**Project – Objectives:**

**Introduction:**

We are going to work for a company that sells, installs and maintains pools, as well as sells pools-related products. Given that this is a more luxury niche, we need to have a create a more modern, appealing website, where users will have a seamless and engaging experience.

The current website the company has is very basic and outdated. It does not show their shift from services and maintenance to selling and installing pools as well. To address this, we will add a new “pools” section that will show the pools options, sizes, shapes and description.

By improving the website design, navigation and functionality, we hope to attract new and returning customers, making it easier for them to use the website and find products and services.

**Project objectives: (using SMART goals)**

* **Specific:**

We will redesign the website with a cleaner, more modern look and introduce a new “pools” section that will show the different pool types, sizes, shapes and optional prices. We will also work on the display of the other services like installation, repairs, products.

The inquiry form will also need to be redesigned to make it mor intuitive and user-friendly with dropdown boxes to address specific inquiries.

* **Measurable:**

We hope to increase traffic to the website by 20% as well as time spent on site.

We will aim to ensure that users can access the relevant information within 3 clicks.

* **Attainable:**

Will use web design principle to ensure a modern, clean look to the site with seamless navigation and structured layout. The customer inquiries should be smoother.

* **Relevant:**

Given that the company’s focus now is more on pool sales and installation, we will make add it as a new section.

* **Time-bound:**

The website redesign should be completed by April 22, 2025.

<https://www.atlassian.com/blog/productivity/how-to-write-smart-goals>

<https://www.chillybin.co/example-smart-goal-website/>