NORTHWIND STUDIO

Brightline Website Redesign

Status report · November 14, 2026

REPORT SCOPE

14 tasks

29%	4	10	1
COMPLETE	COMPLETED	OPEN	OVERDUE
	2 in the last 7 days	1 due in the next 7 days	open tasks past due date

SUMMARY

Design is on track: the visual system is approved and wireframes are almost done.
Next week: checkout variants for review and CMS setup.

Discovery

☑ Stakeholder interviews

Done: Oct 18, 2026 Anna Schmidt

Priority: High Status: Done

Interviewed 12 customers and 4 internal stakeholders.
Key takeaway: simplify navigation and make search faster.

- ~~Interview script~~ Anna Schmidt · Done: Oct 10, 2026
- ~~Customer interviews~~ Anna Schmidt · Done: Oct 16, 2026
- ~~Findings summary~~ Ben Carter · Done: Oct 18, 2026

COMMENTS (1)

Anna Schmidt Oct 18, 2026
Findings deck is in the shared drive. Top request: faster product search.

☑ Competitor & SEO audit

Done: Nov 8, 2026 Ben Carter

Priority: Medium Status: Done

Benchmarked 6 competitors on pricing pages, onboarding and site speed.

- [x] **Scope & requirements sign-off** — Done: Oct 25, 2026 — Anna Schmidt

  Priority: High Status: Done

  COMMENTS (1)

  Laura Mills (Brightline) Oct 25, 2026
  Approved on the kickoff call. Thanks team!

Design

- [x] **Information architecture** — Done: Nov 10, 2026 — Maria Lopez

  Priority: High Status: Done

  Sitemap and the five core user flows approved by Brightline.

- [ ] **Wireframes for key pages** — Overdue: Nov 12, 2026 — Maria Lopez

  Priority: High Status: At risk

  Homepage, product page and checkout. Checkout needs a second variant after the client review.

  - [x] ~~Homepage wireframe~~ Maria Lopez · Done: Nov 4, 2026
  - [x] ~~Product page wireframe~~ Maria Lopez · Done: Nov 8, 2026
  - [ ] Checkout wireframe (2 variants) Chen Wei · Due: Nov 12, 2026

  COMMENTS (3)

  Laura Mills (Brightline) Nov 9, 2026
  Could we test a one-page checkout as well? Our mobile conversion is weak.

  Maria Lopez Nov 10, 2026
  Yes — we will prepare two variants:
  1. One-page checkout
  2. Three-step checkout

  Chen Wei Nov 13, 2026
  @Laura Mills both variants will be ready for review on Thursday.

Visual design system

Due: Nov 23, 2026 · Maria Lopez

Priority: High Status: On track

Brand palette, typography and components in Figma, mapped to design tokens for development.

- [x] ~~Design tokens~~ Maria Lopez · Done: Nov 14, 2026
- [ ] Homepage visual Maria Lopez · Due: Nov 19, 2026
- [ ] Product page visual Chen Wei · Due: Nov 23, 2026

COMMENTS (1)

Laura Mills (Brightline) Nov 12, 2026
Love the new colour palette 🎉

Design review with Brightline

Due: Nov 25, 2026 · Anna Schmidt

Priority: High Status: On track

Development

CMS setup & content model

Due: Nov 19, 2026 · Ben Carter

Priority: Medium Status: On track

Headless CMS with preview environments for the marketing team.

Frontend build

Ben Carter

Priority: High Status: On track

Each build step is scheduled as a subtask.

- [ ] Homepage Ben Carter · Due: Nov 30, 2026
- [ ] Product pages Chen Wei · Due: Dec 8, 2026
- [ ] Checkout Ben Carter · Due: Dec 14, 2026

Payment integration (Stripe)

Due: Dec 12, 2026 · Chen Wei

Priority: Medium Status: On track

Cards, Apple Pay and Google Pay.

QA & cross-browser testing

Due: Dec 20, 2026 Maria Lopez

Priority: Medium Status: Not started

Safari, Chrome, Firefox and Edge on desktop and mobile.

Launch

Go live

Due: Dec 22, 2026 Anna Schmidt

Priority: High Status: Not started

Post-launch analytics review

Due: Jan 5, 2027 Anna Schmidt

Priority: Low Status: Not started

Check funnel conversion two weeks after launch.

Privacy policy update

Ben Carter

Priority: Low Status: Not started

Waiting for legal to confirm the wording.