1. Introduction
2. Strategy
   1. Identify organizational needs that will be fulfilled by the new mobile website.
      1. The following questions must be answered:
         1. Will the development of the new mobile website expand the organization’s reach?
            1. If the answer is “no”, then this development project should not proceed any further.
         2. Which business goals will be furthered by the new mobile website?
         3. Which components of the normal desktop website version must be included in the mobile website?
            1. This can be determined by analyzing the web traffic of the desktop website.
   2. Marketing study.
      1. What are the needs and wants of customers?
      2. Cost-benefit analysis
   3. Create a project team, if it already does not exist.
      1. Identify roles/personnel:
         1. Project sponsor.
         2. PM
         3. Software engineers.
         4. IT: System and database administration.
   4. Create a rough design of the mobile website.
   5. Create a project estimate
      1. How long will it take?
         1. Estimate the time to be allocated for each phase:
            1. Requirements analysis
            2. Design
            3. Implementation
            4. Testing
            5. Deployment
         2. Create rough schedule.
      2. How much will it cost?
         1. Using rough schedule created above, estimate how much it will cost.