600W x 75H COMPANY LOGO (REDACTED)

# Project Charter: Client Brand ▮▮▮▮ Style Guide Update

## Part I: Project Overview

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| **Project Name** | 2019 ▮▮▮▮ Brand Style Guide Update | | |
| **Project Charter Author** | Jeremy Wilson (Web Developer and PM), additional contributions from D.W. (B.O. Account/Brand Mgr.) | | |
| **Creation Date** | Jul. 14, 2019 | **Last Revision Date** | Nov. 20, 2019 |
| **Project Requestor** | ▮▮▮▮ Brand Mgr. | **Project Manager(s)** | Jeremy Wilson Acct. Manager: D.W. |
| **Project Charter Status Pending/Approve/Reject** | Approved | | |
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| **Project Sponsor** | ▮▮▮▮ Brand Mgr. | **Date of Project Approval** | Aug. 28, 2019 |
| **Proposed Project Start & End Date** | Start: Sept. 4, 2019 <br> End: <br> ▪ Nov. 6, 2019 (Final site review and ▮▮▮▮ sign off) <br> ▪ Nov 11, 2019 (Deployment) | | |

## Part II: Project Details

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| **Project Description** | The ▮▮▮▮ brand style guide/redesign project will include the following activities: <br> ▪ redesign the site look and feel based on provided style guide documentation to meet branding requirements <br> ▪ update Shopify Admin components within our Content Management System (CMS) to coincide with UI changes or other modifications presented in the style guide documentation <br> ▪ build out site features with a focus on three primary view ports sizes: phone (mobile), tablet, and desktop or larger <br> ▪ re-architect site navigation to improve findability and usability <br> ▪ automate site navigation to allow non developer resources to update via Shopify Admin <br> ▪ update and automate sizing information to pull from Shopify product data API |

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| | <ul><li>update and automate color swatch information to leverage existing behavior on existing client brand Shopify Plus sites, eg. M.B. and H.L.S.S.</li><li>complete any remaining Phase 1 Shopify Plus launch items, eg. updated GDPR and other accept cookie modals found throughout the site</li><li>update external (Shopify hosted) email marketing templates with overall style guide updates</li><li>complete and launch redesign minimum two weeks ahead of Black Friday.</li></ul> |
| **Project Purpose** | The current client brand website represents previous branding and marketing materials and needs to be updated to reflect newer materials.  The current design also represents a site design originally performed in the Magento CMS system and has not yet been fully re-architected to leverage additional features found in the Shopify Plus e-commerce platform since migrated to.  An overall updated approach based on user friendly mobile first responsive design principles, updated and intuitive navigation, reduction in overall file/image resource sizes, accessibility compliance, improved lead generation through email capture forms, and overall customer conversion is needed. |
| **Project Goal & Outcomes** | The outcomes of this project will be:<ul><li>increased customer conversion from home page to product detail page to checkout.</li><li>a clear strategy as well as accompanying user documentation to allow for website content to be updated by non dev resources on an ongoing basis.</li><li>a faster loading more streamlined website</li><li>reduction in file size of home page, category, and product detail page image sizes</li><li>uniform font and iconography updates to match provided style guide updates</li><li>a unified system of Shopify Admin tools that allow for similar visual modules and components to be easily re-usable across multiple page types.  Eg. Being able to implement rotating home page hero banner elements on product list, product detail, and search result list pages.</li></ul> |
| **Project Scope** | The scope of the project includes: |

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|  | <ul><li>all pages on the [www.xtratuf.com](http://www.xtratuf.com) domain will be subject to review and update.</li><li>third party apps embedded on the site will be reviewed and updated with the primary purpose to be more unified with similar implementations on Honeywell portfolio sites.</li><li>use of paid third party fonts will be implemented, will fallbacks to existing (pre-configured) Google font libraries.</li><li>overall responsive redesign/updated addressing mobile (phone), tablet, and desktop viewport sizes.</li></ul>Project scope does not include:<ul><li>Changes or updates to data layer script interactions and or collection. script-data-layer code will remain externally sourced via Google Tag Manager (GTM)</li><li>Modifications to existing checkout flow configuration and or checkout page(s) look and feel. Checkout flow style changes are achievable but will require specific requirement gathering and planning due to the how the markup code for said pages is surfaced within Shopify Plus.</li></ul> |
| **Project Deliverables** | The primary deliverable of this project will be a redesigned site that while continuing to meet accessibility requirements and user conversion metrics, will reflect a pixel perfect representation of the brand's digital style guide. |
| **Benefits** | The brand style guide updates for the website will result in:<ul><li>Unifying website with all client branding/marketing materials</li><li>Smaller (fewer pages, simplified user stories, more direct paths to cart and conversions)</li><li>More intuitive navigation categories</li><li>Address outdated content and duplication of content</li><li>Compliant with ADA, WCAG (w3.org), and Section 508 guidelines</li></ul> |
| **Stakeholders** | Client brand team (names redacted):<ul><li>H.W ( ) Brand Manager (S.G.)</li><li>H.W. ( ) Print Graphic Designer (A.D.)</li><li>VP of Marketing</li></ul>B.O team (names redacted):<ul><li>CTO (G V.)</li><li>Chief Architect (L.T.)</li></ul>Marketing:<ul><li>Email Marketing (J.Will.)</li></ul> |

|  | ▪ Analytics (R.T.)<br>Brand/Account Manager:<br>▪ (D.W.)<br>Web Development:<br>▪ Web Dev & Project Manager - Jeremy Wilson |
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| **Project Team** | Client Brand Management Team (H.W.) (names redacted)<br>▪ Brand Manager (S.G.)<br>▪ Graphic Designer (A.D.)<br><br>B.O Team (names redacted):<br>▪ Web Dev & Project Manager (Jeremy Wilson)<br>▪ Brand/Account Manager (D.W)<br>▪ Email Marketing (J.Will.)<br>▪ Analytics (R.T.)<br>▪ Web Development Team Lead (B.O., L.T.) |
| **Assumptions** | This project is relying on the following assumptions:<br>▪ Client brand team agrees to an overall new feature/content freeze<br>▪ Client brand team provides completed web style guide w/ redlines by project start date and is committed to fast and clear communication with B.O. account manager and web development.<br>▪ B.O. account/brand manager and web developer/PM will provide weekly (Mon & Wed) status updates.<br>▪ User acceptance testing will be minimal outside of Shopify Admin feature updates/development, and involvement will be limited to project team members.<br>▪ Site launch must be completed and signed off no later Nov. 15th, 2019 or changes will be rolled back via Github.<br>▪ No major releases to be pushed to preview URL on Fridays. Proposed code release days will be Monday and Wednesday. |
| **Budget requirements** | The main budget requirement to complete this project is allocated B.O. resource time. The Shopify Plus system (CMS) is already live and the existing staging environments, along with our integrated CI/CD pipeline, so no additional hardware or software resources should be needed. For B.O., Web Developer resource will be exclusively tasked toward this project Sept. 3rd - Nov. 15th, 2019. Acct. Manager will prioritize project timeline and deliverables however will not be otherwise solely dedicated to project. |

| Key dependencies | <ul><li>Overall site feature/content development freeze starting Oct. 2019. This is needed to prevent merge conflicts with the live production code branch when project changes are ready to be launched to production.</li><li>Dedicated (single) Shopify preview theme and testing URL for staging development progress. Above code freeze dependency will assist in final deployment.</li></ul> | | |
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| **Project and Meeting Timeline** | **When** | **What** | **Who** |
| | Aug. 7, 2019 | First meeting – go over project charter, clarify scope | Project team |
| | Aug. 14, 2019 | Draft site goals, review style guide | Project team |
| | Aug. 21, 2019 | Draft site navigation updates, email marketing template requirements. | Project team |
| | Aug. 28, 2019 | Hand off style guide, approve project | Project team |
| | Sept. 4, 2019 | Progress meeting, discuss B.O. team questions, concerns. | Project team (Web Dev) |
| | Sept. 18, 2019 | Weekly progress meeting, D.W. may discuss non-dev related issues with Honeywell project team members | Project team |
| | Oct. 2, 2019 | Weekly progress meeting, demonstrate initial color and font updates via staging preview theme | Project team (Web Dev and D.W. only) |
| | Oct. 16, 2019 | Weekly progress meeting, review home and category page(s) update progress | Project team |
| | Oct. 23, 2019 | Weekly progress meeting, review product detail and search result page(s) update progress | Project team |
| | Oct. 30, 2019 | Weekly progress meeting, review cart and checkout pages. Review all progress to date. J.W. to provide walk through demonstration via Preview theme. Preview theme URL will be provided via team meeting calendar invite. | Project team |

| | Nov 4, 2019 | Site review. Client project team members to identify any launch critical issues, J.W. to address. J.W. to provide technical documentation for any significant Shopify Admin changes | Project team |
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| | Nov 6, 2019 | Final site review. Previously identified launch critical issues to be confirmed as resolved by Honeywell project team members | Project team |
| | Nov 8, 2019 | Progress meeting to address any outstanding items or issues before site launch. | Project team |
| | Nov. 11, 2019 | No meeting. Hard site launch to begin @ 6am PST. Performance monitoring and general site smoke testing to be performed by project team members. | Project team (J.W.) |
| | Nov. 11 - 15, 2019 | B.O. Web Dev to monitor site. Meet as needed w/ B.O. marketing team to assist in any content updates via Shopify Admin. | Project team |
| | Nov. 13, 2019 | Progress meeting. Discuss site performance, last minute issues. Web dev to be address immediate fixes, limited to items that can be resolved within the Shopify Admin | Project team |
| | Nov. 15, 2019 | B.O. internal progress meeting. | Project team (B.O. only) |
| | Nov. 20, 2019 | Weekly progress meeting. Check success criteria. | Project team |
| | Nov. 18 - 27, 2019 | B.O. Web Dev to monitor site, perform smoke testing. Web Dev will assist in site content and navigation updates if needed. | Project team (J.W., Acct. Mgr, B.O. Marketing) |