

# Web Development Project Plan Template

## Project Overview

### Project Name:

Date:

Project Manager/Contact Person:

## Project Goals and Objectives

Purpose of the Website/Web App:

Expected Outcomes:

Success Metrics:

## Target Audience

Demographics (age, location, gender, income level, etc.):

Psychographics (interests, habits, preferences):

User Needs and Challenges:

## Features and Functionalities

Must-Have Features:

- Description:
- Purpose:

Nice-to-Have Features:

- Description:
- Purpose:

User Journey Outline:

- Sign-up process:
- Key actions:

## Design and Branding Guidelines

Brand Colors:

Fonts/Typography:

Logo Usage:

Imagery and Iconography:

Any Existing Design Elements or Inspiration:

## **Technical Requirements**

Content Management System (CMS) Preferences:

E-commerce Functionality (if applicable):

Third-Party Integrations (email marketing tools, CRM, etc.):

Hosting Requirements:

Security Measures:

## **Budget and Timeline**

Overall Budget:

- Breakdown (if available):

Project Timeline:

- Milestones:
- Deadlines for each phase:

## **Communication and Reporting**

Preferred Communication Channels (Email, Slack, etc.):

Frequency of Updates:

Critical Points of Contact:

## **Proposal Submission Guidelines**

Deadline for Proposals:

Submission Format:

Key Evaluation Criteria: