**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**

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