Roam Rentals

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Roam Rentals is a luxury vehicle rental business that provides luxury vehicles for rental for up to a week. Roam Rentals caters to affluent individuals and groups seeking premium driving experiences. Vehicles offered by the business may be for personal use, events, or entertainment purposes. Vehicles are available all over South Africa and have been deemed road legal by the South African traffic department.

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Contents

[Organization Overview 3](#_Toc206441187)

[Website Goals and Objectives 3](#_Toc206441188)

[Proposed Website Features and Functionally 3](#_Toc206441189)

[Design and User Experience 4](#_Toc206441190)

[Technical Requirements 4](#_Toc206441191)

[Timeline and Milestones 4](#_Toc206441192)

[Budget 4](#_Toc206441193)

[References 4](#_Toc206441194)

## Organization Overview

* Name: Roam Rentals
* Roam Rentals was founded in 2022. Its first rental was made to one of the business owner’s colleges for his daughter’s matric dance. It quickly expanded provincially, mainly in Johannesburg, Cape Town and Gauteng.
* Our vision is to redefine premium travel by being the country's most trusted and exhilarating luxury car rental experience.

Our mission is to provide discerning clients with access to an exclusive fleet of world-class luxury vehicles, delivering unmatched comfort, performance, and prestige.

* Roam Rentals caters to affluent individuals and groups seeking premium experiences.

# Website Goals and Objectives

* This website will gain the business publicity and lower the expense of advertising. (Raulo, 2025).
* The website will aim to reach a larger audience as “an online presence for your business would imply exposure at international levels.” (Raulo, 2025)
* The website will ensure that it is convenient for customers to browse through our products
* User interaction forms, useability testing, and tracking page load speed are examples of what we will used to identify key performance indicators of our website to measure its success. (Patel, 2025).

# Proposed Website Features and Functionally

* The website will include essential features like a home page with a brand name, search box, logo, navigation bar, a footer.
* An about us page that will include a brief history, vision and mission of the organization. (Webflow, 2023)
* A contact page that will provide the user with contact details and social media information of the business

# Design and User Experience

* This website will consist of a neutral color palette highlighting the main product being the vehicles the business offers.
* Large and bold fonts will be used to display information
* The overall design approach is a very modern and bright webpage that draws the viewers attention to the vehicles and their features.
* The website will include a navigation bar allowing the user to easily navigate the website, as well as a search bar to increase efficiency. The layout of the website will have an easily understandable layout to simplify activities for the user and potential clients.

# Technical Requirements

* The foundation of the website will be built and coded on HTML . Positioning and styling will be done in CSS and farther additions will be done in JavaScript.
* The domain will be related to the business.

# Timeline and Milestones

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# Budget

* Domain and Hosting: R1,200.00 – R1,800.00 per annum.
* Development: R5,500.00 – R7,500.00

# References

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# [AshNyathi-06](https://github.com/AshNyathi-06)