

DISCOVERY REPORT — DELIVERABLE D1

Website Redevelopment Product Catalogue

Manchester Technology — manchestertech.ae

DEPARTMENT: WORDPRESS

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1 Executive Summary

The discovery process for Manchester Technology's website redevelopment confirmed that the current WordPress site is not meeting core business needs for product discovery, lead generation, or digital marketing. The absence of a searchable product catalogue, slow page load times, and limited lead capture functionality are directly impacting sales enquiries and the effectiveness of paid advertising campaigns. Existing content is static, not optimized for search, and the site's design does not reflect the professional standards expected by corporate clients in the UAE market.

Analysis of the current system revealed that all product, case study, and news content is managed as static pages, with no individual product detail or structured data to support search or comparison. The site is only partially mobile-responsive, and key features such as enquiry forms and WhatsApp chat are limited to the main contact page, resulting in lost lead opportunities. Performance testing showed that page load times are above industry benchmarks, with unoptimized images and excessive plugin use contributing to high bounce rates and poor SEO outcomes.

The project will deliver a full redesign and redevelopment of the website on the latest stable version of WordPress, implementing a bespoke theme and a searchable, filterable product catalogue. Individual product pages will be created for 2 to 3 products across 5 categories, each supporting either lead capture or online checkout as required. The new site will be optimized for speed, mobile responsiveness, and Google Ads compatibility, with all existing content and assets migrated to the new platform. Integration with Google Analytics, Search Console, and WhatsApp will be completed, and the site will be deployed to a new hosting provider within a fixed 14-day timeline.

FINDING	IMPACT
No searchable product catalogue or filters	Customers cannot easily find or compare products, reducing enquiries and sales.
Slow page load times and unoptimized images/code	High bounce rates, poor SEO, and ineffective paid campaigns.
Static content and lack of individual product pages	Limited product visibility, poor organic search performance, and reduced lead generation.
Enquiry forms and WhatsApp chat only on main contact page	Lost lead opportunities from product pages, lower conversion rates.
Inconsistent, outdated design and partial mobile responsiveness	Weak brand perception and poor experience for mobile users.
Limited on-page SEO and analytics setup	Reduced discoverability and lack of actionable insights for marketing.

Top findings from discovery and their business impact.

The discovery confirmed that all critical issues identified in the Statement of Work are present and require immediate remediation. The scope is tightly defined, with no flexibility for additional features or timeline extension. All existing product, content, and case study data must be migrated, and the new site must be live on the selected hosting provider within 14 days of project initiation.

DECISIONS REQUIRED

The client must confirm the new hosting provider and approve the base design theme before development begins. These decisions are required no later than project kickoff to maintain the fixed delivery timeline.

2 Discovery Approach

The discovery phase for Manchester Technology’s website redevelopment was conducted through structured intake sessions with the client’s project sponsor and content owners. The process focused on clarifying business objectives, confirming technical constraints, and validating the scope and requirements as defined in the signed Statement of Work (KW-SOW-WP-2024-0012). All requirements, deliverables, and exclusions were confirmed directly with the client, with no assumptions made beyond those explicitly stated in the SOW.

2.1 Methodology and Stakeholder Engagement

Discovery activities included remote workshops, requirements walkthroughs, and content audits. Participants included the client’s project sponsor, product content owner, and case study/content owner, as well as KrishaWeb’s project manager, technical lead, design lead, and content specialist. All clarifications were documented and reviewed with the client for accuracy. No additional stakeholders or third-party systems were identified beyond those listed in the SOW.

2.2 Clarification Questions and Intake Outcomes

During intake, the following clarifications were confirmed: the product catalogue will include 2 to 3 products across 5 categories; only products specified by the client will support online checkout; all existing product, content, and case study data will be migrated; and the hosting provider will be confirmed prior to development. The client confirmed that no multilingual support or CRM integration is required for launch. All requirements were mapped to the SOW’s defined requirement IDs.

2.3 Discovery Activities, Participants, and Outputs

ACTIVITY	PARTICIPANTS	OUTPUT
Requirements walkthrough	Client project sponsor, KrishaWeb project manager, technical lead	Validated requirements, confirmed priorities, mapped to SOW IDs
Content and data audit	Client content owners, KrishaWeb content specialist	Inventory of existing content, migration plan
Design preferences session	Client project sponsor, KrishaWeb design lead	Documented design direction, brand alignment notes
Technical constraints review	KrishaWeb technical lead, client IT contact	Confirmed platform, hosting, and integration constraints
Scope confirmation and exclusions review	Client project sponsor, KrishaWeb project manager	Documented in-scope and out-of-scope items, change control triggers
Timeline and milestone planning	Client project sponsor, KrishaWeb project manager	Agreed 14-day delivery plan, phase milestones

Summary of discovery activities, participants, and resulting outputs.

2.4 Documentation and Traceability

All discovery outputs were documented and cross-referenced to the SOW requirement IDs. This ensures traceability from intake through to delivery and acceptance. Any requirement not explicitly stated in the SOW was excluded from scope and documented as such. All client clarifications and decisions are retained in the project record for audit and reference.

2.5 Assumptions and Limitations

No assumptions were made regarding the client's business, systems, or data beyond what was confirmed during intake. Any gaps in information were raised with the client and resolved prior to finalizing the discovery outputs. The discovery approach did not include technical prototyping or stakeholder interviews beyond those listed in the SOW.

2.6 Alignment with Statement of Work

The discovery process was conducted strictly within the boundaries of the signed Statement of Work. All findings, clarifications, and outputs are aligned with the SOW's scope, requirements, and exclusions. Any changes or additions identified during discovery were managed through the formal change control process as defined in the SOW.

3 Business Context & Commercial Model

Manchester Technology is redeveloping its website to address limitations in product discovery, lead generation, and site performance. The current site does not provide a searchable product catalogue, lacks individual product pages, and has slow load times, all of which negatively impact customer experience and business outcomes. The new website will serve as a central platform for showcasing office automation equipment, supporting both sales and rental models, and enabling more effective lead capture and customer support.

The project aims to deliver a modern, mobile-responsive corporate website that supports Manchester Technology's B2B business model. The redevelopment will include a searchable, filterable product catalogue, individual product pages, lead capture forms, WhatsApp integration, and selective online checkout. The site will be optimized for speed, SEO, and Google Ads readiness, with all existing content and product data migrated to the new platform. Admin access and training will be provided to enable ongoing content and product management by the client team.

BUSINESS OBJECTIVE	CURRENT STATE	TARGET AT GO-LIVE
Mobile LCP (Largest Contentful Paint) on key templates	Not currently measured	Under 2.5 seconds
Number of products with individual pages and lead/checkout options	0	2 to 3 products across 5 categories
Enquiry form and WhatsApp chat present on product pages	Only on main contact page	On every product page
Google Analytics and Search Console configured	Partial or not configured	Fully configured and verified
Site mobile responsiveness (across all templates)	Partial	Full compliance on all devices
SEO meta data (titles, descriptions, alt text) per product page	Not consistently implemented	Implemented for all product pages
Google Ads landing page readiness (clean URLs, fast load, clear CTAs)	Not optimized	Optimized for paid campaigns
Content and case study data migrated	Not migrated	All existing data migrated
Admin access and training for content management	Limited	Full access and training provided
Hosting migration completed	Not started	Site live on new hosting provider

Business objectives, current state, and targets at go-live.

3.1 Commercial Constraints

- The project scope is fixed and limited to the requirements and deliverables explicitly stated in the signed Statement of Work (KW-SOW-WP-2024-0012).
- The delivery timeline is fixed at 14 days with no flexibility for extension.

- No additional products, features, or integrations beyond those specified are included without formal change control.
- The website will be delivered in English only; no multilingual support is required for initial launch.
- Hosting provider selection and associated costs are outside the scope of this engagement unless otherwise specified by the client.
- Only two to three products across five categories will have individual product pages and lead/checkout options at launch.
- Design revisions are limited to a single concept for client approval; additional revisions require a formal change request.

Scope Limitation Any requirement, deliverable, or feature not explicitly stated in the Statement of Work is out of scope and will be managed through formal change control.

COMMERCIAL MODEL

Manchester Technology's website will support B2B sales, rental, and service enquiries, with selective online checkout enabled for designated products only. Lead capture and customer support will be facilitated through enquiry forms and WhatsApp integration on all product pages.

4 Technical Audit — Current Platform

Manchester Technology’s current website is built on WordPress and serves as the primary digital channel for product discovery, lead generation, and customer support. The existing platform presents several technical limitations that impact business performance, user experience, and future scalability. The following audit summarizes the current state of the platform, identifies key risks, and provides recommendations for remediation as part of the redevelopment project.

4.1 Technical Audit Summary Table

AREA	CURRENT STATE	RISK	RECOMMENDATION
Platform & CMS	WordPress (version not confirmed); legacy theme; multiple plugins of unknown provenance	Potential security vulnerabilities and plugin conflicts; unsupported or outdated core and plugins	Upgrade to latest WordPress 6.4.x; replace with custom theme; audit and minimize plugins
Theme & Design	Static, non-responsive design; inconsistent branding; no individual product pages	Poor mobile usability; weak brand perception; limited SEO and conversion	Implement fully bespoke, responsive theme; redesign all core pages
Product Catalogue	No searchable catalogue; products listed only on static pages; no filters or search	Customers cannot find or compare products; lost sales and enquiries	Develop searchable, filterable product catalogue with individual product pages
Performance	Slow page load times; unoptimized images and code; plugin bloat	High bounce rates; negative SEO and paid campaign impact	Optimize images, code, and caching; minimize plugins; implement performance best practices
Lead Generation	Enquiry forms only on main contact page; no WhatsApp integration on product pages	Lost lead opportunities; lower conversion rates	Add enquiry forms and WhatsApp chat to every product page
SEO & Analytics	Partial or inconsistent SEO metadata; Google Analytics and Search Console not fully configured	Reduced discoverability; lack of actionable insights	Implement on-page SEO; configure and verify analytics and search console
Hosting & Security	Current hosting provider and environment not confirmed; SSL status unknown	Potential downtime, slow performance, or security gaps during migration	Confirm hosting details; plan secure migration; enforce SSL and backup protocols
Content Management	Static content; limited admin access; no editorial workflow	Difficult content updates; risk of outdated information	Enable admin roles and editorial workflow; provide training and documentation

Summary of technical audit findings for the current Manchester Technology website.

4.2 Key Observations

- The current WordPress installation uses a legacy theme and an unknown set of plugins, increasing the risk of security vulnerabilities and plugin conflicts.
- Product information is presented on static pages without search or filter functionality, limiting user experience and discoverability.
- Mobile responsiveness is lacking, resulting in poor usability on mobile devices and tablets.
- Performance issues are evident, with slow page load times attributed to unoptimized images, excessive plugins, and legacy code.
- Lead capture is limited to a single contact form, with no integration of WhatsApp or forms on product pages.
- SEO metadata is inconsistently applied, and analytics integrations are incomplete or not verified.
- The hosting environment and SSL implementation have not been confirmed and require review during technical onboarding.

4.3 Risks and Implications

- Security vulnerabilities may exist due to outdated WordPress core, plugins, or themes.
- Lack of a searchable product catalogue directly impacts lead generation and sales.
- Poor mobile responsiveness and slow performance increase bounce rates and reduce conversion.
- Incomplete analytics and SEO setup limit the ability to measure and improve marketing effectiveness.
- Unconfirmed hosting and SSL status present risks for downtime and data security during migration.

4.4 Recommendations

- Upgrade to the latest stable version of WordPress (6.4.x) and implement a custom, responsive theme.
- Audit all existing plugins and remove or replace those not required or from unverified sources.
- Develop a searchable, filterable product catalogue with individual product pages as per project scope.
- Optimize all images and code for performance; implement caching and minimize plugin use.
- Integrate enquiry forms and WhatsApp chat on every product page to improve lead capture.
- Apply consistent SEO metadata and configure Google Analytics and Search Console for all pages.
- Confirm hosting provider, environment specifications, and SSL implementation during technical onboarding.
- Provide admin access and training to enable ongoing content and product management.

Critical Risk — Security and Plugin Integrity The use of a legacy theme and unverified plugins on the current WordPress installation presents a significant security risk. Immediate action is required to audit, update, or replace all plugins and themes as part of the redevelopment to prevent vulnerabilities and ensure platform stability.

5 Recommended Information Architecture

The recommended information architecture for the Manchester Technology website is designed to ensure that all functional requirements from the approved SOW are directly accessible through a logical, user-focused navigation structure. The architecture supports discoverability of products, lead generation, content engagement, and administrative workflows, while aligning with the business objectives of product visibility, speed, and conversion. Each section and template is mapped to a specific purpose and requirement, ensuring that all features, integrations, and content types are represented in the site structure.

5.1 Site Sections and Navigation Overview

The primary navigation will include Home, About, Solutions, Products, Case Studies, News & Events, and Contact. Each section is designed to support both user journeys and business goals, with direct access to product catalogue features, lead capture, and informational content. Secondary navigation and footer links will provide access to privacy, terms, and administrative login where required.

SECTION	PURPOSE	TEMPLATE TYPE
Home	Corporate introduction, key value propositions, featured products and CTAs	Custom landing
About	Company background, mission, and team	Content page
Solutions	Overview of business solutions and services, lead capture form	Content page
Products	Searchable, filterable product catalogue by brand and category	Catalogue index
Product Detail	Individual product information, images, specs, enquiry/checkout options	Product detail
Case Studies	Showcase of client case studies, visual layout, SEO optimized	Listing/index
Case Study Detail	Detailed view of individual case study	Content page
News & Events	Company news, events, and updates, SEO optimized	Listing/index
News/Event Detail	Detailed view of news or event item	Content page
Contact	Contact information, enquiry form, WhatsApp chat	Content page
Admin (restricted)	Product, content, and lead management, SEO editing, image upload	Admin dashboard

All functional requirements from SOW Section 3 are mapped to these sections and templates.

5.2 Mapping of Functional Requirements to Site Structure

Each functional area in SOW Section 3 is directly mapped to a section or template in the proposed architecture. Product catalogue and search (FR-SE-01 to FR-SE-05) are addressed through the Products and Product Detail

templates. Lead generation and enquiry flows (FR-BK-01 to FR-BK-05) are supported on all product, solutions, and contact pages. E-commerce and checkout (FR-EC-01 to FR-EC-04) are enabled on selected Product Detail pages. Content management, integrations, hosting, administration, accessibility, analytics, and user account requirements are supported through the Admin dashboard and backend workflows.

5.3 Template Types and Reusability

Templates will be developed for each major section to ensure consistency and maintainability. Listing/index templates will be used for Products, Case Studies, and News & Events, while detail templates will be used for individual products, case studies, and news items. Content pages will be used for About, Solutions, and Contact. The Admin dashboard will provide interfaces for managing all dynamic content, leads, and SEO metadata.

5.4 Support for Integrations and Analytics

The information architecture includes placement for Google Analytics and Search Console tracking on all public-facing templates, as required by FR-IN-01 and FR-IN-02. WhatsApp chat integration will be present on all product and contact pages (FR-IN-03). Conversion tracking for lead forms and checkout events will be implemented on relevant templates to meet FR-RP-01 and FR-RP-02.

5.5 Accessibility and Mobile Responsiveness

All templates will be designed and developed to meet WCAG 2.1 AA accessibility standards (FR-AC-01) and will be fully responsive across mobile, tablet, and desktop devices (FR-CM-02). Accessibility and responsiveness will be validated through automated and manual testing prior to launch.

APPROVAL REQUIRED

This information architecture must be reviewed and approved by Manchester Technology before development begins. No build activities will commence until written approval is received.

6 Risks, Assumptions & Next Steps

This section identifies the key risks, project assumptions, and immediate next steps for the Manchester Technology website redevelopment project. All items listed are based on the approved Statement of Work (KW-SOW-WP-2024-0012) and reflect the current understanding between Manchester Technology and KrishaWeb. These factors will be monitored throughout delivery to ensure alignment with the agreed scope and timeline.

6.1 Project Risks

RISK	LIKELIHOOD	IMPACT	MITIGATION
Delay in client provision of product images, specifications, or content for migration	Medium	High	Escalate delays to client sponsor; agree deadlines for content handover; proceed with migration of available data while awaiting missing items.
Hosting provider not confirmed or changed after project start	Medium	High	Require hosting decision before development; any change after project start triggers formal change control and timeline reassessment.
Scope change requests after project commencement	Medium	Medium	Enforce formal change control process; assess impact on timeline and cost before approval.
Integration issues with third-party plugins or APIs (e.g., WhatsApp, payment gateway)	Low	Medium	Confirm API/plugin compatibility during discovery; test integrations early in development phase.
Client approval delays for design or key deliverables	Medium	Medium	Set clear approval deadlines; escalate to project sponsor if deadlines are missed.
Incomplete or inaccurate data migration from legacy site	Low	High	Conduct thorough data mapping and validation; perform pre-launch content review with client.
Performance targets not met due to unforeseen technical constraints	Low	Medium	Benchmark early; optimize code and assets; adjust implementation as needed to meet targets.
Limited availability of client stakeholders for training or UAT	Medium	Medium	Schedule training and UAT sessions in advance; provide documentation for asynchronous review.

Risks are monitored throughout the project. Any new risks identified will be communicated to the client and managed according to the agreed process.

6.2 Project Assumptions

- All requirements, deliverables, and features are limited to those explicitly stated in the approved Statement of Work (KW-SOW-WP-2024-0012).
- Manchester Technology will provide all required product images, specifications, and written content for migration in a timely manner.
- The client will confirm the hosting provider before development begins. Any change to hosting after project start will require formal change control and may impact the timeline and cost.
- All third-party integrations (Google Analytics, Google Search Console, WhatsApp, payment gateway) are available and accessible as described in the SOW. Any additional integration not specified is out of scope unless agreed through change control.
- Client stakeholders will be available for timely review and approval of design concepts, deliverables, and for participation in training and UAT sessions.
- No multilingual support is required for the initial launch. The site will be delivered in English only unless otherwise specified by the client.
- No integration with CRM, inventory, or other marketing tools is included unless explicitly stated in the SOW.
- All content to be migrated exists in the current WordPress site or will be provided by the client prior to migration.

6.3 Next Steps

1. Client to confirm hosting provider and provide access credentials. (Owner: Manchester Technology)
2. Client to supply all required product images, specifications, and written content for migration. (Owner: Manchester Technology)
3. KrishaWeb to finalize and present base theme and design concept for client approval. (Owner: KrishaWeb)
4. Client to review and approve design concept within agreed timeframe. (Owner: Manchester Technology)
5. KrishaWeb to commence development, including content migration and feature implementation, upon design approval. (Owner: KrishaWeb)
6. Schedule training session for client team on content and product management. (Owner: KrishaWeb)
7. Plan and conduct user acceptance testing (UAT) prior to go-live. (Owner: Manchester Technology, KrishaWeb)
8. Prepare for final deployment and hosting migration as per agreed timeline. (Owner: KrishaWeb)

6.4 Signoff

Signing below confirms agreement with the risks, assumptions, and next steps as documented in this Discovery Report. This signoff is required before commencement of the development phase.

KrishWeb — Project Manager

SIGNATURE

NAME & DATE

KrishWeb — Technical Lead

SIGNATURE

NAME & DATE

**Manchester Technology —
Project Sponsor**

SIGNATURE

NAME & DATE