

# Project Overview and Scope Statement

## Project Name

Website Redesign Initiative

## Project Sponsor

Jane Doe, Director of Marketing

## Project Manager

John Smith

## Date

2024-07-10

## Project Purpose & Justification

To improve user experience and increase conversion rates by redesigning the company website to align with current best practices in usability and accessibility.

## Project Description

The project includes a complete overhaul of the existing website, including UI/UX enhancements, responsive design, updated content, and SEO optimization. The primary goal is to ensure competitive positioning and to support digital marketing objectives.

## Objectives

1. Enhance site usability and accessibility for all users.
2. Update content to reflect the current brand identity.
3. Improve website loading speed and mobile experience.
4. Increase lead generation by 25% within six months of launch.

## Scope Statement

- Redesign core website pages (Home, About, Services, Contact, Blog).
- Develop a new responsive layout for all devices.
- Reorganize and edit site content.
- Integrate analytics and basic SEO improvements.
- Provide training for website administrators.

## Exclusions

- No custom application development.
- No multilingual content integration in this phase.
- No ongoing website maintenance post-launch.

## Major Deliverables

- New website design mockups and wireframes
- Fully functional redesigned website
- Administrator user guide

## Milestones

- Project Kickoff “ July 15, 2024
- Wireframes Approved “ July 31, 2024
- Development Complete “ August 25, 2024
- Site Launch “ September 1, 2024

## Constraints

- Project budget not to exceed \$50,000
- Website must comply with accessibility standards (WCAG 2.1 AA)

## Assumptions

- All content will be provided by the marketing team prior to development.
- Stakeholder feedback will be provided within two business days at each review point.

## Important Notes

- This document defines what is and is not included in the project scope.
- All stakeholders should review and agree to the scope statement before project work begins.
- Changes to the scope after approval must go through a formal change management process.
- The scope statement helps prevent scope creep and aligns project expectations.