PROJECT VISION CASTER™

PROJECT SUMMARY

PROJECT NAME	VISION CATCHER

DELEGATION DATE	DELEGATION LEVEL	PROJECT BUDGET

5 LEVELS OF DELEGATION				
Level 1: Do exactly what I've asked you to do.	**Level 2:** Research the topic and report back.	**Level 3:** Research the topic, outline options, make recommendation.	**Level 4:** Make a decision and then tell me what you did.	**Level 5:** Make whatever decision you think is best.

PROJECT DESCRIPTION

PROJECT BACKGROUND

Provide some background for this project. This should add context for your vision.

PROJECT OVERVIEW

Provide an overview of the project, including what you want to accomplish.

PROJECT PURPOSE

Explain why this project is important. What is the "why" behind the "what"?

PROJECT VISION

PROJECT DETAILS

Describe the details of your project vision as a series of bullets. What does this project look like when it is completed?

PROJECT OUTCOME

SUCCESSFUL OUTCOME

Describe the outcome if the project is completed as you envision it.

UNSUCCESSFUL OUTCOME

Describe the outcome if the project is not completed as you envision it.

PROJECT VISION CASTER™

PROJECT SUMMARY

PROJECT NAME	VISION CATCHER
Update Website Design	Danique

DELEGATION DATE	DELEGATION LEVEL	PROJECT BUDGET
9/17/18	Level 3	$5K

5 LEVELS OF DELEGATION

Level 1: Do exactly what I've asked you to do.	**Level 2:** Research the topic and report back.	**Level 3:** Research the topic, outline options, make recommendation.	**Level 4:** Make a decision and then tell me what you did.	**Level 5:** Make whatever decision you think is best.

PROJECT DESCRIPTION

PROJECT BACKGROUND

Provide some background for this project. This should add context for your vision.

Our business has grown, providing new opportunities. This is good news, but we've been too busy to give our site design the attention it needs. It's clearly outdated and doesn't provide the user experience that our customers deserve.

PROJECT OVERVIEW

Provide an overview of the project, including what you want to accomplish.

We need to update our existing site with our new branding (which isn't currently represented). We need greater search functionality, more white space so there's breathing room, and a more user-friendly navigation menu.

PROJECT PURPOSE

Explain why this project is important. What is the "why" behind the "what"?

Our website is most people's first impression of our organization. It needs to show what we already know to be true about ourselves—we do first-class work and we're easy to work with.

PROJECT VISION

Describe the details of your project vision as a series of bullets. What does this project look like when it is completed?

Brand Update
- Logos
- Brand colors
- Design elements, etc.
- Replace all instances

Search Functionality
- Implement tags on all post types
- Add large search bar to home page and footer on all pages

White Space
- Adjust design of all pages to avoid crowding

Navigation
- Reorganize menu framework
- Implement consistent naming convention

PROJECT OUTCOME

SUCCESSFUL OUTCOME

Describe the outcome if the project is completed as you envision it.

Our website accurately represents our organization and our values. The design aesthetic is pleasing to the eye. It's very clear where you need to go to find whatever you're looking for.

UNSUCCESSFUL OUTCOME

Describe the outcome if the project is not completed as you envision it.

Users are frustrated with the experience and never return to the site. The design is outdated and distracting. It's difficult to find information and products. People wonder how a company with a website this poorly executed could actually take their work seriously.