

Project Proposal

INFUSE Website Redesign & Chatbot Integration

The Problem & The Opportunity

Our current website is outdated, resulting in a poor user experience and missed opportunities. This project is a strategic investment to modernize our brand, significantly increase lead generation, and improve customer service efficiency through intelligent automation.

Our Core Objectives

Success for this project is defined by achieving these specific, measurable outcomes.



+30%

Increase in
Qualified Leads



+25%

User Satisfaction
Score



-40%

Routine Support
Inquiries



>90

Lighthouse
Performance
Score

Project Scope: In & Out

Clear boundaries are essential for project success. Here is what this project will and will not deliver.



In Scope



Out of Scope

- ✓ Full UI/UX Redesign
- ✓ New Headless CMS
- ✓ AI-Powered Chatbot
- ✓ Relevant Content Migration

- ✗ Complete Company Re-branding
- ✗ Native Mobile Application
- ✗ New Service Photography

The 18-Week Plan

Our project is structured into five distinct phases, ensuring a logical progression from planning to post-launch support.

M1: Project Kick-off

Deliverable: Signed Project Charter & Plan

3 Weeks



M2: Design Approval

Deliverable: Approved Interactive Prototype

4 Weeks



M3: Alpha Version

Deliverable: Deployed Staging Site

8 Weeks



M4: UAT Sign-off

Deliverable: Formal UAT Approval

2 Weeks



M5: Go-Live

Deliverable: Public Website & Chatbot

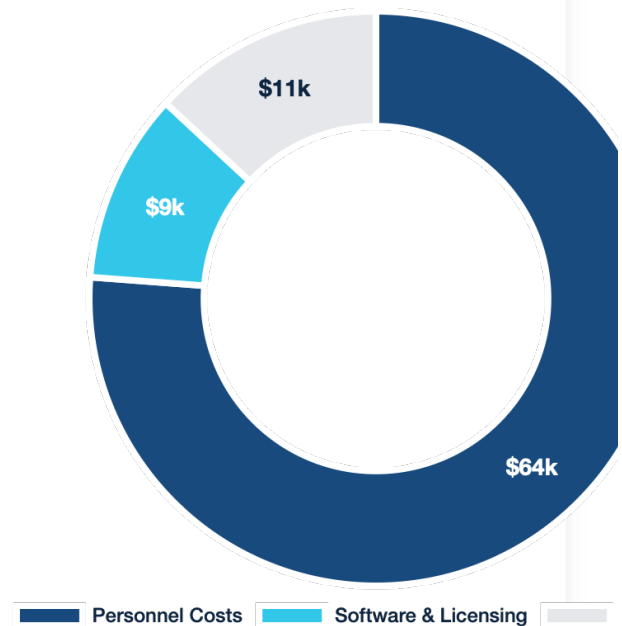
1 Week



Required Investment

The total estimated budget for this initiative is **\$84,000**. This includes a 15% contingency to manage unforeseen risks. The chart illustrates how funds are allocated across the project's major cost centers.

Budget Allocation



Managing Uncertainty

We have a proactive plan to manage both threats and opportunities to ensure project success.

Top Threats

- ! **Inadequate User Research:** Mitigated by a dedicated discovery phase and user testing.
- ! **Technical Complexity:** Mitigated by technical spikes and selecting mainstream technologies.

Key Opportunities

- ✓ **Early Milestone Completion:** Reallocate saved time to enhance quality or accelerate next phase.
- ✓ **Higher Team Velocity:** Use extra capacity to deliver "should-have" features from the backlog.

Next Steps & Approval

We are seeking formal approval of the Project Charter and budget to begin Phase 1.

Request for Approval