**AIM & BACKGROUND**

The aim of this project is to enhance the existing website Inner Works Counselling to provide a more professional, user-friendly, and functional platform for showcasing Lita Oakes's counseling services. The goal is to make the website more accessible and engaging for clients, allowing seamless appointment booking, easy access to resources, and efficient communication with Lita.

Lita Oakes provides counseling services focused on post-separation and divorce, low self-esteem, grief and loss, anxiety, and weight loss. The existing website serves as a platform for clients to learn about these services and book appointments. However, the current site lacks some key functionalities and modern design elements that could improve user experience and engagement. The enhancements will include a redesigned homepage, the addition of new features such as a "Get Free Wellbeing Tips" button, and improved backend capabilities for easier content management.

**KEY BENEFITS**

* **Improved User Experience**:
  + Enhanced navigation and layout for ease of use across devices.
  + Streamlined content that is accessible and engaging to users.
* **Increased Client Engagement**:
  + Introduction of a blog section and "Get Free Wellbeing Tips" feature to keep clients informed and engaged.
* **Seamless Appointment Booking**:
  + Integrated and user-friendly booking system that allows clients to easily schedule appointments with automated email confirmations.
* **Efficient Communication**:
  + Implementation of an online chat feature for real-time client support and interaction.
* **Enhanced Content Management**:
  + A customized WordPress Admin Dashboard to allow non-technical users to manage website content effortlessly.
* **Security and Reliability**:
  + Implementation of security features like SSL/TLS, regular backups, and robust authentication methods to protect client data and ensure site reliability.

**DELIVERABLES OF THE PROJECT**

* **Renovated Website Pages**:
  + Enhanced and modernized designs for the Home, About, Services, Resources, and Contact pages, ensuring responsiveness and improved user interaction.
* **Integrated Online Chat System**:
  + Addition of a real-time chat functionality that integrates seamlessly with the existing booking system.
* **New Feature - "Get Free Wellbeing Tips" Button**:
  + A functional button on key pages that allows users to sign up for wellbeing tips, with data securely stored for future marketing use.
* **Customized WordPress Admin Dashboard**:
  + A simplified and user-friendly dashboard allowing Lita Oakes to manage content, update blog posts, and control site settings without needing technical expertise.

**PROPOSED METHODS (PROTOTYPES EXPLAINED)**

**Task 1: Renovate HomePage, About, Services, Resources, and Contact Form**

* **Method:** Redesign and develop these pages with a focus on modern aesthetics and responsive design. Use Figma for prototyping and WordPress for implementation. The goal is to ensure a cohesive look and feel that aligns with Lita's branding.

**Task 2: Integrate Chat Functionality and Maintain Integration with Existing Booking System**

* **Method:** Use JivoSite for the chat functionality, ensuring it integrates smoothly with the existing booking system. Test the setup to ensure both systems work together seamlessly without affecting user experience.

**Task 3: New Functionality - "Get Free Wellbeing Tips"**

* **Method:** Develop this feature using a WordPress plugin (e.g., WPForms) to capture user information securely. The form should trigger an automated email system to send the requested tips, and store data for future engagement.

**Task 4: Enable a Content Management System (CMS) - WordPress Customized Admin Dashboard**

* **Method:** Customize the WordPress dashboard to make it more intuitive for non-technical users. This includes simplifying menu items, creating custom post types for articles, and integrating easy-to-use SEO tools.

**DELIVERABLE TIMELINE & APPROXIMATE TIME COST**

* Task 1 (HomePage, About, Services, Resources, Contact Form): 2 Weeks
* Task 2 (Chat Functionality Integration): 1 Week
* Task 3 (Get Wellbeing Tips Feature): 1 Week
* Task 4 (Customized Admin Dashboard): 1 Week
* Testing, Client Review, and Launch: 1 Week

Total Time Cost: 6 Weeks

**APPENDIX (ONLY FOR ASSESSMENT, NOT FOR CLIENT)**

* **Project Management Gantt Chart:** Will include a timeline of development tasks, individual responsibilities, and team interactions.
* **Team Members:**
  + **Tong Lan (24056082):** Task 1 Lead, Design and Implementation
  + **Kazi Imran (23846485):** Task 2 Lead, Chat Functionality
  + **Luna Zhang (23807749):** Task 3 Lead, Wellbeing Tips Integration
  + **Raul Poma Astete (23958495):** Task 4 Lead, CMS Customization
  + **Konstantin Tagintsev (24090236):** Project Manager, Coordination, and Client Communication
  + **Lucy Chen (21978612):** Task 2 & 4