Christos Medicine - Project Requirements

Project: Website Development

Client: Christos Medicine

Prepared by: Gaia Digital Agency

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Document Overview

This document outlines the scope and technical requirements for developing the new Christos Medicine website based on the information provided.

The website will serve as:

- The official identity platform of Christos Medicine.
- A channel for the visitor to pay for their regular session or to donate a custom amount.

FULL WEBSITE DEVELOPMENT DELIVERABLES

Timeline: 12 weeks

Investment: Full Delivery

Week 1: Planning & Content Strategy

1.1 Website Strategy Document

- Final sitemap
- Page structure for all pages
- Technical specification of the website

Client Requirements:
- Branding document (if exists, or general branding direction; logo, color, font, etc)
- Provide all existing content from prior photo/video shoots and other related assets
- Provide copywriting and content that reflects the brand
- Confirm sitemap and content

Week 2: Researching UI/UX and suitable design

2.1 Sample Designs

- Sample overview look and feel of the designs for the home page and other pages (desktop + mobile) in low fidelity wireframe
- Sample styleguide

2.2 Design Revisions

- Round 1: Gather feedback from the sample
- Round 2: Refined sample design with stakeholder feedback incorporated
- Final approval

Client Requirements:
- Review and provide feedback on design concepts (Round 1)
- Review and approve refined designs (Round 2)
- Final design approval before development begins

Week 3-10: Development & Integration

3.1 Core Website Development

- Fully responsive website
- All core pages developed and functional
- Custom landing pages implemented

3.2 Advanced Features & Functionality

Forms & Interactions:

- Contact Form
- Pay for a session with payment gateway integration

- Donation with payment gateway integration

3.3 Technical SEO Implementation

On-Page SEO:

- SEO-optimized URL structure
- Meta titles and descriptions (all pages)
- Header tag optimization (H1, H2, H3 hierarchy)
- Image alt text optimization
- Internal linking structure

Performance Optimization:

- Page speed optimization
- Image compression
- Code minification (CSS, JavaScript)
- Browser caching configuration
- Core Web Vitals optimization (LCP, FID, CLS)
- Mobile performance optimization

3.4 Content Implementation

Copywriting:

- Based on the content provided

3.5 Integrations & Tools

Analytics & Tracking:

- Google Analytics 4 setup and configuration
- Goal and event tracking setup

Client Requirements:
- Provide final content and copywriting for all pages
- Supply all final photography and video assets
- Review development progress at each update
- Approve all integrations and tracking setup

Week 11: Testing, Revisions & QA

4.1 Comprehensive Testing

Functionality Testing:

- All forms submission and validation
- All CTAs and links
- All pages visual

Cross-Browser Testing:

- Chrome
- Firefox
- Safari

Device Testing:

- Desktop (various screen sizes)
- Tablet (iPad, Android tablets)
- Mobile (iPhone, Android phones - various models)

Performance Testing:

- Page load speed testing
- Core Web Vitals assessment
- Mobile performance testing
- Image optimization verification

SEO Testing:

- Meta tags verification
- Schema markup validation
- XML sitemap testing
- Robots.txt verification
- Internal linking audit
- Mobile-friendliness test

4.2 Revisions & Bug Fixes

- Address all identified bugs and issues
- Implement client feedback from UAT / testing phase
- Minor design adjustments based on the feedback
- Content corrections based on the feedback

Client Requirements:

- Participate in user acceptance testing (UAT)
- Test booking flow with real scenarios
- Review all pages on multiple devices
- Provide final round of feedback
- Test all forms and integrations
- Approve final website before launch

Week 12: Launch Preparation

5.1 Pre-Launch Checklist Completion

- Final content review and approval
- All integrations tested and verified
- Analytics and tracking confirmed

- Backup systems in place
- Launch announcement prepared

5.2 Website Launch

- DNS configuration and domain connection
- SSL certificate installation
- Website deployment to production server
- Final smoke testing on live environment