

Design Phase Summary Report

Offex Corporate Website Development

To: CEO Dr. Gulsebnem Bishop

From: Project Manager Isaac Caballero

Date: 15MAR25

Subject: Design Phase Completion Report

1. Need for the Project

The Offex Corporate Website Development project is essential to modernizing the company's digital presence and improving customer engagement. The website aims to provide a seamless user experience while supporting business growth. The key benefits include:

The Offex Corporate Website Development project is a strategic initiative aimed at enhancing the company's online presence, customer engagement, and business efficiency. The website will provide:

A professional online presence to increase brand visibility.

Detailed product and service listings for potential customers.

A user-friendly experience, ensuring accessibility across devices.

SEO-optimized content, improving search engine rankings and attracting more visitors.

Scalability for future enhancements, such as e-commerce features.

This project aligns with Offex's business objectives by improving market reach, boosting sales potential, and ensuring the company remains competitive in the digital landscape.

2. Strategies Adopted

To ensure a successful project, the following strategies were implemented:

a) Agile-Waterfall Hybrid Methodology

The hybrid Agile_Waterfall approach ensures structured planning (Waterfall) while maintaining the flexibility to accommodate evolving requirements (Agile);

- Waterfall for planning: Defined scope, schedule, budget, and risks before execution.
- Agile for development: Iterative sprints allow continuous improvement and stakeholder feedback.

b) Risk Mitigation Strategies

Key identified risks and mitigation strategies:

- Risk Avoidance: Adjusting scope to prevent critical risks.
- Risk Reduction: Implementing contingency plans for key risk areas.
- Regular Risk Monitoring: Using a risk assessment matrix to track issues and their resolutions.

c) Change Control Management

- Formalized process for handling changes through a Change Control Board (CCB).
- Tracking of requests using JIRA and Microsoft Project.
- Stakeholder involvement in change decisions.

d) Quality Assurance & Testing Approach

- Regular testing checkpoints during development.
- Use of Six Sigma methodologies to reduce errors.
- Automated testing tools to ensure functionality and security.

3. Site Description & Design Methodology

a) Website Overview

The Offex Corporate Website will feature:

- Homepage: Showcasing company brand, featured products, and updates.
- About Us & Contact Pages: Providing company background and customer support information.
- Products & Services: Interactive pages for detailed offerings.
- Blog/News Section: Supporting SEO and content marketing efforts.
- Customer Support Portal: Ticketing system and FAQs for user engagement.

b) Design Methodology

The design process follows User-Centered Design (UCD) principles to maximize usability and accessibility. Key methodologies include:

Wireframing & Prototyping: Ensuring logical flow and layout efficiency.

Mobile-First & Responsive Design: Optimized for all screen sizes.

Security-First Approach: Implementing encryption, SSL, and data protection.

SEO Optimization: Metadata, alt-text, and structured URLs for better rankings.

4. Attachments from Previous Phases

a) Project Charter

- Defines project scope, objectives, and stakeholders.
- Outlines authority levels, deliverables, and approach.

b) Work Breakdown Structure (WBS)

- Breakdown of tasks, milestones, and dependencies for smooth execution.

c) Project Schedule (Updated in ProjectLibre)

Phase	Start Date	End Date
Initiation	Feb 11, 2025	Feb 18, 2025
Planning	Feb 19, 2025	March 5, 2025
Execution & Development	March 6, 2025	May 10, 2025
Testing & Deployment	May 11, 2025	May 31, 2025
Closure & Maintenance	June 1, 2025	June 14, 2025

d) Project Budget

To improve transparency, the budget is categorized as follows:

Category	Estimated Cost (USD)
Domain & Hosting	\$200
CMS & Software Licenses	\$500
Design & Development Tools	\$700
Front-End Development (2 months)	\$8,000
Back-End Development (2 months)	\$9,000
Quality Assurance (QA)	\$4,500
Project Management	\$7,000
Deployment & Maintenance	\$4,500
Total Estimated Cost	\$34,400

e) Change Control Management Plan

- Tracking of all changes, approvals, and implementation plans.
- Use of JIRA, ServiceNow, and Confluence for change management.

5. Methodology for Development Phase

The development process will follow a structured approach with clear objectives and outcomes:

The Development Phase will be executed in three core iterations, ensuring gradual implementation, testing, and stakeholder feedback.

Phase 1: Front-End & UI Development (Weeks 1-4)

Goal: Develop static UI components and visual design;

Expected Outcome: Fully functional front_end with responsive design;

- Develop static pages with HTML, CSS, JavaScript.
- Implement UI/UX design best practices.
- Ensure mobile responsiveness and cross-browser compatibility.

Phase 2: Back-End & Database Development (Weeks 5-8)

Goal: Develop back_end functionality and database integration;

Expected Outcome: Secure authentication, database queries, and API integration;

- Implement server-side functionalities using Node.js or PHP.
- Set up secure database (MySQL/PostgreSQL) with data encryption.
- API development for third-party integrations (e.g., payment gateway, CRM).

Phase 3: Testing, Deployment & Optimization (Weeks 9-12)

Goal: Finalize quality assurance, security checks, and deployment;

Expected Outcome: A fully tested, optimized, and live corporate website;

- Unit, integration, system, and UAT testing to ensure stability.
- Performance testing for scalability and speed optimization.
- Final security audits before public deployment.
- Stakeholder training and documentation handover.

6. Conclusion & Next Steps

Upon CEO approval, the development phase is expected to begin by April 1, 2025, with weekly progress reports submitted every Friday.

The Offex Corporate Website Development project has successfully completed its design phase, ensuring a robust framework for the upcoming development phase.

Key Success Factors:

Well-defined scope, schedule, and budget

Comprehensive risk management and change control

Quality assurance with Agile sprints and continuous testing

Next Steps:

- ◆ CEO Approval for the Development Phase Initiation
- ◆ Finalization of Development Team Assignments
- ◆ Bi-weekly Sprint Planning & Status Meetings

We look forward to the next phase and welcome any additional recommendations or approvals from the CEO.

References

- Project Management Institute (PMI). (2017). A Guide to the Project Management Body of Knowledge (PMBOK® Guide) (7th ed.);
- Sommerville, I. (2015). Software Engineering (76th ed.); Pearson.
- Pressman, R. S., & Maxim, B. R. (2019). Software Engineering: A Practitioner's Approach (6th ed.); McGraw-Hill.
- Wysocki, R. K. (2019). Effective Project Management: Traditional? Agile? Extreme. (4th ed.); Wiley.