**INTERNAL TEAM CHARTER**

**<project name here>**

**Project No.** **<Project no. here>**

**Project Purpose**

Describe in one (two sentences at the most) the purpose of the project.

## Here, state what the project cost and a project deadline date (if applicable)

## Key Project Stakeholders

## List here in bullet form all the people who have a stake in the success of the project -- it is usually your client, your main client contact, the Account Manager who sold the job, and your vertical. However, it could also be a vendor, corporate, or an organization.

## Product Objectives

Describe in bullet form the main objectives of the site

**Team Principles**

(These four are standard, but you may develop others!)

1. To keep the **Client** happy.
2. To work as a **Team** by being responsible and accountable
3. To create a creative, high quality, valuable **Product.**
4. To ensure the healthy **Finance** of the project by always adding value with time spent

In this section, define your team and their roles & responsibilities. This will vary from project to project; you may have a smaller or larger team and different team requirements.

|  |  |  |
| --- | --- | --- |
| **Key Team Members** | **Role** | **Key Responsibilities** |
| tbd | Project Lead | Develop team charter; develop project plan; issue agendas and minutes; manage budget & schedule; issue status reports; assist in scheduling internal & external resources, organize team, run status meetings; assist with Functional Spec and other creative documents. |
| tbd | Producer | Resource Scheduling; Coordinate script development; assist with Functional Spec. and other creative documents; manage client and product assets; manage Programmer(s), Artist(s), and QA during development. |
| tbd | Interactive Designer | Develop navigational flowchart and/or storyboards; develop prototype if required; assist with Functional Spec and possibly other creative documents.; |
| tbd | Quality Assurance Analyst | Develop test plan; manage testing process. Keep team abreast of QA considerations and potential problems. |
| tbd | Tech Lead | Develop Technical Specification/Requirements; Keep team abreast of technical considerations and potential problems. |
| tbd | Lead Media Designer | Develop screen concepts & layouts. |
| tbd | Graphic Artist | Execute screen design. |
| tbd | Writer | Write all copy for the site. |
| tbd | Programmer(s) | Implement Functional & Technical Specifications. |

**Key Measurements of Project Success**

Note whatever is applicable

* Client is overjoyed with final product
* Client is interested in additional work with us
* Product is delivered on time & within budget
* Client sees measurable ROI

## Closeout Criteria (the project is done when…)

## i.e., what project milestones signal when you have done your job?

* The Client has signed off on the Functional Specification
* The Client has signed off on the Interactive Script
* The site is live and signed-off on the site

## Key Client Expectations

Note whatever is applicable

* We will manage the project well
* The site will be delivered on time
* The site will be one of high quality