**End of Design Phase Report for Offex Limited Corporation Website**

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Course ID: ITS4011

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4/22/2024

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As the Project Manager for the Offex Limited corporate website project, I am honored to present this report, which summarizes the design process. This key phase was centered on building a solid foundation that corresponds with our strategic goals of increasing market awareness, improving customer interaction, and driving sales growth. Strategic goals are vital as they provide clarity, direction, and a framework for decision-making within an organization, ensuring that every action aligns with long-term objectives (Cote, 2020).

Offex Limited launched the building of a new corporate website in order to increase company visibility in the highly competitive office equipment market. The major goal of this website is to provide a platform that not only exhibits their diverse product offerings, but also serves as a conduit for communicating with both present and new clients, so aiding business growth (F.Dieffenbacher, 2023). By diversifying product offerings, Offex Limited can establish a competitive advantage, attracting and retaining a broader customer base (F.Dieffenbacher, 2023).

Throughout the design phase, I took a strategic approach that involved extensive stakeholder engagements to guarantee that all business requirements were addressed. I conducted a thorough competitive study to compare the website to industry standards and incorporated user experience (UX) design concepts to ensure it is intuitive and user-friendly. These ideas are important in creating a website that is not only aligned with the company's goals but also capable of providing an exceptional experience for users.

The new website has a clean, modern design that works flawlessly across different devices, assuring accessibility and simplicity of navigation. The site architecture has numerous sections, including Home, About Us, Products, Support, and Contact Information, all of which are intended to provide those who visit with useful information and resources. To cater to a diverse audience, I based the design approach on responsive design principles and web accessibility best practices.

As we conclude the design phase, I am resubmitting key documents which capture my comprehensive approach to this project phase:

* The project schedule was followed attentively, with essential activities and milestones completed on time. The timetable has been adjusted to reflect any input or changes that occurred during the phase. The Gantt chart from ProjectLibre will be connected to visually represent the timetable.
* The Project Charter outlines the project's scope and deliverables, providing guidance throughout the design phase. It has been updated to reflect any changes or feedback, ensuring that all stakeholders are on the same page on the project's direction. The charter reiterates my authority to lead the project to its completion, ensuring that the project stays on schedule and that all team members and stakeholders are successfully coordinated.
* The project budget sheet to keep track of finances is vital for project success. The budget sheet has been revised to reflect real expenses as well as any revisions made during the design phase, resulting in a more transparent accounting regarding my spending.
* The Change Control Management Plan helps manage modifications throughout the design phase. It outlined the procedures for documenting, submitting, and deciding on change requests, which were reviewed by either the Change Control Board or myself as needed. This plan has ensured that modifications are made with the impact on scope, schedule, budget, and resources in mind, while also keeping the project on track to meet its objectives.

As we transition into the development phase, our approach will involve using advanced web development technologies and frameworks to translate our design into a fully functional website. We will continue using Agile methodologies to ensure flexibility and responsiveness to changes. The development phase will focus on robust testing, including functional and user acceptance testing, to ensure the website meets all specified requirements and quality standards.

The design phase of the Offex Limited corporate website has successfully set the foundation for the forthcoming development phase. The diligent work completed during this phase has prepared us well to move forward with confidence. We anticipate a seamless transition into development, where we will bring our vision for the Offex Limited website to life.

# References

Cote, C. (2020, October 6). *WHY IS STRATEGIC PLANNING IMPORTANT?* Retrieved from Harvard Business School: https://online.hbs.edu/blog/post/why-is-strategic-planning-important

F.Dieffenbacher, S. (2023, December 25). *Strategic Goals Definition, Examples and Importance & Definition*. Retrieved from Digital Leadership: https://digitalleadership.com/blog/strategic-goals/