

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

- Enhance site usability and accessibility for all users.
- Update content to reflect the current brand identity.
- Improve website loading speed and mobile experience.
- 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.