

Website Development Project Management Portfolio

Project: LifeRoots Wellness Design
Project Manager: Femi Kwesi
Email: femi.Kwesi@gmail.com





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

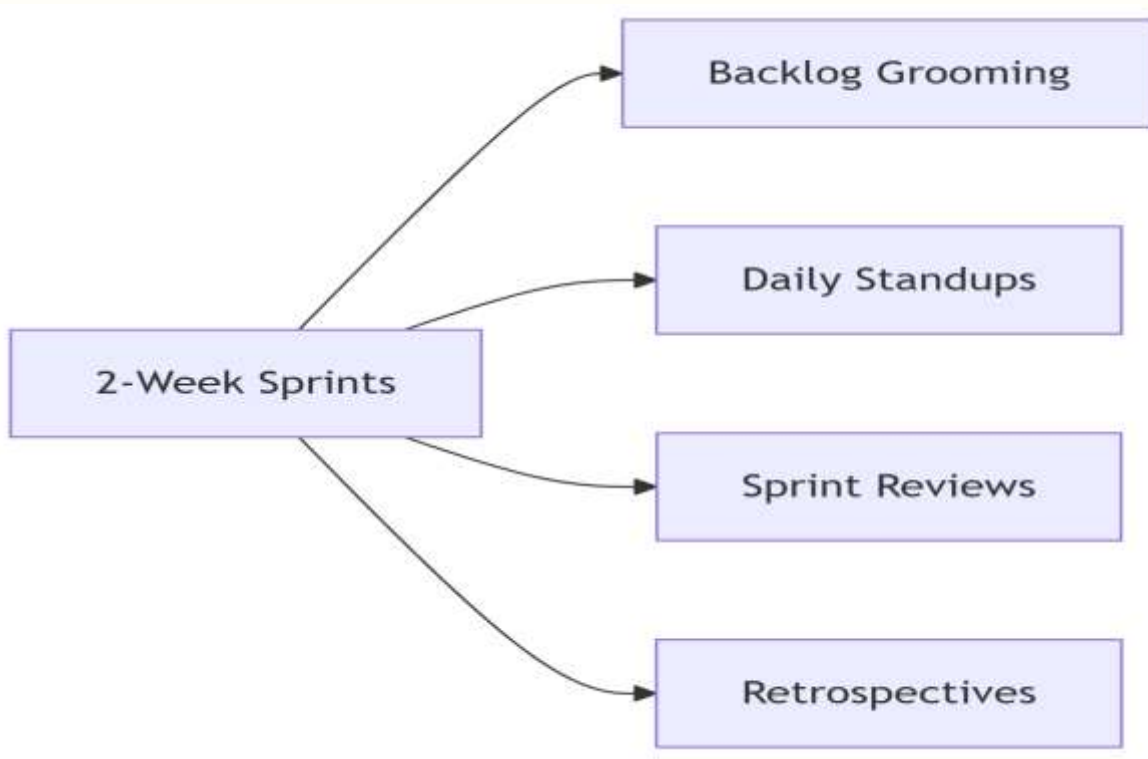
Why Agile ?

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

Please see Appendix I for scrum workflow

Sprint Structure Visual

Appendix I



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Project Timeline





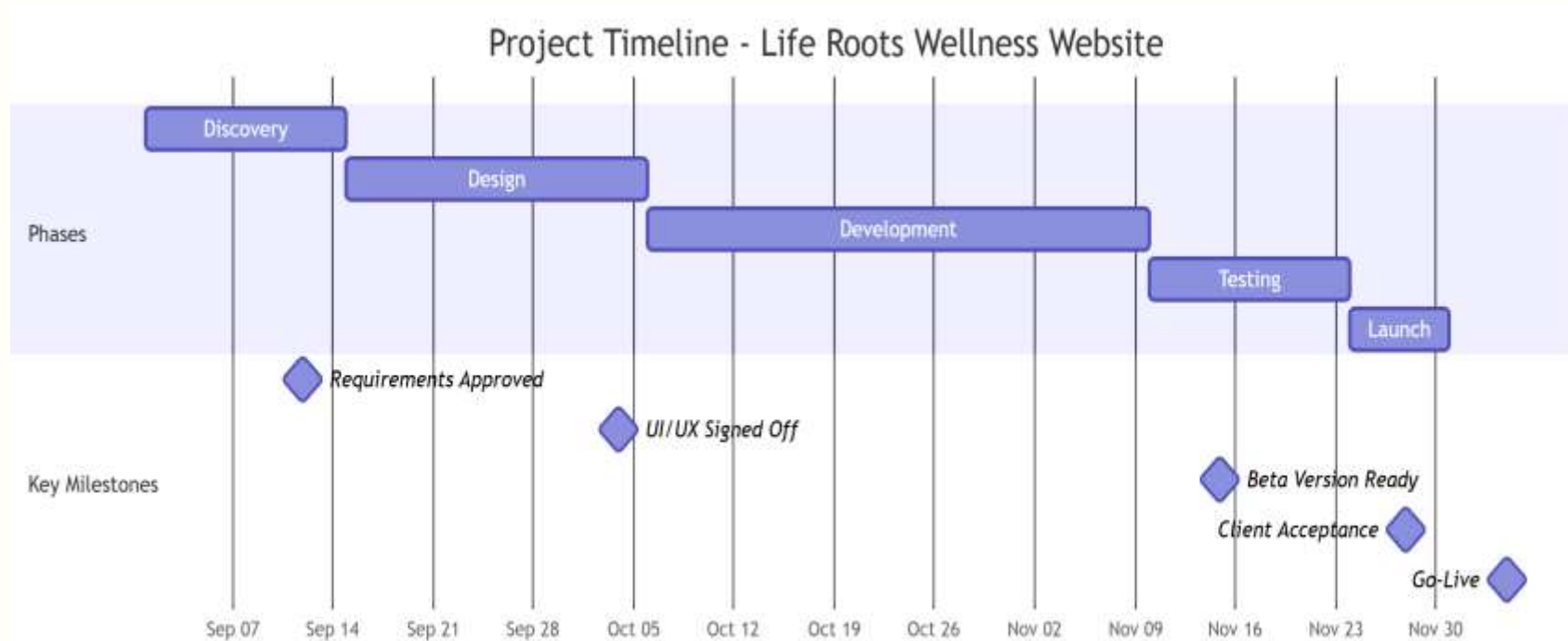
Timeline Breakdown

Please see Appendix II for Gantt Chart

Phase	Start Date	End Date	Duration	Deliverable
Discovery	Sep 01, 2024	Sep 14, 2025	14 days	Stakeholders interview, Sitemap, Tech stack selection
Design	Sep 15, 2024	Oct 05, 2025	21 days	Wireframes, UI Kit,
Development	Oct 06, 2025	Nov 10, 2025	35 days	Ordering System, Responsive build, shopping cart
Testing	Nov 11, 2025	Nov 24, 2025	14 days	Performance optimization, Test Reporting, Bug Fixes,
Lunch	Nov 25, 2025	Dec 01, 2025	7 days	Livee website, Analytics, Training

Timeline Breakdown Visual

Appendix II



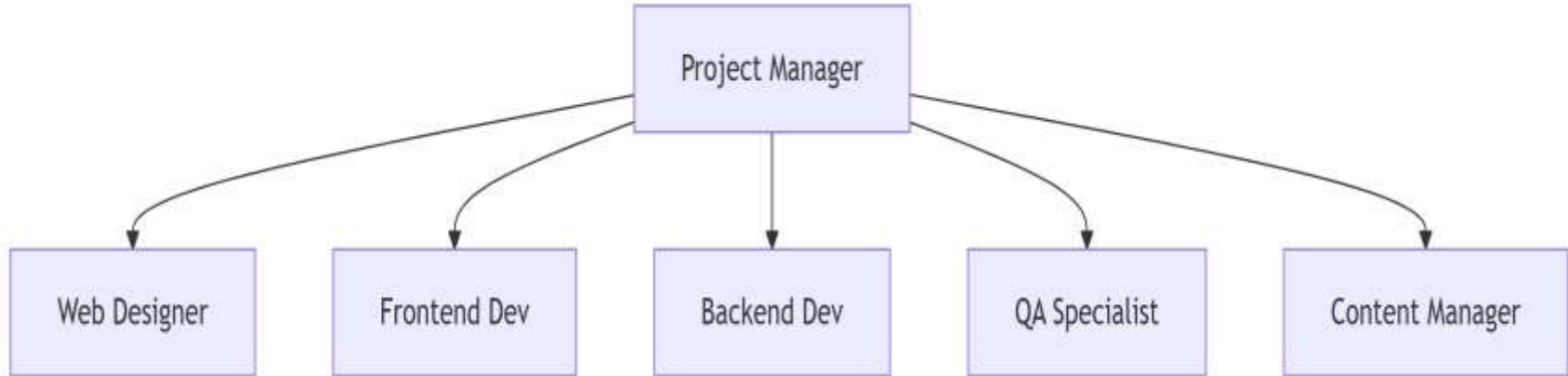
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Project Team & Roles



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)



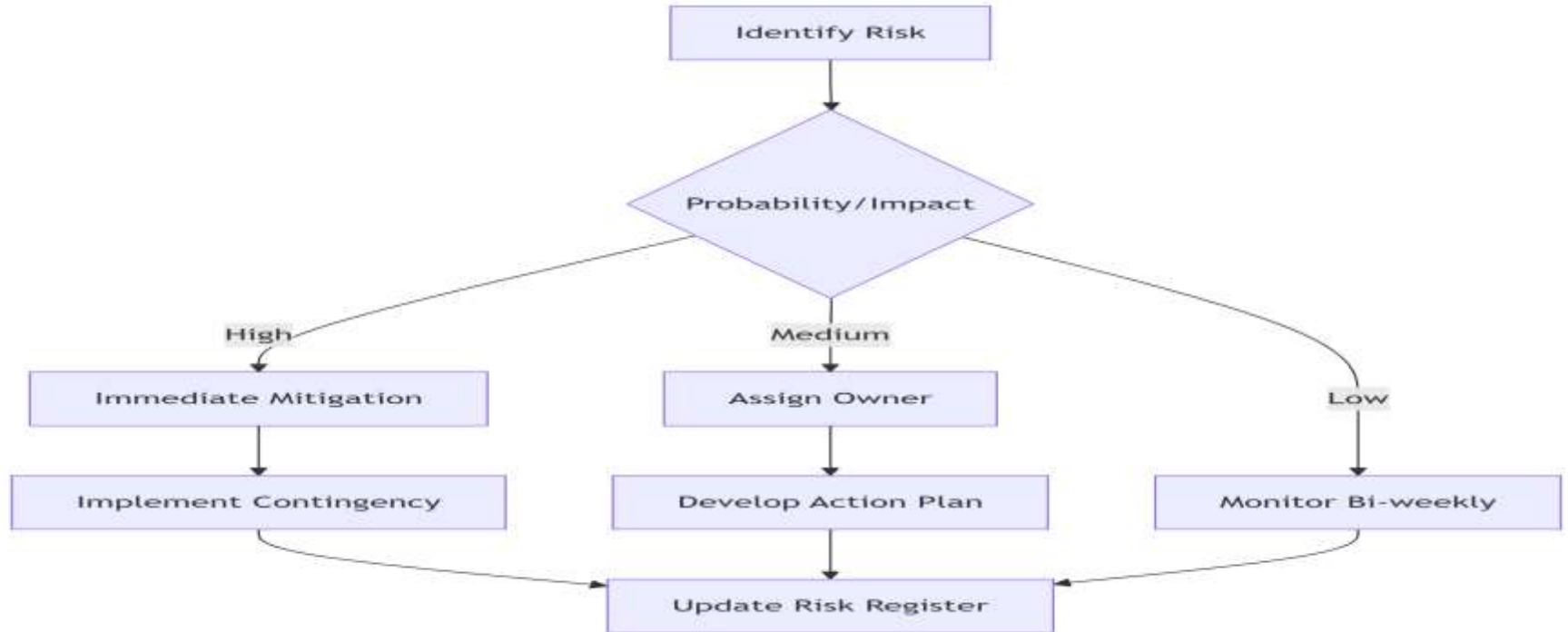
Risk Response Table

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 III



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Budget





Budget Matrix

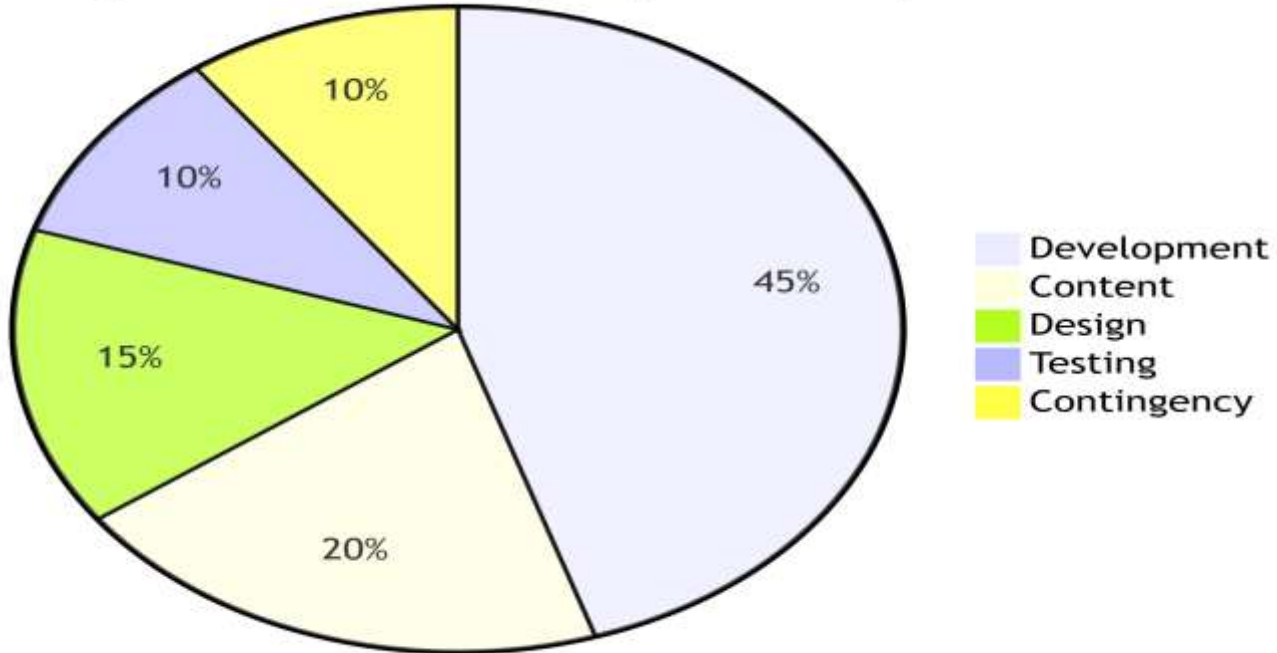
Cost Breakdown

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)





Budget Alert

Budget Trigger Decision Rule Appendix VI

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.

