

Website Redesign Proposal

Executive Summary

This proposal outlines a comprehensive redesign of the corporate website to improve user experience, accessibility, and conversion rates.

Project Objectives

The redesign aims to achieve several key goals:

- Improve mobile responsiveness across all device types
- Achieve WCAG 2.1 Level AA compliance for accessibility
- Reduce page load times by 40 percent
- Increase conversion rates through improved user flows

Implementation Timeline

The project will proceed in three phases:

1. Discovery and planning: weeks one through four
2. Design and development: weeks five through twelve
3. Testing and launch: weeks thirteen through sixteen

Phase One Details

The discovery phase includes stakeholder interviews, competitive analysis, and technical assessment.

Phase Two Details

Design and development will follow an agile methodology with two-week sprints.