PROJECT PROPOSAL & CHARTER

PROJECT TITLE:

Professional Website Revamp for Jake Dedert’s Fitness Coaching Services

VERSION: v1.0

PROJECT START DATE: 8TH JULY 2025 PROJECT END DATE: 8TH AUGUST 2025

PROJECT OVERVIEW:

This project aims to redesign and develop a professional, user-friendly WordPress website for Jake Dedert's fitness coaching services to enhance brand presence, streamline client engagement, and support business growth.

BUDGET INFORMATION:

The project is delivered in-kind by the coordinator, with remuneration to be discussed post-handover based on service quality and client satisfaction. Costs are minimised with free-tier tools and open-source platforms.

PROJECT COORDINATOR:

Name: Akhilesh Boda
Email: akhileshboda@outlook.com
LinkedIn: www.linkedin.com/in/akhileshboda

TABLE OF CONTENTS

Table of Contents 2

Executive Summary 3

Background 4

Goals & Objectives 4

Proposed Solution 4

Success Criteria 5

Expected Benefits 5

Scope 6

Deliverables 6

Development Approach 7

Risks & Mitigation Strategies 7

Assumptions 8

Resource Requirements 8

Costs & Budget 9

Schedule/Timeline 10

Roles & Responsibilities 16

Comments 16

Sign Off 17

Executive Summary

This project proposes the redesign and redevelopment of the official website for Jake Dedert's fitness coaching services. The current site lacks the professional presentation, responsiveness, and client engagement features necessary to reflect Jake's premium coaching brand and support business growth.

The new website will be built using WordPress and guided by a user-centric design approach to ensure accessibility, clarity, and mobile responsiveness. Key features will include a modern homepage, structured service listings, integrated contact/booking form, and social proof via testimonials.

A hybrid project management approach will be adopted, combining a Gantt-based schedule for high-level planning and Jira-managed Agile sprints for iterative development. Mid-fidelity wireframes will be created using Figma to align on design before development begins.

The project is expected to commence on July 9, 2025, and conclude by August 8, 2025, with all deliverables deployed, reviewed, and handed over for long-term maintenance. Documentation and a project reflection will be prepared for both internal evaluation and the project coordinator's personal portfolio.

Background

Jake Dedert is a high-performing fitness coach with a strong presence in his local fitness community within South Australia and nationwide. His reputation is built on proven client results, Pro-level certifications across multiple bodybuilding federations, and a loyal base of clients who promote his services through word-of-mouth recommendations. Much of Jake's brand visibility is sustained by his active social media presence, particularly on Instagram, where he engages with both current and potential clients.

Despite the strength of his coaching brand, Jake's current website lacks the professional design, responsiveness, and user experience needed to match the quality of his services. It does not effectively communicate his unique value proposition, nor does it support scalable client engagement through clear service listings or booking functionality.

This project was initiated to close that gap by redesigning and rebuilding the website to reflect Jake's premium brand, enable streamlined client interactions, and future-proof the platform for continued growth. The revamp will also serve as a practical opportunity for the project coordinator to apply business analysis, UI/UX, and project management skills in a real-world setting.

Goals & Objectives

The goals and objectives of this project establish a clear link between the client's business needs and the planned website solution. They ensure the project remains focused on outcomes that enhance Jake Dedert's coaching brand, improve user engagement, and enable sustainable website management. These objectives also provide a framework for measuring project success and support the project coordinator's broader aim of building practical skills in business analysis, user-centric design, and iterative development.

1. **Goal 1: Improve Brand Representation**
    - Objective 1.1: Design and deliver a fully responsive website prototype in Figma by July 22, 22025 for client review and approval.
    - Objective 1.2: Include at least five testimonials and visible certification branding on the live site by July 29, 2025 to reinforce credibility.
2. **Goal 2: Increase Client Engagement and Conversions**
    - Objective 2.1: Implement a booking/contact form with email notifications by July 26, 2025 (end of Sprint 2)
    - Objective 2.2: Achieve a mobile Google PageSpeed score of 80+ by go-live to ensure a responsive and performant user experience.
3. **Goal 3: Empower the Client for Ongoing Use**
    - Objective 3.1: Deliver a customised admin guide (written or video) by August 1, 2025.
    - Objective 3.2: Conduct a training walkthrough with Jake by July 31, 2025, enabling him to update content independently.
4. **Goal 4: Build a Portfolio-Ready Case Study**
    - Objective 4.1: Complete aa case study write-up with outcomes and lessons learned by August 5, 2025.
    - Objective 4.2: Publish final artefacts (e.g. Figma, site screenshots, documentation) to GitHub and/or LinkedIn by August 8, 2025

Proposed Solution

The proposed solution is to design and implement a modern, responsive WordPress website that aligns with Jake Dedert's premium fitness coaching brand. The website will be built using industry best practices in UI/UX design, content strategy, and performance optimisation. A mid-fidelity prototype will be created in Figma to validate structure and flow with the client before development begins.

The site will feature clearly defined service offerings, testimonials for social proof, and a call-to-action–driven layout to convert visitors into leads. A simple and maintainable content management system will be implemented, allowing Jake to update content as needed without technical expertise. Agile sprint-based development will ensure ongoing client input, fast iteration, and alignment with business goals.

Success Criteria

The success of this project is defined by its ability to effectively deliver a professionally branded, user-focused website solution that strengthens client engagement, improves maintainability, and supports the personal development of the project coordinator. The project will be evaluated based on its contribution to both business impact and skill development, as aligned with the defined goals and objectives.

Such success criteria, involving KPIs associated with the project's objectives, include:

- A fully functional, responsive WordPress website deployed to the live domain by the project's completion date
- A 15% increase in enquiries or contact form submissions within the first month following deployment (measured via form or analytics tools)
- Inclusion of five or more client testimonials and at least one visible certification badge to enhance brand authority
- PageSpeed Insights score of 80 or higher on mobile devices at the time of deployment
- Achievement of WCAG 2.1 AA accessibility compliance on all primary pages (home, services, booking/contact)
- Successful execution of the handover session, with Jake demonstrating the ability to independently update a service description or testimonial
- Delivery of a customized admin guide (written or video) for ongoing site management
- Completion and publication of a 2–3 page case study and supporting project artefacts to GitHub or LinkedIn by August 8, 2025

Additionally, project performance will be benchmarked against key delivery constraints:

- Completion of all project objectives within the scheduled timeframe for initiation, planning, execution, and closure
- Resolution of client-identified revision tasks within each sprint cycle
- Client satisfaction confirmed through sign-off at each major milestone (requirements, design, deployment)

Expected Benefits

This project is expected to deliver tangible benefits to both the client and the project coordinator, supporting immediate business needs and longer-term strategic value.

For the Client (Jake Dedert):

- A modern, professional, and mobile-responsive website that aligns with the high-performance nature of Jake's coaching brand
- Improved client engagement and lead generation through clearer service presentation, calls-to-action, and booking functionality
- Enhanced brand credibility via integrated testimonials, professional visuals, and recognition of Pro certifications
- Increased visibility through a streamlined user experience and SEO-ready site structure
- Greater independence through a simplified content management process and tailored admin documentation

For the Project Coordinator:

- Practical application of business analysis, UI/UX design, and Agile-aligned project management in a real-world setting
- Strengthened professional portfolio with documented outputs including Figma prototypes, a case study, and project reflections

- Experience using industry tools such as MS Project, Jira, WordPress, and Figma across a full project lifecycle
- Improved stakeholder communication and feedback integration through iterative development and sprint reviews

These benefits will support both the professional growth of the project coordinator and the business growth of the client, delivering shared value through a well-structured and user-focused solution.

SCOPE

This project will deliver a redesigned and professionally developed WordPress website for Jake Dedert Coaching, built in alignment with the client's branding, content needs, and user expectations. The scope encompasses planning, design, development, testing, and handover, including necessary artefacts to support client use and project portfolio documentation.

In Scope:

- Stakeholder engagement and requirements gathering
- Development of user stories, personas, and feature prioritisation
- Sitemap creation and mid-fidelity wireframes using Figma (desktop + mobile views)
- Iterative website development using WordPress and sprint-based feedback cycles
- Design and implementation of:
    - Homepage
    - About section
    - Services page
    - Contact/booking form
    - Testimonials section
- Mobile responsiveness and browser compatibility
- SEO readiness and basic performance optimisation
- Accessibility compliance (WCAG 2.1 Level AA)
- Admin documentation and training session
- Project reflection and case study preparation

Out of Scope:

- E-commerce or payment gateway integration
- Blog/newsletter functionality
- Ongoing website maintenance after project completion
- Custom plugin development or advanced backend functionality

DELIVERABLES

Deliverable	Description	Format
Project Brief & Proposal	Outlines goals, scope, timeline, success criteria	PDF/Doc
Requirements Document	Summarises user stories, feature list, and prioritisation	PDF/Doc

Figma Prototype	Mid-fidelity wireframes and user flow simulation	Figma link
WordPress Website	Fully functional and deployed website with responsive design	Live URL
Admin Guide	Documentation or video for managing content and basic site functions	PDF or Video
Project Case Study	Final reflection with screenshots, outcomes, and learning points	PDF
Portfolio Artifacts	Screenshots, diagrams, and links to be published to GitHub or LinkedIn	Various

Development Approach

This project will adopt a hybrid development approach, combining traditional project planning techniques with Agile delivery principles to ensure structure, adaptability, and ongoing collaboration with the client.

Planning and Scheduling

The high-level project plan is structured using Microsoft Project, enabling timeline visualisation through a Gantt chart and supporting scheduling, phase breakdowns, dependencies, and milestone tracking. This ensures the project progresses through clear phases: initiation, analysis, design, development, deployment, and reflection.

Iterative Development and Feedback

Agile principles will guide the development and delivery of website features. Jira will be used to manage the product backlog and organise tasks into three 1-week sprints, with sprint reviews scheduled for client feedback and refinement. This enables continuous delivery of value, responsive changes based on client input, and better alignment with evolving requirements.

Prototyping and Design Validation

Mid-fidelity wireframes will be created using Figma to validate the site structure, layout, and user flow before development begins. These prototypes will be reviewed and approved by the client to ensure the final product meets expectations and reflects the coaching brand.

Testing and Deployment

Each sprint will include functional testing, mobile and browser compatibility checks, and accessibility validation. Final deployment will be carried out using a live WordPress hosting environment. Post-deployment, a walkthrough and handover session will be conducted to ensure client readiness.

This blended approach allows for both predictable scheduling and flexible, user-driven delivery, ensuring the project remains focused, collaborative, and outcome-oriented.

Risks & Mitigation Strategies

This section identifies potential risks that may impact the success of the project and outlines mitigation strategies to minimise their likelihood or impact. Risks have been considered across technical, stakeholder, and delivery dimensions.

Risk	Impact	Likelihood	Mitigation Strategy
Delays in client feedback	May stall sprint progress and impact timeline	Medium	Allocate buffer time post-sprint for feedback; maintain regular communication and checkpoint meetings

Late or missing content/assets (e.g. photos, testimonials)	Incomplete or delayed implementation of core pages	High	Identify content requirements early; add "content provision" task to Gantt chart; follow up with content checklist
Scope creep from evolving client expectations	Increases workload, delays delivery	Medium	Use clearly defined MoSCoW prioritisation; manage expectations during sprint planning; lock scope per sprint
Limited availability of the project coordinator	Project stalls or loses momentum	Low	Use realistic scheduling with slack between major phases; limit overlap between tasks
Technical issues with WordPress themes/plugins	Functional bugs or delays in implementation	Low	Select stable, well-supported plugins/themes; test functionality in local/staging environment before deployment
Client not confident post-handover	Reduces long-term sustainability	Medium	Deliver a tailored admin guide and conduct a walkthrough session; offer limited post-handover support window

Assumptions

The following assumptions have been made in planning and scoping this project. These assumptions underpin the feasibility of the proposed timeline, deliverables, and success criteria:

- The client (Jake Dedert) will be available for key feedback and review sessions at the end of each sprint and during milestone approvals.
- Required website content — including testimonials, service descriptions, imagery, and credentials — will be provided by the client in a timely manner.
- The project will be developed using WordPress with no requirement for custom plugin development or backend integrations beyond standard form and SEO tools.
- The project coordinator will act as the sole designer, developer, and project coordinator, working part-time alongside other personal and academic commitments.
- Development and testing will be conducted in a local or staging environment prior to deployment to the live domain.
- The client will use the documentation and training provided during handover to manage and update the site independently post-deployment.
- No major changes to scope or functionality will be introduced after sprint development has commenced, unless reviewed and approved during backlog refinement or sprint planning.

These assumptions will be revisited and validated throughout the project, particularly during sprint reviews and milestone checkpoints.

Resource Requirements

The following resources are required to support the successful execution of the project:

- **Human Resources:**
    - Project coordinator (solo) responsible for business analysis, design, development, testing, and documentation
    - Client (Jake Dedert) for content provision, design feedback, and milestone approvals
- **Technical Resources:**

- WordPress CMS (self-hosted)
- Figma (for UI/UX design and prototyping)
- Jira (for sprint planning and backlog management)
- Microsoft Project (for scheduling and Gantt chart tracking)
- Microsoft Teams (for streamlined communication and collaboration)
- Web hosting platform with domain access
- Google Docs / Notion (for requirements and project documentation)

COSTS & BUDGET

This project is being delivered with minimal financial expenditure, leveraging open-source tools and free-tier platforms wherever possible. The primary investment will be in time, technical effort, and the application of professional project management and development practices.

Cost Breakdown:

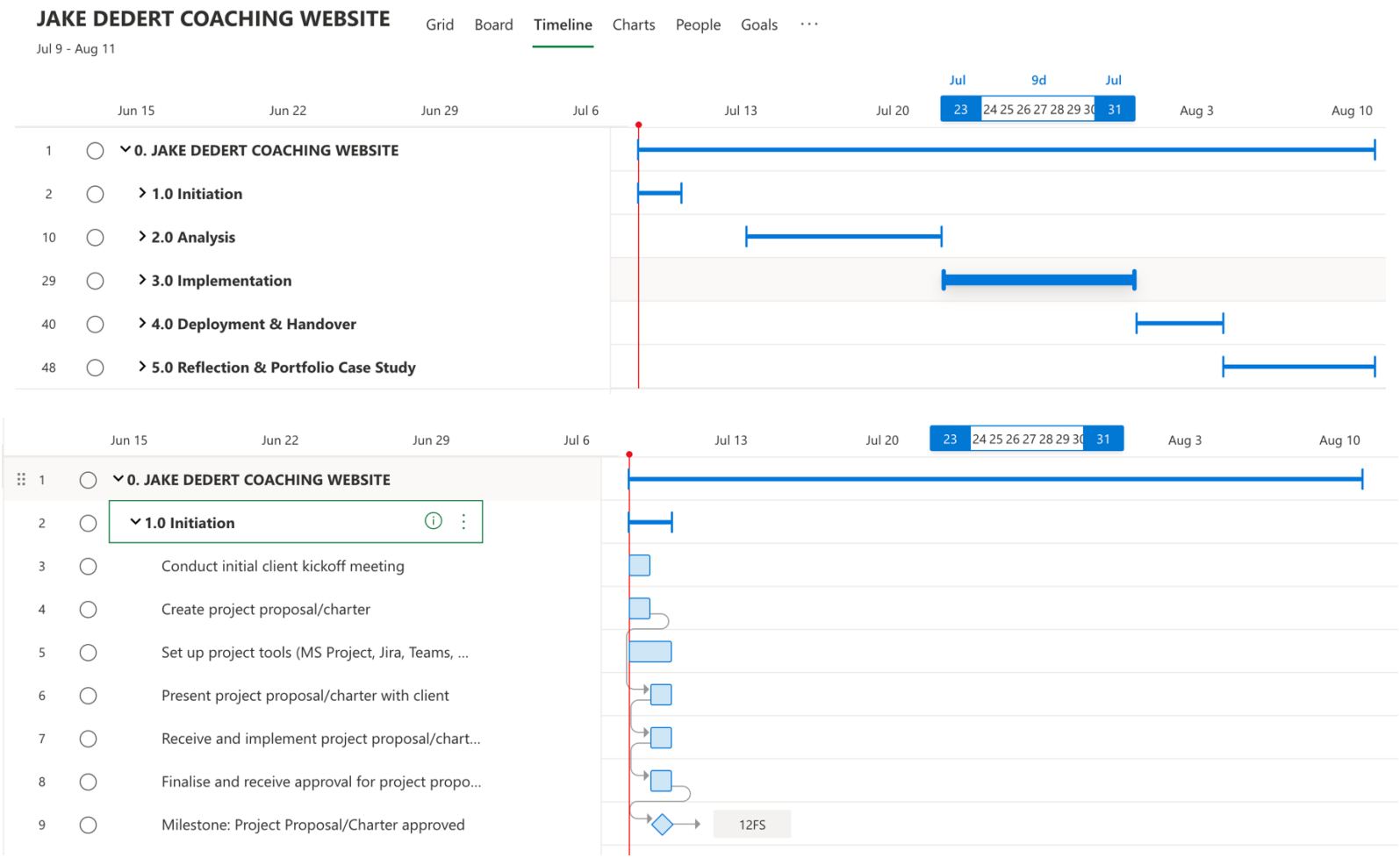
Category	Description	Estimated Cost
Web Hosting & Domain	Hosting service for WordPress deployment (e.g. SiteGround)	$80–$150/year
Tools & Platforms	Figma, Jira, Microsoft Teams, WordPress (open-source tools)	$0 (Free Tiers)
Design & Development	Provided by the project coordinator (solo)	$0 (in-kind)
Documentation & Admin	Time investment for guides, training, case study	$0 (in-kind)

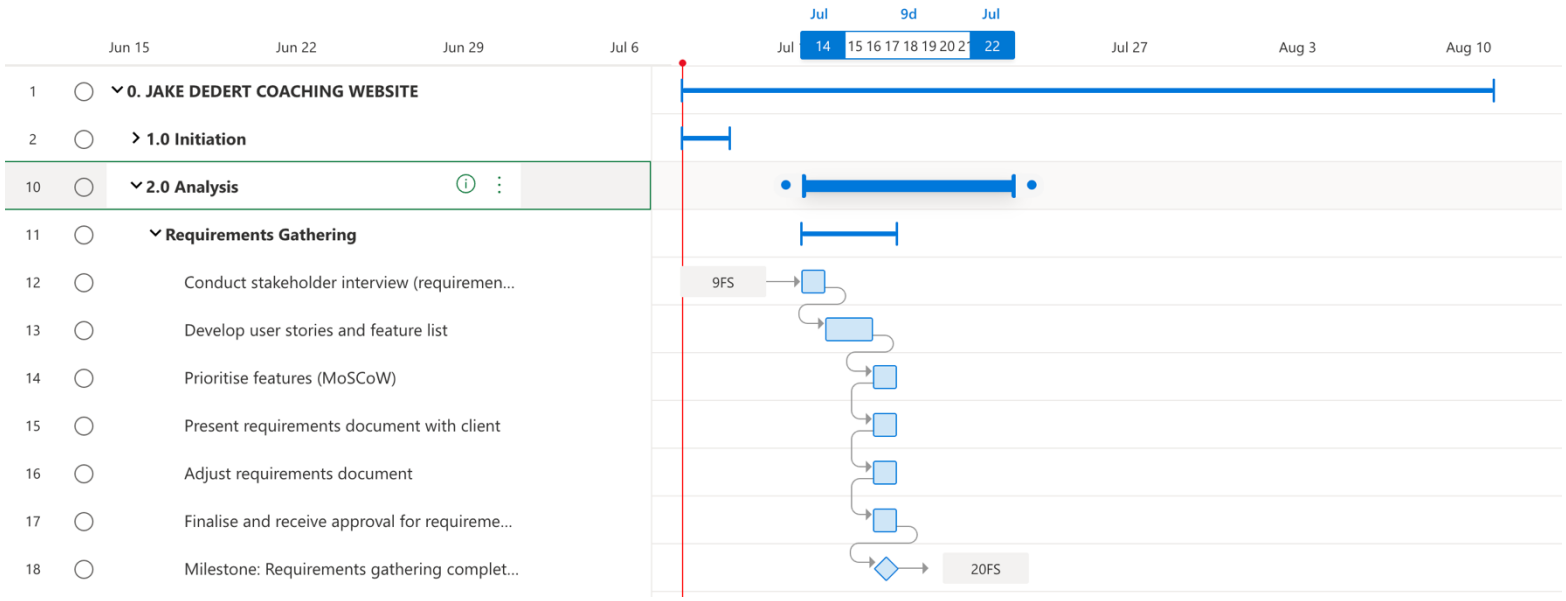
Remuneration

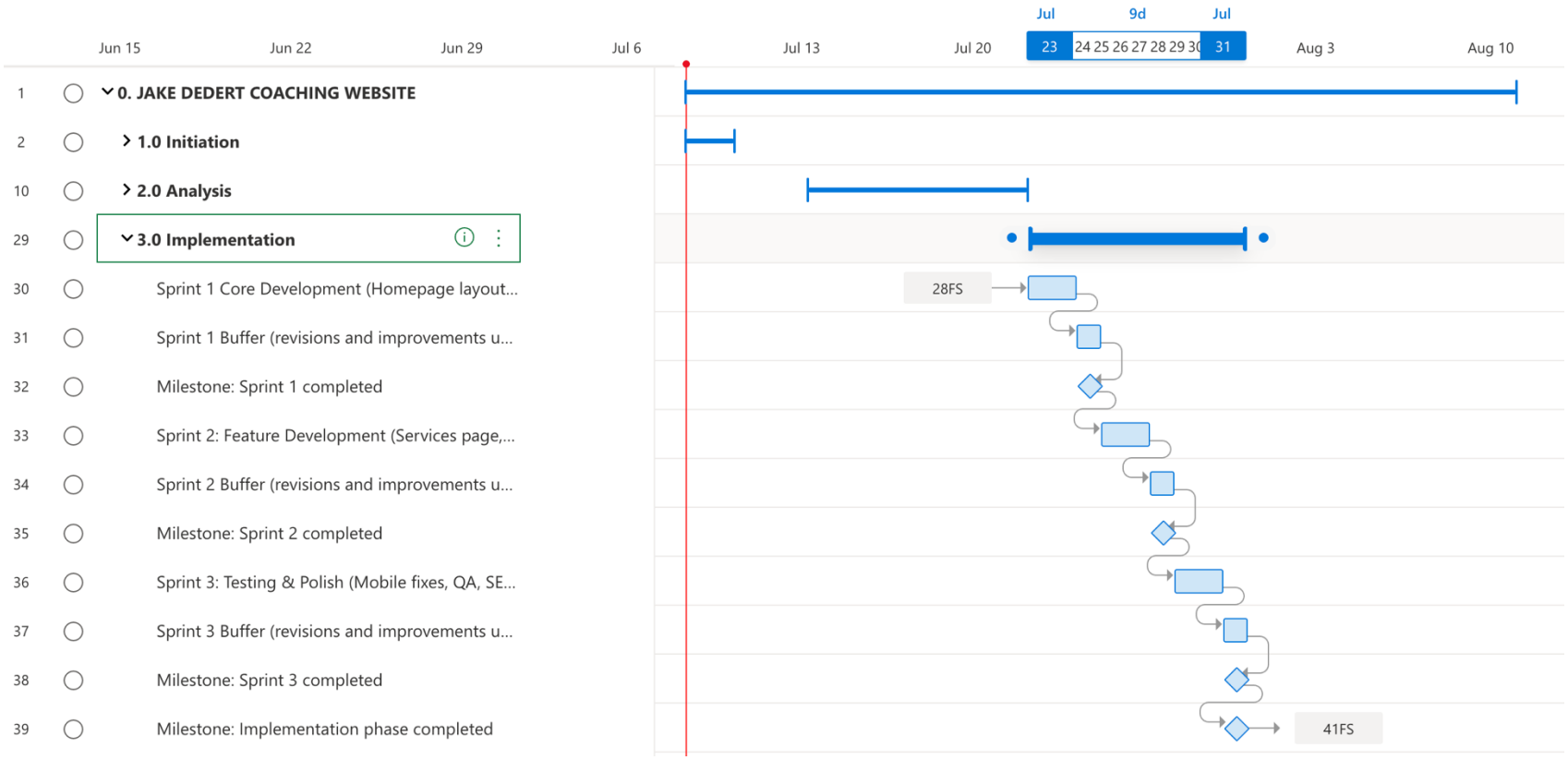
Compensation for the project coordinator's services will be discussed following project handover. This structure allows the client to evaluate the outcome before formalising payment or future engagement terms.

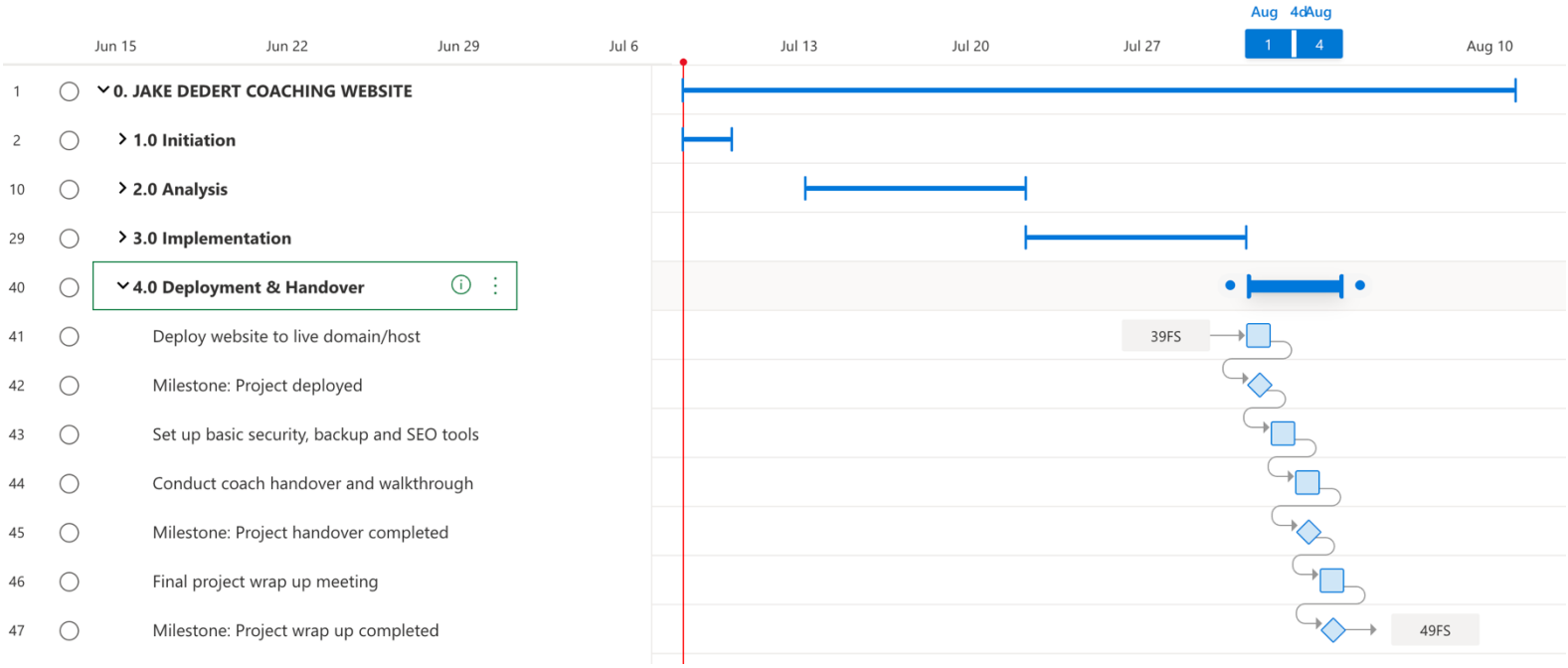
This cost-conscious approach supports the client's business objectives while also providing a valuable real-world opportunity for the project coordinator to apply and showcase technical and professional skills.

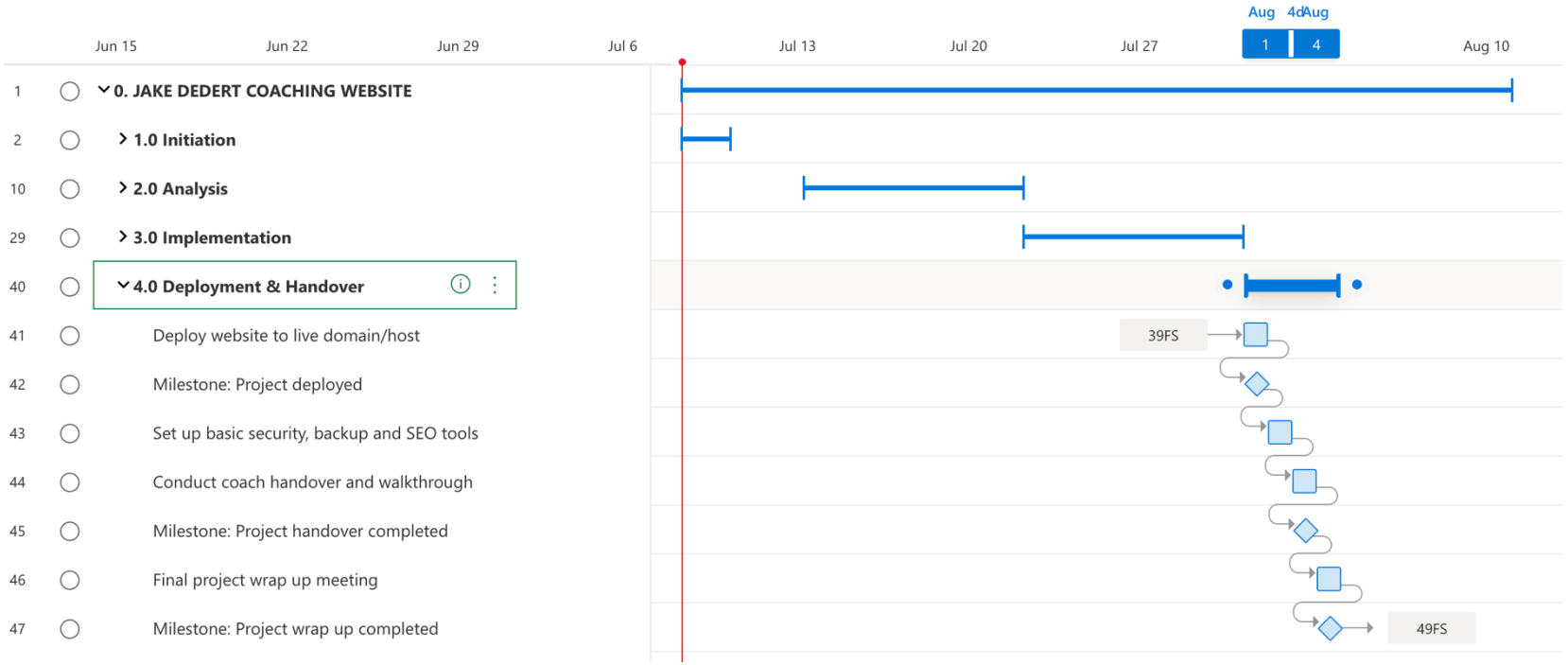
SCHEDULE/TIMELINE

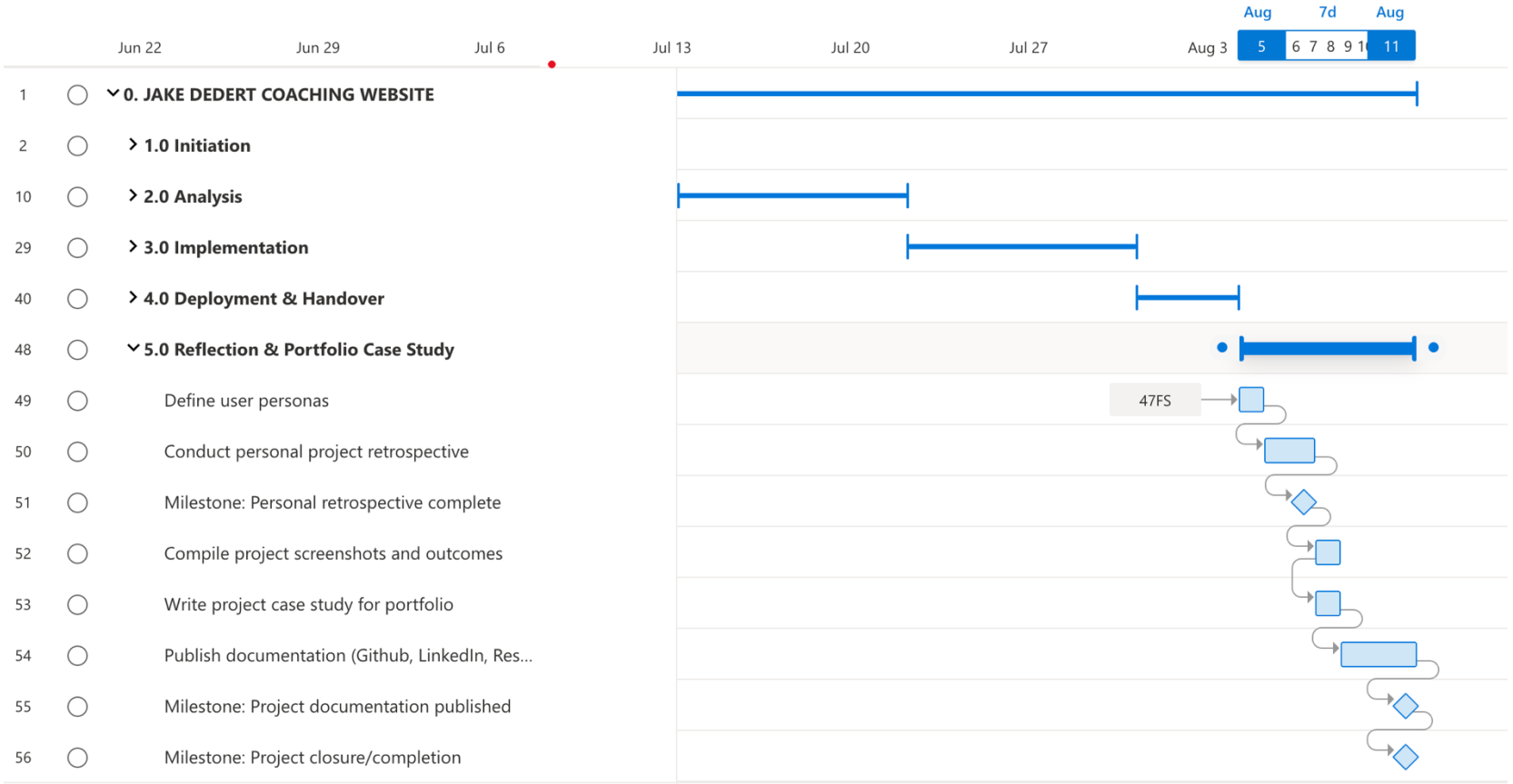



Jul
9d
Jul
Jun 15
Jun 22
Jun 29
Jul 6
Jul
14
15 16 17 18 19 20 21
22
Jul 27
Aug 3
Aug 10
1
0. JAKE DEDERT COACHING WEBSITE
2
1.0 Initiation
10
2.0 Analysis
11
Requirements Gathering
12
Conduct stakeholder interview (requiremen...
9FS
13
Develop user stories and feature list
14
Prioritise features (MoSCoW)
15
Present requirements document with client
16
Adjust requirements document
17
Finalise and receive approval for requireme...
18
Milestone: Requirements gathering complet...
20FS


Jul
9d
Jul
Jun 15
Jun 22
Jun 29
Jul 6
Jul 13
Jul 20
23
24 25 26 27 28 29 30
31
Aug 3
Aug 10
1
0. JAKE DEDERT COACHING WEBSITE
2
1.0 Initiation
10
2.0 Analysis
29
3.0 Implementation
30
Sprint 1 Core Development (Homepage layout...
31
Sprint 1 Buffer (revisions and improvements u...
32
Milestone: Sprint 1 completed
33
Sprint 2: Feature Development (Services page,...
34
Sprint 2 Buffer (revisions and improvements u...
35
Milestone: Sprint 2 completed
36
Sprint 3: Testing & Polish (Mobile fixes, QA, SE...
37
Sprint 3 Buffer (revisions and improvements u...
38
Milestone: Sprint 3 completed
39
Milestone: Implementation phase completed
28FS
41FS


Aug 4dAug
Jun 15
Jun 22
Jun 29
Jul 6
Jul 13
Jul 20
Jul 27
1
4
Aug 10
1 0. JAKE DEDERT COACHING WEBSITE
2 1.0 Initiation
10 2.0 Analysis
29 3.0 Implementation
40 4.0 Deployment & Handover
41 Deploy website to live domain/host
42 Milestone: Project deployed
43 Set up basic security, backup and SEO tools
44 Conduct coach handover and walkthrough
45 Milestone: Project handover completed
46 Final project wrap up meeting
47 Milestone: Project wrap up completed
39FS
49FS


Aug 4d Aug
1
4
Jun 15
Jun 22
Jun 29
Jul 6
Jul 13
Jul 20
Jul 27
Aug 10
1 0. JAKE DEDERT COACHING WEBSITE
2 1.0 Initiation
10 2.0 Analysis
29 3.0 Implementation
40 4.0 Deployment & Handover
41 Deploy website to live domain/host
42 Milestone: Project deployed
43 Set up basic security, backup and SEO tools
44 Conduct coach handover and walkthrough
45 Milestone: Project handover completed
46 Final project wrap up meeting
47 Milestone: Project wrap up completed
39FS
49FS


Aug
7d
Aug
Jun 22
Jun 29
Jul 6
Jul 13
Jul 20
Jul 27
Aug 3
5
6 7 8 9 1
11
1
0. JAKE DEDERT COACHING WEBSITE
2
1.0 Initiation
10
2.0 Analysis
29
3.0 Implementation
40
4.0 Deployment & Handover
48
5.0 Reflection & Portfolio Case Study
49
Define user personas
47FS
50
Conduct personal project retrospective
51
Milestone: Personal retrospective complete
52
Compile project screenshots and outcomes
53
Write project case study for portfolio
54
Publish documentation (Github, LinkedIn, Res...
55
Milestone: Project documentation published
56
Milestone: Project closure/completion

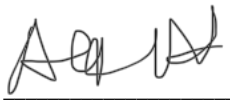
ROLES & RESPONSIBILITIES

Project Role	Name	Position/Function	Contact Information	Stakeholder Signature
Project Coordinator	Akhilesh Boda	Business Analyst/ Developer/PC	akhileshboda@outlook.com	
Client/Project Owner	Jake Dedert	Client/Project Owner	[redacted]	

COMMENTS

[Any additional comments from Jake Dedert]

SIGN OFF



Akhilesh Boda,
Business Analyst, Developer, Project Coordinator

Jake Dedert,
Client, Project Owner