

CMCAN WordPress Website Revamp

Timeline: May 16th, 2025 – June 16th, 2025

Goal: Redesign and restructure the CMCAN WordPress website using the Kentwood template while maintaining brand integrity and improving usability.

Milestone Breakdown

Milestone 1 – Template Migration & Content Transfer

- ☐ **Timeline:** Week 1–2
- ☐ **Budget:** CAD 500 (50%)

Deliverables:

- Install and activate **Kentwood template** on existing WordPress setup
 - Migrate all **existing CMCAN content** (pages, posts, media) into new template
 - Preserve content structure, links, and formatting
 - Confirm compatibility with existing WordPress plugins
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Milestone 2 – Homepage Redesign & Branding Alignment

- ☐ **Timeline:** Week 3
- ☐ **Budget:** CAD 300 (30%)

Deliverables:

- Replace homepage **founder image** with one representing **climate change or mobility**
 - Add **top menu navigation** to all pages
 - Place **CMCAN logo** in the top-left corner of the header
 - Apply **brand guidelines** (colors, fonts, spacing, etc.) to align with organization identity
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Milestone 3 – Usability & Polish

- ☐ **Timeline:** Week 4
- ☐ **Budget:** CAD **200** (20%)

Deliverables:

- Refine styling across all pages to ensure a **clean, professional look**
- Test for **mobile responsiveness**
- Improve **user navigation and accessibility**
- Final round of QA, testing, and performance checks

Summary of Budget Allocation

Milestone	% of Budget	CAD Amount
Template Migration & Content	50%	\$500
Homepage + Branding Updates	30%	\$300
UX Polish & Final Testing	20%	\$200
Total	100%	\$1000