

Project scope statement

The redesigned website will provide customers with faster and easier access to products while offering value-added content to increase session durations and reduce bounce rates.

Overview:

- ❑ Create a new engaging web design for an existing brand.
- ❑ Retain existing brand identity and requirements.
- ❑ Optimize website performance for a faster user experience.
- ❑ Engage visitors with detailed, accessible content.
- ❑ Monitor key performance metrics to measure session duration and bounce rate improvements.

Governance:

- ❑ Branding and design decisions will be the responsibility of the creative director.
- ❑ Optimization goals will be assessed and targeted by the web development lead in collaboration with the creative director.
- ❑ Content drafting and editing will be overseen by the senior copywriter, along with marketing team resources as needed.
- ❑ The project manager will be responsible for benchmarking the metrics with the client. All deliverables must be submitted per the provided schedule to the project manager, who will take them to the client account manager for assessment and client review.

Approach (in scope):

- ❑ Rebranding or changes to established colors and logos
- ❑ Creation of additional content or landing pages
- ❑ Metrics such as website conversions

Assumptions

- ❑ Budget restrictions limit this to specified team resources only.
- ❑ Department coverage will be provided for vacation overlap.
- ❑ The website will launch by the end of Q3, inclusive of quality assurance testing.
- ❑ Client interest in expanding scope will be added to future engagements.

Deliverables

- ❑ Complete redesign of all existing pages on the client's website
- ❑ Copywriting and editing to fill in pages that lack engagement
- ❑ Optimization of website elements to reduce load time and increase site speed from the initial benchmark
- ❑ Improvement by 10% over six months after completion in session duration and bounce rate metrics.

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Robert R. Redfield



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