

The Project Charter Template

Project Charter Topic	Description
Team Composition	The core team for the Fitbit Charge 6 includes: Product Manager – Leads vision and coordination Marketing Manager – Manages PR, campaigns, and branding Program Manager – Oversees timelines, risks, and execution Engineering & UX Leads – Build and design the product Finance SME – Handles ROI and budget analysis QA, Customer Support, and Sales Leads – Ensure launch readiness and user satisfaction Support teams like Legal, Logistics, and Fitbit Premium ensure full product alignment. This cross-functional team ensures a successful launch from development through delivery.
Team Purpose	The team's purpose is to successfully design, develop, and launch the Fitbit Charge 6 by: Meeting customer needs for health, affordability, and usability Ensuring on-time, on-budget delivery Aligning product, marketing, finance, and support efforts Strengthening Fitbit's market position and brand through innovation and Google integration Their goal is to drive business growth with a competitive, high-value wearable.
Objectives	The main objectives are to: Launch the product by Q4

	Offer a feature-rich, mid-priced fitness tracker Stand out from competitors with unique features and integrations Ensure global readiness across marketing, inventory, and support Achieve strong sales, revenue, and customer satisfaction These goals guide the team toward a successful product launch and market impact.
Key Performance Indicators (KPI)	Fitbit Charge 6 success will be measured by: Sales & revenue growth Market share increase Customer satisfaction and NPS Return rates and support metrics Fitbit Premium subscription conversions App usage and engagement These KPIs track both business performance and customer experience post-launch.
Sponsor	The project sponsor is Sundar Pichai, CEO of Google. He provides strategic support, approves funding, ensures resource availability, and champions the project's success at the executive level.
Deadlines	Finalize product by June Launch PR campaign in August Official product launch on September 20 Post-launch review by December These milestones ensure the product is market-ready before the peak holiday season
Resources	The Fitbit Charge 6 project requires the following key

	resources: Cross-functional team: Product, engineering, marketing, finance, UX, QA, and support Budget: Estimated \$10 million for development, marketing, and logistics Technology tools: Design software, testing platforms, analytics tools, and ERP systems Manufacturing & logistics partners: For global production and distribution Marketing assets: Ad creatives, media kits, promotional materials These resources support the full product lifecycle—from development to global launch and post-launch tracking.
Meetings	To ensure alignment and progress throughout the project, the following key meetings are scheduled: Weekly Team Stand-Ups – Track progress, blockers, and next steps Biweekly Cross-Functional Syncs – Coordinate across product, marketing, and engineering Monthly Executive Reviews – Provide status updates to leadership and the sponsor Milestone Check-ins – Review readiness before major deadlines (e.g., finalization, launch) Post-Launch Retrospective – Evaluate what went well and areas for improvement These meetings help maintain communication, accountability, and on-time delivery