

# Work Breakdown Structure

The Safety Click Project

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**Process group:** Planning. **Purpose:** Decompose the program into manageable phases and deliverables so scope is explicit and trackable.

## WBS Overview

The program is decomposed into five top-level work packages. Each rolls up to a phase in the Roadmap / Schedule. The numbering below is the standard WBS dot notation (1, 1.1, 1.1.1).

### 1. Course Development

- 1.1 Curriculum design: define the five course themes and learning objectives
- 1.2 Lesson outlines: break each course into its lessons (20+ total)
- 1.3 Script and copy: write lesson content in plain language
- 1.4 Accuracy review: verify technical correctness and currency

### 2. Content Production

- 2.1 Visual assets: slides, graphics, and imagery
- 2.2 Media production: recordings, screen captures, or narrated material
- 2.3 Editing and packaging: assemble lessons into publishable units
- 2.4 Accessibility pass: captions and readable formatting

### 3. Platform Build

- 3.1 Domain and hosting: stand up [thesafeclickproject.com](https://thesafeclickproject.com)
- 3.2 Site structure: navigation, course pages, and lesson delivery
- 3.3 Course delivery configuration: load and sequence lessons
- 3.4 Forms and feedback: contact, sign-up, and feedback capture

### 4. Launch

- 4.1 Pre-launch QA: link checks, device testing, content proofread
- 4.2 Go-live: publish the site publicly

- 4.3 Launch announcement: notify channels and audiences

## 5. Marketing and Growth

- 5.1 Brand and messaging: value proposition and consistent voice
- 5.2 Channel presence: social and community posting
- 5.3 Feedback loop: surveys, comments, and content iteration
- 5.4 B2B foundation (future): package content for small-business teams  
[Confirm scope]

## WBS Summary Table

WBS	Work package	Key deliverable(s)
1	Course Development	Five course designs, 20+ lesson outlines and scripts
2	Content Production	Produced, edited, accessible lessons ready to publish
3	Platform Build	Live website with course delivery configured
4	Launch	Public go-live and launch announcement
5	Marketing and Growth	Brand presence, feedback loop, B2B foundation (future)