

# Project Initiation Document

PID – Project Initiation Document

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Project Name: IT Practice: Consultancy

Client Name: Artspace Lifespace

Project Team: Group 7

Support (Supportive)

Distribution (Informed)

## Project Definition

The aim of this project Initiation Document(PID) is to clearly identify the scope, goals, objectives, roles and risks for the Artspace Lifespace student consultancy project. By giving the detailed framework, the PID ensures that all parties including the project member, client and supervisor can have a clear understanding of what the project will delivered and how it will be managed. This PID will provide the fundamental basis for effective planning and tracking progress throughout the entire project.

The PID is a basis for alignment between the student group and Artspace Lifespace and allows for effective planning, decision-making and progress monitoring during the project.

## Goals & objectives

This project is planning to provide Artspace Lifespace (ASLS) with a redesigned and reorganized website that match their artistic identity, simplify the operational processes and give ASLS's staff to manage content with improving their digital impact across all five venues.

## Success criteria

Client satisfaction: The final project will be approved by the ASLS representative

Deliverables completion: All deliverables that listed in the Section 3.1 and 3.2 are completed

Usability Improvement: The updated website should provide a visually appealing and accessible structure.

#### Assumptions & constraints

##### Assumptions:

Feedback will be provided on time during scheduled meetings.

ASLS' current branding can be referenced for design concepts.

January's meeting with the marketing manager will move the project into the next phase.

Staff want a durable website that doesn't require daily maintenance and can be updated internally.

After the December internal session, requirements are unlikely to change significantly.

##### Constraints:

Client availability restricted to Monday, Tuesday, and Thursday.

No AI-generated visuals allowed.

Four venue-specific booking processes must remain unchanged.

Project limited to documentation and planning (not full development).

##### Approach

The project will use a hybrid approach. Formal communication with the client will be primarily via Email for scheduling and update. Microsoft Teams Meeting will be the channel for the meeting with the client to review the progress and requirement. There will also have a weekly face-to-face meeting in Wednesday for communication and ensuring the progress is on the track.

##### Business Case

The purpose of this project is to deliver a redesigned and re organised website for ArtSpace Lifespace (ASLS), ensuring the client is fully satisfied with the development and design direction. By following the redesign protocols set by their Marketing Officer Jane Hartoch and Alice Newton (Charity Operations Manager), the project aims to produce a website that accurately showcases the artistic nature, community focus, and creative identity of ASLS.

The current website presents several issues- mainly an outdated visual design, unclear navigation, lack of structured content management, and no CRM or organised workflow for updates. These weaknesses risk giving the impression that ASLS is outdated, which may discourage emerging artists, partner organisations, and community members from engaging with their venues.

Communication between ASLS staff and artists is also limited by unclear pathways for enquiries or bookings, leading to inefficiency and potential loss of interest from those seeking collaboration or venue access.

By redesigning the website, the team will ensure it is:

Visually appealing

Artistically reflective of ASLS' ethos

More intuitive and accessible

Easier for staff to manage without external dependency

A proposed optional enhancement includes integrating a minimal chatbot tool (not for creative tasks or AI-generated visuals) to assist users by directing them to correct booking emails, answering basic queries, and supporting ASLS operations.

This project will strengthen all five ASLS venues collectively by improving their digital presence and allowing staff to manage content updates independently.

## Benefits

### Functional & User Experience Benefits

The redesigned website will provide faster, clearer navigation for events, bookings, studios, and enquiries. It will ensure a smooth user journey for artists, community groups, and general public users. Furthermore, it will feature a visually improved interface representing ASLS' creative vision.

### Accessibility Benefits

The website will include enhanced readability with larger text options and other accessibility features. It will also offer a clearer structure for users who rely on visual guidance.

### Operational Benefits

Staff will gain full control over content updates, reducing reliance on contractors. The site will provide direct and structured booking pathways for all venues. Additionally, there will be improved communication efficiency between ASLS and community partners.

#### Brand & Community Benefits

The new design website will show a stronger artistic identity showcased through real media (as requested by client) with a dedicated page or content area demonstrating ASLS' expansion and collaborations with Trinity, Bristol Galleries, and others. The website will also give a better reflection of ASLS' mission to support grassroots communities and artist development.

#### Risk

##### Client-Related Risks

There is a risk of limited client availability (Mon/Tues/Thu), which may delay document reviews and approvals. Additionally, possible delays when awaiting marketing manager input during internal ASLS sessions (e.g., Web Jam on 15 Dec).

##### Technical & Project Risks

Uncertainty around accessing the previous year's booking app project (potential confidentiality issues). The multiple booking processes across four venues may complicate the UX design. Also, the strict prohibition of AI-generated images limits creative flexibility.

##### Team/ External Risks

Reliance on internal ASLS workshops for requirement gathering may lead to timeline pressure. Finally, the booking processes cannot be automated due to ASLS preference for personal contact.

#### Project Scope

This project focuses on documenting, redesigning, and preparing a new structure for the ASLS website, ensuring alignment with their artistic standards and operational needs. The team will assess and analyse the current site, gather requirements via client meetings, develop visual concepts, propose accessibility improvements, and prepare ASLS for subsequent development stages.

#### Scope – inclusions and exclusions

##### Included in Scope

This project scope entails an analysis of the existing website for the ASLS and pinpointing navigation and usability issues. The finished project will include design concepts and preliminary layouts—and here, it is important to note that these deliverables will be conceptual rather than built works themselves. The project will produce a series of document-type deliverables including meeting notes, requirements specifications, design concepts, risk log, and Gantt Chart. Moreover, the scope includes analyzing the booking and enquiry process for each venue and creating accessibility changes, including text size, understanding, and restructuring. This scope will involve collaboration with the ASLS staff and marketing officer to gather understanding and create content structures for the staff to be able to modify themselves.

#### Excluded from Scope

The project scope will not include the construction and deployment of the final version of the website itself, the creation of a fully automated booking system, the use of artificial intelligence generated images or any artificial intelligence produced creative assets, and the population of content and the creation of any form of media assets among other things.

#### Deliverables

#### Constraints

Client availability restricted to Monday, Tuesday, and Thursday, no AI-generated visuals allowed. The four venue-specific booking processes must remain unchanged and project limited to documentation and planning (not full development).

#### Assumptions

It is assumed that feedback will be provided on time during scheduled meetings. The ASLS' current branding can be referenced for design concepts. In addition, January's meeting with the marketing manager will move the project into the next phase. A important assumption is that ASLS's staff want a durable website that doesn't require daily maintenance and can be updated internally. At last, after the December internal session, requirements are unlikely to change significantly.

#### Communications and Stakeholders

Communication Plan: We will ensure that all stakeholders are kept informed, aligned and engaged throughout the project life-cycle. Our team will leverage communication mediums to facilitate regular updates, progress sharing, and timely issue resolution.

#### Stakeholders

#### Reporting

Weekly or monthly reports will be used to monitor how we are getting on with the project and to make sure that we stick to the agreed requirements and timeline.

We will have a weekly meeting with the whole team over Microsoft Teams or physically, they should take between 30-1h and they will be used to discuss the progress of the project, assign tasks and plan for the next steps to take.

We will have a weekly face-to-face meeting with our supervisor to provide details on how the project is progressing and to receive any feedback from the supervisor that might help us continue on the right direction.

We will have a monthly meeting with our client(Artspace Lifespace) in person or through Microsoft Teams to report on any progress we have made on the project, receive their feedback and ask or receive any questions.

Project team membership and roles

Appendices

Appendix A – related documents

We also have a Github link

Appendix B – glossary

### **Client Approval & Sign-Off**

I confirm that I have reviewed and approved the details outlined in this Project Initiation Document.

**Name:** \_Alice Newton\_

**Position:** \_Charity Operations Manager

**Signature:** \_\_\_\_



**Date:** 18/12/2025