# **Cover Page**

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**Module Name**: **Web Development (Introduction)**

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Contents

[**Cover Page** 1](#_Toc205589679)

[**Project Proposal 1** 3](#_Toc205589680)

[Organisation Name: 3](#_Toc205589681)

[Website Goals and Objectives: 3](#_Toc205589682)

[Website Analysis: 4](#_Toc205589683)

[Proposed Website Features and Functionality: 4](#_Toc205589684)

[Design and User experience: 4](#_Toc205589685)

[Technical Requirements: 4](#_Toc205589686)

[Timeline and Milestones: 4](#_Toc205589687)

[Budget: 4](#_Toc205589688)

[**Project Proposal 2** 6](#_Toc205589689)

[Organisation Name: 6](#_Toc205589690)

[Website Goals and Objectives: 6](#_Toc205589691)

[Website Analysis: 7](#_Toc205589692)

[Proposed Website Features and Functionality: 7](#_Toc205589693)

[Design and User experience: 7](#_Toc205589694)

[Technical Requirements: 7](#_Toc205589695)

[Timeline and Milestones: 7](#_Toc205589696)

[Budget: 7](#_Toc205589697)

# **Project Proposal 1**

### Organisation Name:

Tarik Coding School (TCS)

Brief History:

Founded in 2025 by local college students in Evaton, TCS Offers after-school coding lessons to youth. It started with around 10 students in a borrowed classroom and has plans to expand into multiple townships to shape the youth, our future, for the betterment.

Mission:

TCS's mission is to empower the youth with coding skills and digital literacy in our growing technological world

Vision:

Its vision is to have a tech ready generation that will shape South Africa’s future

Target Audience:

* High school students
* Parents
* Teachers
* Sponsors
* Volunteer mentors

### Website Goals and Objectives:

* Increase student applications by 45% in the first year
* Provide learning resources and mentorship sign-up forms
* Promoting sponsorship opportunities

Key indicators in progress will be:

1. Increase in number of applications
2. Repeat visitor rate
3. Monthly sponsor sign-ups
4. Contact form inquiries
5. Bounce rate

### Website Analysis:

Currently there is no website

### Proposed Website Features and Functionality:

1. Home page with program highlights
2. Programs page which will have schedules and curricula
3. Mentors sign up forms
4. Student application form with online submission
5. Sponsor page with donation system
6. Blog for coding tips and success stories

### Design and User experience:

Colour scheme: Bright, youthful blues and orange

Typography: Poppins for headings, Roboto for body text

Layout: Modern card-based design, responsive

UX Considerations: Mobile-first, easy form navigation, clear Call to Action (CTA)

Wireframes: Home (intro + CTAs), Programs, Apply, Donate, Blog

### Technical Requirements:

Hosting: Managed posting for faster speed

Domain: tarikcodingschool.org.za

Language and frameworks: HTML5, CSS3, JavaScript

### Timeline and Milestones:

Week 1-2 –> Research, Planning and Branding Strategy

Week 2-3 –> Design and Wireframes

Week 4-7 –> Development

Week 8 –> Testing

Week 9 –> Launch

### Budget:

Development: R80,000

Hosting and domain: R5000 (annually)

Maintenance (annually): R9000

Training: R4000 (One time)

Total first year estimate: R98,000

# **Project Proposal 2**

### Organisation Name:

Goodies Organic Market

Brief History:

It was established in 2022 and is a farmer-led cooperative based in East London wanting to bring affordable, fresh organic produce directly from its local farms to the urban communities. Goodies Organic Market operates every weekend and has been planning to introduce an online ordering and delivery service.

Mission:

Make healthy, organic food accessible, and affordable to everyone while also supporting local farms

Vision:

To bring about a community where every household can enjoy fresh, chemical-free produce without have to suffer any financial strain to gain it.

Target Audience:

* Health-conscious individuals
* Families
* Restaurants
* Vegans
* Or any fruit/veggie/dairy lovers

### Website Goals and Objectives:

1. Enable online ordering of fresh produce for weekly delivery
2. Increase managed food traffic by 20% within the first six months
3. Build a community e-mail list for promotion and receipts

Key indicators will be:

* Number of online orders
* Email subscriptions
* Monthly website traffic

### Website Analysis:

This currently no website

### Proposed Website Features and Functionality:

1. Home page with weekly specials and featured farmers
2. Shop page with categories (vegetables, fruits, dairy, baked goods)
3. Secure payment gateway with EFT and card options
4. Meet the Farmers sections with bios and farm stories
5. Recipes blog using seasonal produce
6. Contact form and store location map

### Design and User experience:

Colour scheme: Fresh green, earthy brown, and soft yellow

Typography: Merriweather for headings, Open Sans for body text

Layout: Clean e-commerce grid, mobile-First

UX Considerations: Quick checkout, Produce filters, search bar

Wireframes: Home (specials + CTA's), Shop, Farmer Profiles, Receipts, Contact

### Technical Requirements:

Hosting: Managed hosting with SSL for secure transactions

Domain: goodiesorganicmarket.co.za

Language and frameworks: HTML5, CSS3, JavaScript

### Timeline and Milestones:

Week 1-2 –> Planning, Branding, UI/UX design and Wireframes

Week 3-6 –> Development and payment gateway setup

Week 7 –> Testing

Week 8 –> Promotional campaign

Week 9 –> Launch

### Budget:

Development: R90,000

Product photography: R11,000

Hosting and domain (per annum): R5500

Maintenance (monthly): R900

Total first year estimate: R107,400