**Project Proposal:** Yung Kong Co. website improvement

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**Date:**

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# Executive Summary

This proposal aims to enhance the website by improving its flow and reducing clutter, thereby providing a better user experience. The project will involve user experience research, redesigning key pages, and implementing new design principles to create a more intuitive and visually appealing website. The expected outcome is increased user satisfaction and engagement.

* **Significance**: Why the project is important.
* **Objectives**: What the project aims to achieve.
* **Major Deliverables**: Improved
* **Budget Overview**: N/A
* **Timeframe**: 2 months

# Background and Context

* **Problem Statement**: A detailed description of the issue or opportunity the project addresses.
* **Background Information**: Relevant historical or contextual information.
* **Stakeholder Analysis**: Key stakeholders and their interests.

# Project Objectives

* **Specific Objectives**: Detailed, measurable goals.
* **Alignment with Strategic Goals**: How the project aligns with broader organizational or strategic goals.

# Project Scope

* **Inclusions**: What is included in the project.
* **Exclusions**: What is not included.
* **Constraints**: Any limitations or constraints.
* **Assumptions**: Assumptions made during planning.

# Methodology and Approach

* **Project Phases**: Description of each phase of the project.
* **Activities and Tasks**: Specific activities and tasks within each phase.
* **Timeline**: Detailed timeline with milestones.
* **Deliverables**: Key deliverables for each phase.

# Resources and Budget

* **Resource Requirements**: Human, technical, and other resources needed.
* **Budget Breakdown**: Detailed budget, including cost estimates for each resource and activity.
* **Funding Sources**: Potential or confirmed sources of funding.

# Risk Management

* **Risk Identification**: Potential risks and their impact.
* **Risk Mitigation Strategies**: Strategies to mitigate identified risks.
* **Contingency Plans**: Plans for unforeseen issues.

# Monitoring and Evaluation

* **Performance Metrics**: How success will be measured.
* **Evaluation Plan**: Methods and tools for monitoring and evaluation.
* **Reporting**: Frequency and format of progress reports.

# Sustainability Plan

* **Sustainability Strategy**: How the project's outcomes will be sustained post-completion.
* **Long-Term Impact**: Expected long-term benefits.

# Appendices (if applicable)

* **Supporting Documents**: Any additional documents that support the proposal.
* **Detailed Schedules**: Gantt charts, timelines, etc.
* **Letters of Support**: Letters from stakeholders endorsing the project.