MET AD 642: Group 2 - Team D

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Work Breakdown Structure (WBS)

Work Breakdown Structure for Improved EECP Website Launch

WBS Code	Task Name
1	**External Event Business Analysis**
1.1	Analyze past event data to determine the most inquired and used venues
1.2	Determine the most common setup in each venue
1.3	Collect all venue capacity information
1.4	Establish the times of year with the most availability
2	**Research & Requirements Gathering**
2.1	Review the current EECP website for important information that should be included on new site
2.2	Conduct a site audit to identify information gaps and user pain points
2.3	Measure pre-determined KPIs selected as success metrics to gather a baseline
2.4	Organize service provider interviews (internal) to understand their external event experience
2.4	Collect external client feedback on the inquiry process
2.6	Finalize website requirements and get approvals
3	**Content & Media Preparation**
3.1	Research and schedule a photographer to capture the venues
3.2	Photograph the determined venues in the pre-determined most common setups
3.3	Create brand design kit (color, fonts, logos)
3.4	Gather updated service provider information associated with each venue
3.5	Draft content updates for services and the inquiry submission process

WBS Code	Task Name
3.6	Submit content for branding and compliance review
4	**Website Design & Development**
4.1	Create technical website architecture
4.2	Develop front-end interface (UI/UX)
4.3	Develop back-end functionality (submission forms, CMS)
4.4	Integrate new photos and content
4.5	Conduct internal review with IT & marketing
5	**Testing, Launch & Post-Launch Evaluation**
5.1	Internal quality assurance and bug fixing
5.2	Stakeholder user testing and feedback loop
5.3	Final review and approval
5.4	Public launch of website
5.5	Collect performance data (site traffic, page load time, mobile responsiveness, core web vitals)
5.6	Conduct user satisfaction survey (pop-up on screen, button on page)
5.7	Final report and lessons learned