

## SAMPLE WEB SITE PROJECT SCOPE (abbreviated)

### **OBJECTIVES**

- Consistent & quality content
- Service quality standards and maintenance (be able to support what works and what doesn't)
- Reduce dependency on staff, connect people with next step or each other
- Capture member information for better care
- Provide more self-serve features
- Capture metrics

### **GUIDING PRINCIPLES**

- Easy navigation
- Clearly identified options

### **MAKING IT HAPPEN**

- Project Sponsor: Executive Pastor
- Project Manager: John Doe
- Stake holders: Pastor Hewey, IT Director Dewey and Connections Louie

## SAMPLE WEB SITE PROJECT SCOPE (intermediate)

### **PROJECT SCOPE**

1. Create an integrated web site that projects a consolidated and consistent image.
2. To portray image of progressive, firmly grounded church serving the needs of the community.
3. To increase visibility of our services options.
4. To provide features that make the church part of a member's daily functions.
5. To ensure training and technical support is in place to maintain the site.
6. Give people the ability to bypass the phone to contact the church.
7. Measure traffic.
8. ...
9. ....

### **TARGET AUDIENCE**

In general, our audiences

- Audience perception of us (current):
- Audience perception of us (desired):

### **SITE PERSONALITY**

### **SPECIAL CONSIDERATIONS**

- Maintain broad age appeal
- Avoid seasonal greetings
- Build toward simplicity and professionalism

### **SUCCESS MEASUREMENT**

- ...
- ...
- ...