Project Charter

# Project Title:

Company Website Redesign

# Project Purpose / Justification:

The current company website has an outdated design, poor user experience, and lacks essential functionalities. The purpose of this project is to modernize the website’s design and structure, ensuring it reflects the brand identity while providing a seamless and responsive user experience. This will help attract new customers, improve engagement, and increase conversion rates.

# Project Objectives:

- Launch a modern and responsive website within 10 weeks.  
- Improve user navigation, accessibility, and interface design.  
- Integrate essential features like contact forms, live chat, and newsletter subscription.  
- Ensure mobile responsiveness and fast loading time.  
- Improve SEO and analytics tracking for marketing insights.

# Project Sponsor:

Mr. Rakesh Sharma – Director, Marketing

# Project Manager:

Mr. Kartik Arora – Project Manager, IT Department

# Key Stakeholders:

- Marketing Team  
- IT Department  
- Sales Team  
- Customer Support Team  
- Website Visitors (End Users)

# High-Level Scope:

a.) Included:

- Complete visual redesign of the existing website

- Mobile-first responsive design

- Integration with CRM, analytics tools, and chat support

- Migration of existing website content

- Testing across devices and browsers

b.) Excluded:

- New content writing

- Full rebranding or logo changes

# Milestones / Timeline:

- Week 1–2: Requirements Gathering & Planning  
- Week 3–5: UI/UX Design and Development  
- Week 6–7: Content Migration and Backend Integration  
- Week 8: QA Testing and Bug Fixes  
- Week 9: Stakeholder Feedback and Final Revisions  
- Week 10: Website Launch

# Budget Estimate:

₹5,00,000 (includes design, development, testing, and deployment costs)

# Assumptions & Constraints:

- Marketing team will deliver all content assets by Week 3.  
- Stakeholders will provide timely feedback within 2 business days.  
- Website hosting and domain remain unchanged.  
- Project must be completed within the 10-week timeframe and within budget.

# Risks:

- Delays in receiving content from stakeholders  
- Technical challenges in CRM and chat integration  
- Scope creep due to late-stage feature requests

# Success Criteria:

- Project completed on time and within budget  
- Website receives positive stakeholder and user feedback  
- At least 20% increase in user engagement and lead conversions within 3 months  
- Mobile and desktop performance scores above 90 on PageSpeed Insights