

Project Overview: Website Redesign for Acme Inc.

Background

Acme Inc. is undertaking a website redesign to improve user experience, modernize its appearance, and optimize for mobile devices. The existing website no longer aligns with current branding and lacks several essential features for customer engagement.

Objectives

- Provide an intuitive and seamless user experience across desktop and mobile platforms.
- Enhance brand consistency and credibility with updated visual design.
- Integrate a new content management system (CMS) for streamlined content updates.
- Improve website loading speed and accessibility.

Scope

- Redesign of the homepage and all primary subpages.
- Migration of existing content to the new CMS.
- Development of new features: blog, contact form, newsletter signup.
- Responsive design for all standard devices.

Key Milestones & Timeline

1. **Discovery & Planning:** June 10â€”June 21
2. **Design & Prototyping:** June 24â€”July 12
3. **Development:** July 15â€”August 16
4. **Testing & Launch:** August 19â€”August 30

Stakeholders

- Project Sponsor: Jane Doe (CMO, Acme Inc.)
- Project Manager: John Smith
- Design Team: UI/UX Designers
- Development Team: Web Developers
- Content Team: Marketing & Communications

Important Notes

- Project overview documents outline the purpose, goals, and expectations of a project.
- They should be concise, clear, and accessible to all stakeholders.
- Helps set project scope and manage stakeholder alignment early.
- Updates may be needed as the project evolves; keep the document version-controlled.
- Does not contain detailed requirements; refer to project charter or requirements docs for specifics.