**Date:**

General info

|  |  |
| --- | --- |
| **Project name** |  |
| **Project sponsors** |  |

Project team

|  |  |
| --- | --- |
| **Name** | **Title** |
|  |  |
|  |  |

Stakeholders

|  |  |
| --- | --- |
| **Name** | **Title** |
|  |  |
|  |  |

Target Audience:

Who are your target audience in this project

Scope Statements

****Description and Directions:****

Start with a clear understanding of **why (ex:** This project involves …. The project will …)

Project purpose:

Briefly state the project's name and what it aims to achieve.

Project objective:

List the measurable goals you want your website to help you reach.

Deliverable:

Clearly define the end products of this project (the website itself, initial blog posts, etc.).

Success Criteria:

Showcase the success criteria in this project

Scope:

Be specific about what this project will cover and what it explicitly won't (e.g., Inclusions: Basic SEO. Exclusions: Complex marketing integrations)

****Summary milestone schedule****

**High-Level Timeline:** (You can refine this as the plan develops)

****Assumptions****

You List any limitations on time, budget, or your technical skillset

Constrains:

Note down any assumptions you're making (e.g., you have basic web development knowledge).

****Risk Assessment****

Consider what could potentially disrupt your project. Think about **Time constraints, technical difficulties, Scope creep, Motivation.** Use the structure: "[Risk event] could lead to [consequence]".

Communication Strategy

A communication strategy defines who needs to be kept informed about the project, by what methods (meetings, reports, tools), and how often communication should occur. It ensures everyone involved in the project is aligned and updated on progress.

Budget

**Cost Breakdown and Allocate Funds Sensibly**

Notes:

Any extra note can come here.