Project Scope Document

# Project Title:

Company Website Redesign

# Project Sponsor:

Mr. Rakesh Sharma – Director, Marketing

# Project Manager:

Mr. Kartik Arora – Project Manager, IT Department

# 1. Project Purpose and Justification

The current website is outdated in both design and functionality, leading to a poor user experience. This project aims to modernize the user interface, improve navigation, and integrate essential digital tools. A new website design will support business objectives by increasing customer engagement, improving conversion rates, and aligning the website with current brand identity and user expectations.

# 2. Scope Description

The project includes the complete redesign and development of the existing company website. Key areas covered include visual design, responsive layout, system integrations, and performance enhancements. All existing content will be migrated, and the platform will be optimized for mobile and desktop experiences.

# 3. Project Deliverables

* Wireframes and high-fidelity design mockups for key pages.
* Fully responsive website design optimized for mobile, tablet, and desktop.
* Integration with CRM, analytics, live chat, and newsletter modules.
* Migration and formatting of existing content.
* Comprehensive QA testing across devices and browsers.
* Deployment of the website to the production environment.
* Documentation for website usage and future maintenance.

# 4. Project Exclusions

* Creation of new written or multimedia content.
* Rebranding initiatives including logo or brand guideline updates.
* Digital marketing campaigns or post-launch promotion activities.

# 5. Acceptance Criteria

* Website is launched within the defined 10-week timeline and ₹5,00,000 budget.
* All planned features function correctly and pass QA checks.
* Website achieves Google PageSpeed score of 90+ on both mobile and desktop.
* At least 20% increase in user engagement and lead conversions within 3 months.
* Positive stakeholder and user feedback post-launch.

# 6. Constraints

* Project must be completed within 10 weeks and a budget of ₹5,00,000.
* Website hosting and domain services will remain unchanged.
* Marketing team must provide all required content by the end of Week 3.

# 7. Assumptions

* Stakeholders will provide necessary feedback within 2 business days.
* No changes will be made to the core brand identity or visual elements like the logo and brand colors.
* All technical tools and plugins used will be compatible with the existing infrastructure.

# 8. Risks

* Delays in receiving content or approvals from stakeholders.
* Technical challenges during integration with CRM or chat systems.
* Scope creep due to late-stage requests for additional features.