



Website Planning Sheet

PROJECT GOALS

What problems are we trying to solve?

✓ TBD

SUCCESS METRICS

Be specific. Example: Increase one-day retention by 15%.

✓ TBD

WHO WILL PARTICIPATE?

What will their roles be?

✓ TBD

WHAT DO WE HAVE?

What necessary ingredients for this project do we still need?

✓ TBD

WHAT ARE WE MISSING?

What necessary ingredients for this project do we still need?

✓ TBD

POTENTIAL OBSTACLES

Know which road blocks we might run into so we can be prepared for them.

✓ TBD

COSTS

Time, resources, budget, etc.

✓ TBD

ACTION ITEMS

What are our next steps? Who is responsible for doing them?

✓ TBD

PROJECT TIMELINE

How long do we think it will take to produce and get approvals?

✓ TBD