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| Internal Team Charter ***<project name here>*** Project No. *<project no. here>* |

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| **Project Purpose**  *Describe in one (2 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. But 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.*

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| **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. |

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| **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 | Close-out Criteria (the project is done when…)*i.e., what project milestones signal when you've 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 |