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Proposal 1

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[School]

[Course title]

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# Organization Overview

# Name:

410 Kagiso

**Introduction**

# Brief history:

410 Kagiso was established as a dynamic small business in Kagiso in 2022, with the goal of bringing, energy and creative solutions to the local community as well as beyond. What started off as a local passion project quickly gained speed due to its positive and uplifting approach to business and support of community. The company also developed a brand image through its bright, striking colours.

# Mission and Vision Statements

* Mission: To build the 410 Kagiso brand globally, and inspire confidence, creativity and positive change, whenever we go.
* Vision: “To build a legacy that lasts for my children, which allows them and others to never doubt themselves and pursue their dreams.”~ Thobile Mdlankomo

# Target audience

* local and worldwide consumers
* young families and youth
* predominantly women and children
* seniors wanting support and community involvement

# Website Goals and Objectives

* Develop brand awareness and celebrate the 410 Kagiso brand globally.
* Share inspiring stories and helpful tips to equip individuals and families.
* Create a fun, interactive online experience for customers using the brand's bold colours.
* KPIs: Website visits, online bookings, count of international visitors, newsletter sign-ups, stories shared, stories told, testimonials.

# Proposed Website Features and Functionality

* Homepage: Engaging introduction, mission statement, international brand connectivity map, quick service booker
* About: History, founder story, visionary legacy
* Contact Page: Online enquiry form, quick chat options (WhatsApp, social media)
* Products: products and prices
* Celebrate Us: Gallery of events, client reviews

# Design and user Experience

* The color scheme contains vibrant and bold components which include bold blue, bright yellow, energetic orange, radiant green and lively pink.
* Typography: The typography uses powerful modern fonts together with extra-bold headlines which include upbeat accents.
* Layout and Design: Visual blocks and color zones for each section. Fun icons, quick links, and large "Book Now" and "Inspire Me" buttons.
* User Experience: Easy navigation, mobile-friendly, lots of visual impact, deeply presence all the key services and stories.
* Wireframes: (To be developed—each main section needs to feel bold, cheery, and welcoming)

# Technical Requirements

* Hosting: The hosting platform must provide dependable services which handle high colour-depth images and videos.
* Domain Name: The website address is located at [www.410kagiso.co.za./](https://www.410kagiso.co.za./)
* Frameworks: The website uses HTML5, CSS3, and JavaScript, while Wix and WordPress

# Timeline and Milestones

|  |  |
| --- | --- |
| **Duration** | Task |
| Week 1-2 | encompass activities related to brand story creation as well as collecting resources and images |
| Week 3 | the planning of user experience design alongside the development of colour schemes and wireframes. |
| Week 4-5 | • Website development work and functional testing procedures |
| Week 6 | official launch of the worldwide website with the start of an online marketing campaign to gather initial customer feedback. |

# Budget

* The yearly cost for domain and hosting services equals R1,000.
* The development and color branding work for websites requires a budget of R8,000.
* The budget for the Story, Content &amp; Inspiration segment amounts to R3,000.
* Website maintenance costs the company R1,500 each year.
* Marketing and International Outreach initiatives require a budget of R3,000.

|  |  |
| --- | --- |
|  | price |
|  |  |
|  |  |

* The initial budget for the first year stands at R16,500.

# Resources

Boy of Soweto. 2011,[online ] Available at < <https://www.boysofsoweto.co.za/> > [ Accessed 15 August 2025]

Thesis Lifestyle ,[online[ Available at< <https://www.thesislifestyle.co.za/?gad_source=1> > [ Accessed 15 August 2025]

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