# **Assessment Problem:**

### **Scenario: Website Redesign Project Management**

You have recently been onboarded as a Project Management Trainee (PMT) at XYZ, specializing in Website and E-commerce Site projects. A potential client has reached out via email with an interest in redesigning their website. Below is the email exchange:

**First Email:**

*Hope you are having a great start to your new year. I am looking to redesign our website. I know most of what you do is in automation, but wanted to see if this is something your team can do a great job with before looking at Upwork.*

Clients Current Website: [jakerosenentertainment.com](http://jakerosenentertainment.com/)

**Second Email:**

*See below on some changes we want to do. We want it to come across much more professional and up to date. Is this a project you feel comfortable taking on? I think we would need to discuss more on a call, but those websites are some you can see the vibe we would be going for, especially similar to Paul’s.*

*See an outline of our website preferences and structure for your review below:*

#### **Client Requirements:**

**What We Like:**

* Logo in the corner with tabs for easy navigation (Ex. Open Influence).
* Video landing page in 4K instead of a photo slide (like Paul’s website).

**Key Questions:**

* Do we like moving graphics, like a timeline?
* Should we separate Brands and Creators into distinct sections?
* Numbers should be scrolling, not static (see stats/numbers shown).
* What format should we use for displaying the brands we work with?
* Remove “Why Choose JRE?” and instead highlight numbers (e.g., number of brand deals).

**Suggested Website Structure:**

1. Video on the landing page, followed by a numbers section.
2. Agency or creator? Links to services on a separate page.
3. “Our Talent” should be a requestable roster.
4. Client testimonials section.
5. Our Work section.
6. Brands we've worked with section.
7. Press: Quotes & logos (similar to IF7 layout).