team members and that of any external 3D providers.

## 8. Project Communications

This section should address communication methods and frequency before, during and after the project.

## 9. 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.

## 10. Project Costs

Use this section to outline estimated startup costs and/or ongoing costs to maintain the 3D application (e.g., licensing, subscription, etc.)

## 11. Project Risks

Use this section to document any known / potential risks that may impact the project.