Website Development Project Management Portfolio

Project: **LifeRoots Wellness Website Design**
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LifeRoots Wellness Website Design

- **Title:** LifeRoots Wellness Website Design (www.liferootswellness.com)
- **Subtitle:** Project Management Plan
- **Tagline:** *"Quality Delivery of a seamless user experience on time and within budget"*

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Introduction & Agenda

Introduction & Agenda

This presentation covers the end-to-end strategy for the LifeRoots Wellness website design from vision to launch.

Agenda

1. Project Overview

2. Goals & KPIs

3. Scope Definition

4. Agile Methodology

5. Timeline & Milestones

6. Team Structure

7. Communication Plan

8. Risk Management

9. Budget

10. Next Steps

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Project Overview

Project Goals

"Design LifeRoots Wellness website to increase increase conversion rate and create a modern brand identity"

Key Features:

- Responsive Design for both mobile and desktop views
- Online ordering system
- Live agent Chat bot
- Membership Portal
- Blog
- Shopping Cart
- Payment Gateway

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SMART Goals & KPI

Initial Scope Definition

SMART Goal	KPI	Target
Increase website & mobile ordering to 30% & 50% respectively in first 6 months	Conversion rate	5.6% => 7.0%
Reduce bounce rate below 45%	Bounce Rate = (Total # of Single page visits/Total # OF SESSIONS)*100	< OR = 45%
Achieve 90+ Page Speed Score	GTMetrix Score	Grade of "A" (> OR = 90)
Grow Traffic by 30% in Year 1	Organic sessions Goggle analytics 4	+30% YoY

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Project Scope

SCOPE

In-Scope Deliverable

- ✓ Responsive website for mobile and desktop devices.
- ✓ Ordering and payment gateway integration.
- ✓ Blog +Resource Center (5 articles).
- ✓ SEO Optimization.
- ✓ Shopping Cart.
- ✓ Staff Training.

Out-of-Scope Deliverable

- ✕ Mobile app development.
- ✕ Social media marketing.
- ✕ Ongoing content creation
- ✕ CRM Integration.

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Methodology

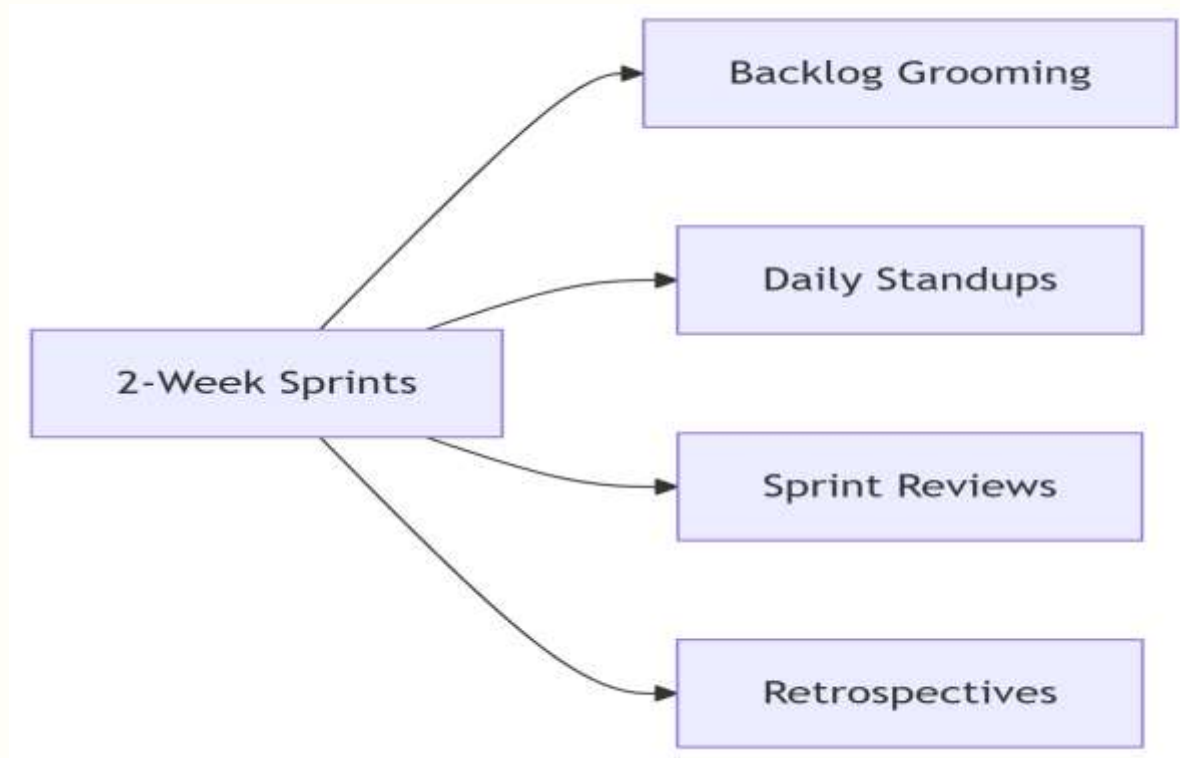# The Methodology used on this project is Agile

Why Agile ?
- Flexibility for client feedback
- Faster issue resolution
- Adaptive
- Testing, debugging and Development in Phases

Please see Appendix I for scrum workflow

Sprint Structure Visual

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Project Timeline

Timeline Breakdown

Please see Appendix II for Gantt Chart

Phase	Start Date	End Date	Duration	Deliverable
Discovery	Sep 01, 2024	Sep 14, 2024	14 days	Stakeholders interview, Sitemap, Tech stack selection
Design	Sep 15, 2024	Oct 05, 2024	21 days	Wireframes, UI Kit,
Development	Oct 06, 2024	Nov 10, 2024	35 days	Ordering System, Responsive build, shopping cart
Testing	Nov 11, 2024	Nov 24, 2024	14 days	Performance optimization, Test Reporting, Bug Fixes,
Lunch	Nov 25, 2024	Dec 01, 2024	7 days	Livee website, Analytics, Training

Timeline Breakdown Visual

Appendix II

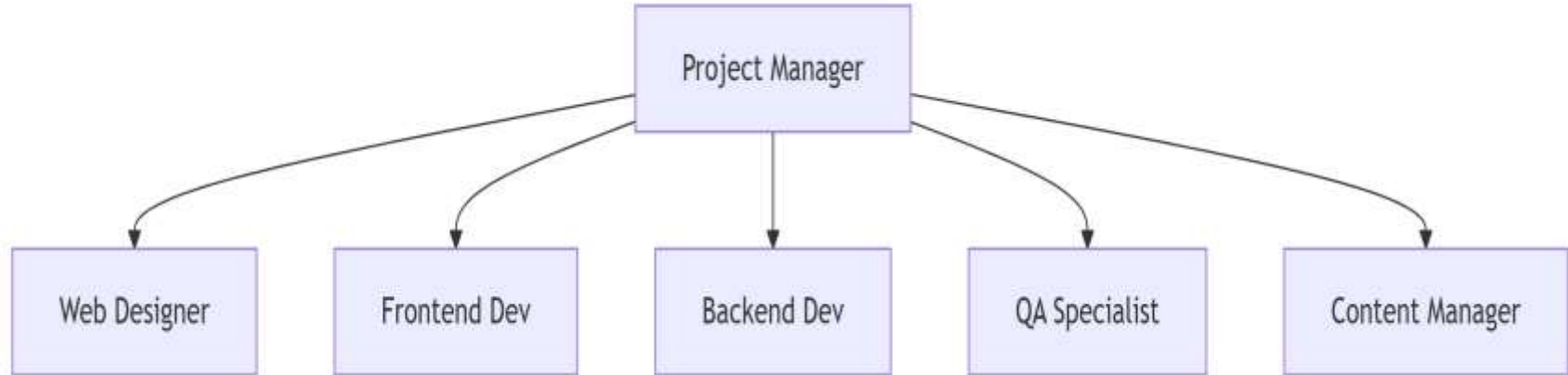Project Timeline - Life Roots Wellness Website
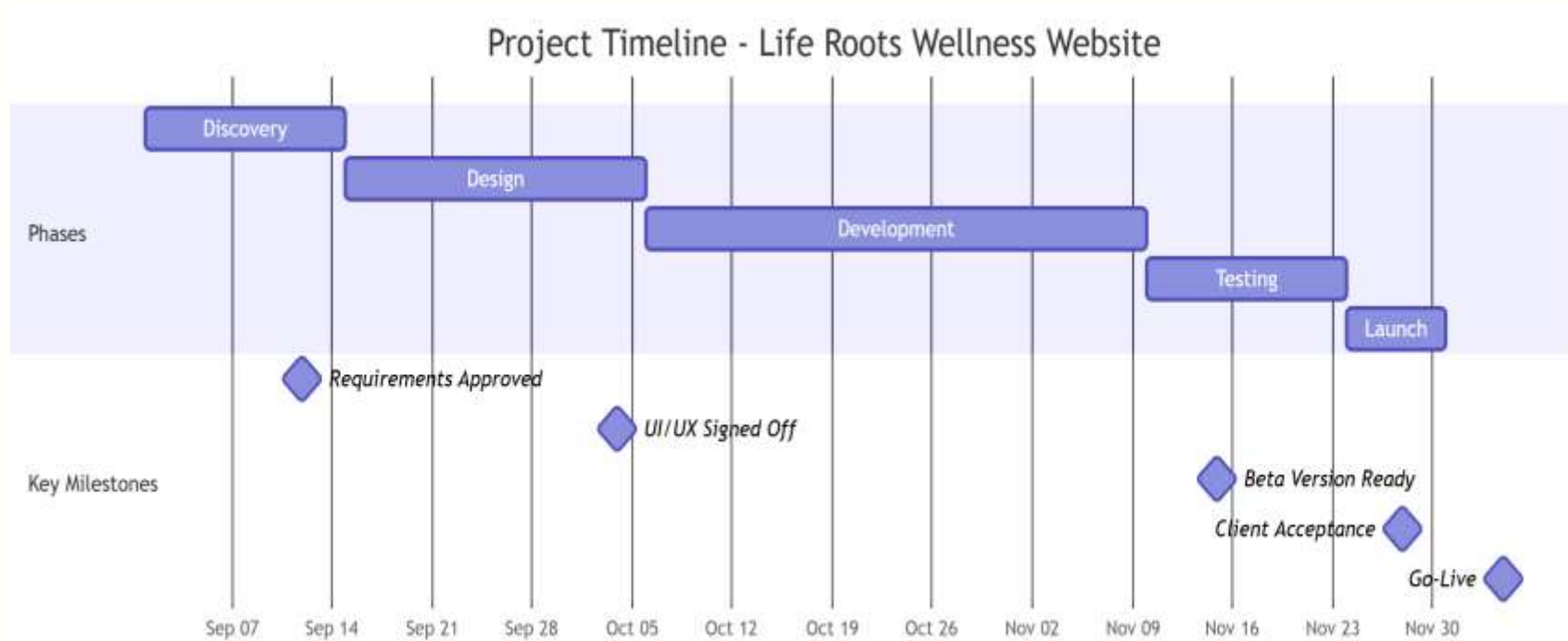
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Project Team & Roles

Team Structure

Human Resources: 6 team members @ $20/hrs./week each
Appendix III

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Communication Plan

Communication Plan

Communication Matrix

Purpose	Tools	Frequency
Daily update	Slack	Daily
Task Tracking	Jira	Real-time
Client Reporting	Email & Power BI Dashboard	Bi-Weekly
Sprint Reviews	Zoom	Every 2 Weeks
Risk Alert	Microsoft Teams	As needed

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Risk Management

Risk Management

Risk Matrix

Risk	Probability	Impact	Mitigation Strategy
Scope Creep	High	High	Change request process
Delayed Content Delivery	Medium	Medium	Buffer time & Pre-approved templates
Tech Debt Accumulation	Low	High	Code reviews every sprint
Vendor Delays (Payment Gateway)	Medium	High	Backup Provider (Square/PayPal)

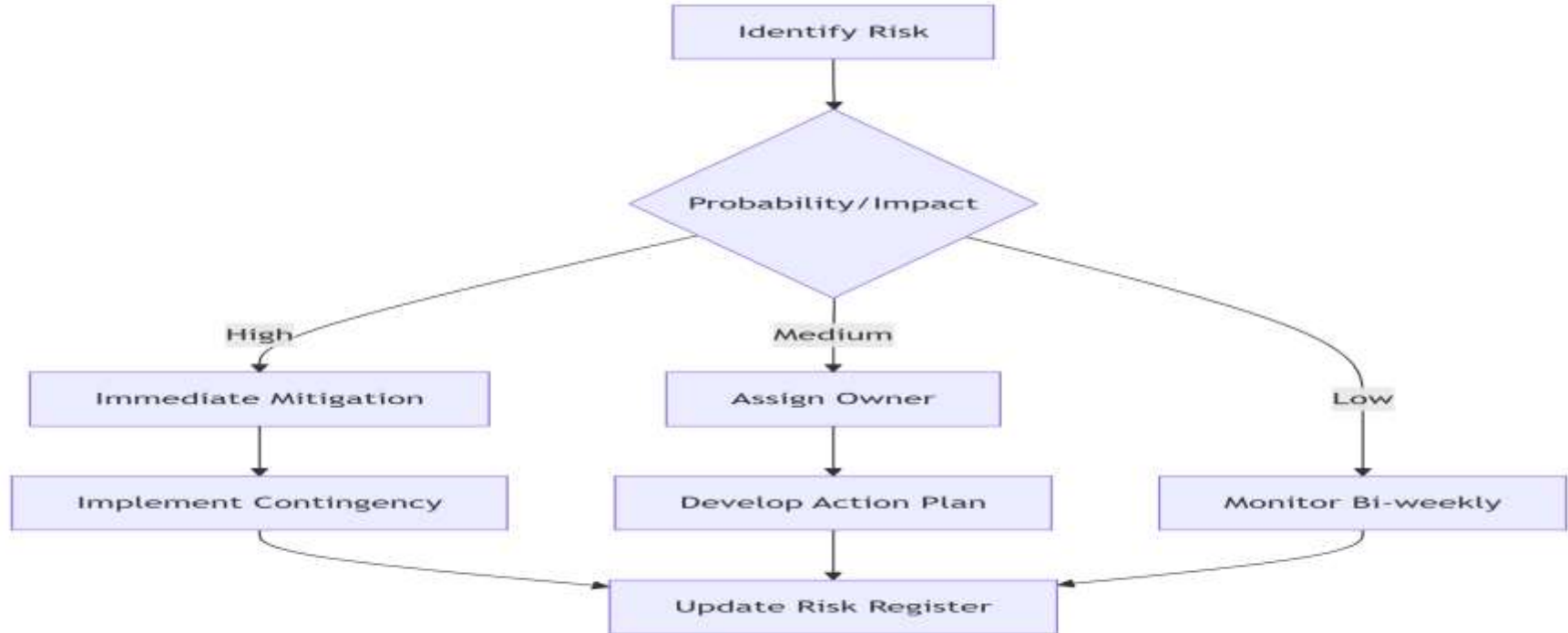# Risk Response Table

Risk Matrix With Owner

Risk	Owner	Mitigation	Status
Scope Creep	PM	Change Control Process	🟢 On track
Vendors Delay	Lead Tech	Backup Provider	🟡 Monitoring

Risk Response Flowchart

Risk Response Process
**Appendix IIII**

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Budget

Budget Matrix

Cost Breakdown

Category	Budget Allocation	Actual Spending	Variance	Variance %	Key Cost Drivers
Design	$7,200 (15%)	$7,800	-$600	-8.3%	UI/UX, Brand identity, Wireframes
Development	$21,600 (45%)	$20,100	+$1,500	+7.0%	CMS setup, API integrations
Content	$9,600 (20%)	$10,500	-$900	-9.4%	Blog posts, Resource library, SEO
Testing	$4,800 (10%)	$4,200	+$600	+12.5%	Automated tests, UAT sessions
Contingency	$4,800 (10%)	$2,600	+$2,200	+45.8%	Scope changes, Priority hotfixes
TOTAL	$48,000	$45,200	+$2,800	+5.8%	

Budget Breakdown

Budget Breakdown Appendix V

Budget Breakdown ($48,000 Total)

- Development — 45%
- Content — 20%
- Design — 15%
- Testing — 10%
- Contingency — 10%
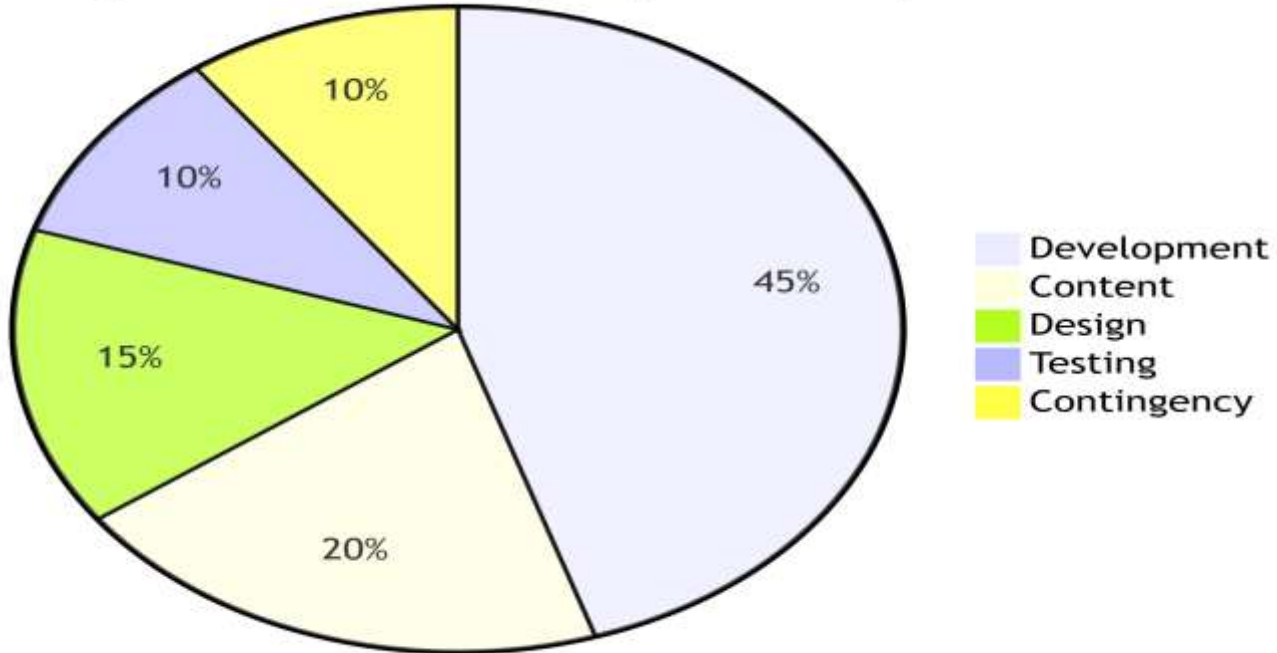
Budget Alert

Spending > 110%	→ Immediate Review
Phase > 15% Over	→ Freeze New Spending
Contingency > 50% Used	→ Stakeholder Alert

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Next Steps

Call To Action

Immediate Actions to Launch Success

Action Items	Owner	Deadline	Purpose
1. **Sign Project Charter**	Sponsor (CEO)	Aug 30, 2024	Formalize scope, budget, and authority
2. **Kick-off Meeting**	Project Manager	Sep 1, 2024	Align team on goals, roles, and processes
3. **Sprint 0: Backlog Refinement**	Lead Tech	Sep 1-5, 2024	Finalize user stories, acceptance criteria
4. **Design Workshop**	UX Lead + Client	Sep 6, 2024	Approve wireframes and brand guidelines
5. **Dev Environment Setup**	DevOps Engineer	Sep 3, 2024	Configure GitHub, staging servers, CI/CD pipeline
6. **Content Calendar Freeze**	Marketing Manager	Sep 4, 2024	Lock initial 20 blog topics and resources

Conclusions

The agile approach employed in this project facilitates adaptability and responsiveness to change, ensuring that the website development aligns closely with stakeholder expectations. Continuous engagement and prioritization of feedback improve overall project success, leading to a high-quality end product that meets the needs of Life Roots Wellness.

Thank you!

Do you have any questions?
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