

Project Number          Project Name

# Project Plan

Author

Version          Date

## Project Definition

### Summary

*A paragraph summarizing the project, including relevant history and background, site strategy, and approach for meeting goals and objectives.*

### Goals

*Internal objectives for the site.*

### Audience

*User profiles; user information needs and objectives.*

### Stakeholders and Approvals

*Who owns this project and its content; who signs-off on the project, and at what stages.*

### Scope

*What is included in this project, and what is not.*

### Success Metrics

*Measuring and evaluating success; how you will know when the site succeeds.*

## Requirements

### Functional Requirements

*What users need to do on your site.*

### Interaction Design

*How users accomplish their information-gathering or interactive tasks; include navigation system, usability, and accessibility requirements. Attach specification.*

### Information Architecture

*The structure and organization of content, including labeling. Attach diagram.*

### Content

*Data, text, and visual information requirements. Include content ownership, aggregation or creation, and content management system requirements. Attach specification.*

## **Visual Design**

*Graphic design, imagery; visual integration with other collateral. Attach style guide.*

## **Production**

### **Technical Requirements**

*Software, hardware and programming considerations; vendor relationships; hosting. Attach specification(s).*

### **Maintenance and Support**

*Continuing content creation or update; content management system maintenance; human workflows and support roles.*

### **Phase Planning**

*Thinking ahead to the next iteration; phasing elements that can't be done now.*

## **Management**

### **Project Team**

*Staff and roles.*

### **Budget**

*Financial requirements and constraints.*

### **Timeline**

*Schedule of work and phased rollout; include signoff milestones, staff or resource requirements, and time estimates.*