

Name: Samkelo Matsobane

Student Number: St10474627

Module: Mobile Application and Web Development

TABLE OF CONTENTS

Proposal 1: FitCore Studio (Local Fitness & Wellness Business)

1. Introduction
2. Project Objectives
3. Target Audience
4. Website Features
5. Design and User Experience
 - Colour Scheme
 - Typography
 - Layout and Navigation
 - User Experience Considerations
 - Wireframes
6. Technical Requirements
7. Timeline and Milestones
8. Budget
9. References

Proposal 2: Urban Threads (Boutique Clothing Store)

1. Introduction
2. Project Objectives
3. Target Audience
4. Website Features
5. Design and User Experience
 - Colour Scheme
 - Typography

- Layout and Navigation
 - User Experience Considerations
 - Wireframes
6. Technical Requirements
 7. Timeline and Milestones
 8. Budget
 9. References

Proposal 1: FitCore Studio (Local Fitness & Wellness Business)

1. Introduction

FitCore Studio is a small gym dedicated to helping individuals maintain their health. They offer a variety of classes, including yoga, energetic workouts, and personal training sessions. Our goal is to create a website that makes it easy for people to view the schedule, book classes, and explore information about health and fitness.

2. Project Goals

1. Simplify the online sign-up process for classes.
2. Display all classes, trainers, and available programs.
3. Increase online visibility for FitCore Studio.
4. Provide helpful tips on fitness, health, and nutrition through the website.

3. Who Will Use the Website

- Adults who work and want flexible class times.
- People who like fitness and want personal training.
- Beginners who want help to start working out.
- People who want to learn about yoga, health, and good eating.

4. Website Features

- **Homepage:** Show classes, trainers, and a “Book a Class” button.

- **Class Schedule:** See the weekly plan and filter by class or trainer.
 - **Online Booking & Payment:** Pay for classes or memberships online.
 - **Trainer Pages:** Info about each trainer.
 - **Blog & Tips:** Health, nutrition, and fitness articles.
 - **Contact Page:** Map, form to ask questions, and chat option.
-

5. Design and How it Feels

- **Colors:** Navy blue, white, and bright orange to feel fun and energetic.
 - **Fonts:** Big, bold letters for titles; easy-to-read letters for text.
 - **Layout:** Simple and organized so people can find things fast.
 - **Easy to Use:** Works on phones and computers. Booking classes is quick.
 - **Wireframe:** Homepage shows banners, schedule, and reviews.
-

6. Technical Stuff

- **Hosting & Domain:** Website will be on a cloud server with security.
 - **Coding:** React for frontend, Node.js for backend.
 - **Extra Tools:** Payments with Stripe, calendar for classes, Zoom for online classes.
-

7. Timeline

- **Weeks 1–2:** Plan website and make sketches.
 - **Weeks 3–4:** Build homepage, schedule page, and booking form.
 - **Week 5:** Connect payment and database.
 - **Week 6:** Test everything works.
 - **Week 7:** Put website online.
 - **Week 8:** Check, fix problems, and show staff how to use it.
-

8. Budget

- **Hosting & Domain:** R950/year

- Design & Build Website: R58,000
- Payment Fees: ~3% per payment
- Maintenance: R1,700/month

Total Year 1: ~R78,000

9. References

Perfect Gym, 2024. 8 good reasons to have an online booking system.

[online] Available at: <https://www.perfectgym.com/en/blog/club-owners/8-good-reasons-have-online-booking-system> [Accessed 27 August 2025].

Site Builder Report, 2025. Fitness Websites: 20+ Inspiring Examples.

[online] Available at: <https://www.sitebuilderreport.com/inspiration/fitness-websites> [Accessed 27 August 2025].

Upfit, 2025. 6 reasons why your gym needs an online booking system for classes.

[online] Available at: <https://upfit.ae/fitness-infos-6-reasons-why-your-gym-needs-an-online-booking-system-for-classes> [Accessed 27 August 2025].

Wellyx Blog, 2023. Top advantages of offering digital fitness services at your gym.

[online] Available at: <https://wellyx.com/blog/top-advantages-of-offering-digital-fitness-services-at-your-gym> [Accessed 27 August 2025].

Wix Blog (Kylie Goldstein), 2025. 9 fitness website examples to build your best workout brand.

[online] Available at: <https://www.wix.com/blog/best-fitness-websites> [Accessed 27 August 2025].

Proposal 2: Urban Threads (Boutique Clothing Store)

1. Introduction

Urban Threads is a small clothing shop that sells cool streetwear and casual clothes.

We want a website where people can buy clothes online, see new collections, and have a fun shopping experience like in the store.

2. Project Goals

1. Make a simple online store for buying clothes.
2. Add a points program for people who shop often.

3. Make it easy to browse and checkout online.
-

3. Who Will Use the Website

- Young people and students who like trendy clothes.
 - People who want special, local fashion items.
 - Regular customers who want to see new products.
 - Online shoppers who want fast delivery and easy returns.
-

4. Website Features

- **Homepage:** Show banners, sales, and “Shop Now” buttons.
 - **Product Pages:** Pictures, sizes, and stock info.
 - **Cart & Checkout:** Pay easily and safely online.
 - **Points Login:** Track loyalty points and rewards.
 - **Blog:** Fashion tips and trends.
 - **Help Section:** Chat, FAQ, and forms.
 - **Store Locator:** Find the closest Urban Threads store.
-

5. Design and How it Feels

- **Colors:** White background, black text, plus seasonal accent colors.
 - **Fonts:** Easy-to-read fonts like Roboto.
 - **Layout:** Grid with big images, works on phones and computers.
 - **Easy to Use:** Fast, smooth, and clear buttons.
 - **Wireframe:** Homepage has hero banner, product filters, and quick links to sales.
-

6. Technical Stuff

- **Hosting & Domain:** Website on AWS with SSL.
- **Coding:** Using Native React on the frontend, Node.js backend.
- **Database:** Stores products, customers, and orders.

- **Extra Tools:** Stripe for payments, shipping APIs for delivery tracking.
-

7. Timeline

- **Weeks 1–2:** Plan and make website sketches.
 - **Weeks 3–5:** Build the website pages.
 - **Week 6:** Connect backend and database.
 - **Week 7:** Test the website.
 - **Week 8:** Launch and teach staff how to use it.
-

8. Budget

- Hosting & Domain: R1,200/year
 - Design & Build Website: R45,000
 - Payment & Shipping Fees: ~2.5% per transaction
 - Maintenance: R2,000/month
- Total Year 1: ~R72,000**
-

9. References

Business Insider, 2024. Costco, Starbucks, and other retailers are using a tried-and-true strategy to win over thrifty Americans.

[online] Available at: <https://www.businessinsider.com/companies-are-doubling-down-on-loyalty-programs-2024-8> [Accessed 27 August 2025].

Deloitte via WSJ, 2024. What Do Consumers Really Think About Commerce Experiences?

[online] Available at: <https://deloitte.wsj.com/cmo/what-do-consumers-really-think-about-commerce-experiences-b492c8f7> [Accessed 27 August 2025].

FasterCapital, 2025. E-commerce marketing: Loyalty Program Benefits: Rewarding Relationships: The Benefits of Loyalty Programs in E-commerce.

[online] Available at: <https://fastercapital.com/content/E-commerce-marketing--Loyalty-Program-Benefits--Rewarding-Relationships--The-Benefits-of-Loyalty-Programs-in-E-commerce.html> [Accessed 27 August 2025].

Milople, 2025. 10 Reasons Why You Need an eCommerce Website in 2025.

[online] Available at: <https://www.milople.com/blogs/why-small-business-needs-an-ecommerce-website> [Accessed 27 August 2025].

Retail Focus Magazine, 2024. The importance of customer loyalty platforms in a shifting e-commerce landscape.

[online] Available at: <https://retail-focus.co.uk/the-importance-of-customer-loyalty-platforms-in-a-shifting-e-commerce-landscape/> [Accessed 27 August 2025].