ERIJIIM TECH WEBSITE

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Table of Contents

1. Background and Justification 1

2. Literature Review 1

3. Objectives 2

3.1 General Objective 2

3.2 Specific Objectives 2

4. Project Scope 2

5. Methodology 3

5.1. Research and Planning 3

5.2. Design Phase 3

5.3. Development Phase 4

5.4. Testing Phase 4

5.5. Deployment and Launch 4

6. Development Timeline 4

7. Budget Overview 5

8. Risk Management 6

9. Sustainability 6

10. Conclusion 6

11. References 7

1. Background and Justification

Erijiim Tech is a startup dedicated to providing reliable internet connectivity and electrical services to underserved communities in Uganda. While the company has established a strong vision and operational groundwork, it currently lacks an official online presence, which limits visibility, customer reach, and growth potential. The proposed project aims to design, build, and launch a fully responsive and interactive website to represent Erijiim Tech online. In today's digital world, a website is not just for show it helps build trust, attract customers, offer support, and grow the business. This proposal explains the need for a modern, easy-to-use, and secure website to support the company's goals.

2. Literature Review

In Uganda, many small businesses are increasingly using websites to promote their services and attract more customers. According to the Uganda
Communications Commission (UCC), internet usage in Uganda has significantly grown, with many people searching online before making purchase or service decisions [1]. This trend reflects a broader shift toward digital engagement, especially among urban populations. A report by the National Information Technology Authority – Uganda (NITA-U) highlights that websites help small and medium-sized enterprises (SMEs) reduce marketing costs and communicate more effectively with their customers [2]. This is especially useful in a competitive market where businesses need affordable ways to stand out. Kasozi and Ndyamuhaki explain that websites are particularly useful for technical service businesses like engineering, because they build customer trust by showcasing past work and allowing clients to request services directly online. This level of transparency and convenience is crucial in an industry where credibility and proven experience matter. Educational institutions in Uganda, such as the Uganda
Technology and Management University (UTAMU) and Makerere University Business School (MUBS), emphasize the use of HTML, CSS, JavaScript, and
Bootstrap as effective tools for creating responsive and interactive websites [3]. These technologies are both beginner-friendly and powerful, making them ideal for students and small

businesses alike. In terms of deployment, hosting providers such as Hostalite Uganda and Bluecube offer affordable web hosting solutions, enabling small businesses to publish and manage their websites online without large investments [4]. This has opened up digital opportunities for businesses even in less tech-savvy regions. Successful Ugandan companies like SafeBoda and Jumia Uganda show how accessible digital platforms can scale businesses and transform customer experiences [5]. These platforms demonstrate the importance of having a reliable and well-designed website for service delivery and customer engagement. Therefore, building an interactive website for Erijiim Tech is aligned with both local market demands and global digital trends. It will not only improve service visibility and communication but also help the business position itself competitively in the digital space.

3. Objectives

3.1 General Objective

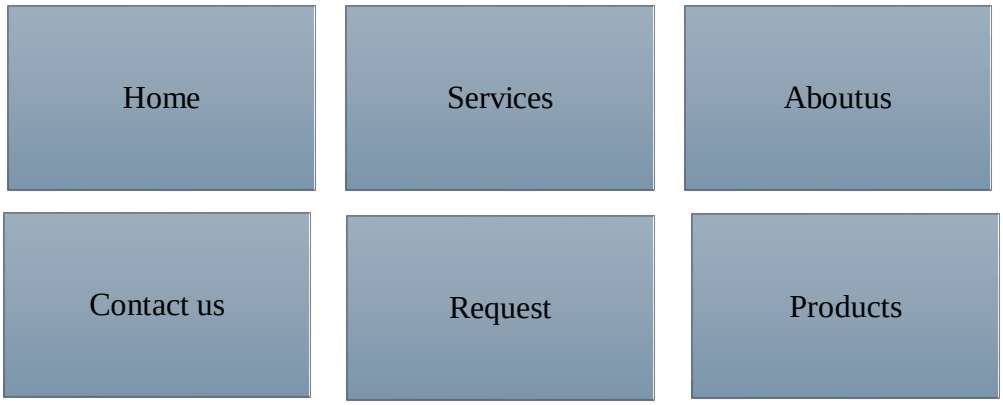
To design and launch a professional, responsive, and user-friendly website that enhances Erijiim Tech's visibility, customer engagement, and service delivery.

3.2 Specific Objectives

- To create a responsive website with key information about services, contact, pricing, and support.
- To integrate a customer inquiry and feedback form.
- To enable service request functionality via the website.
- To connect the website with the company's email and social media handles.
- To optimize the website for SEO (Search Engine Optimization) and accessibility.

4. Project Scope

The project will involve the development of a 5–page website with the following key pages:



The site will be mobile-responsive, SEO-ready, and easy to update by the business team after deployment.

5. Methodology

The development of the Erijiim Tech website will follow a structured and user-centered approach to ensure the final product meets both the business needs and the expectations of its customers. The process will include several phases, each with specific activities to guide the project from planning to launch.

5.1. Research and Planning

- Conduct brief interviews with customers and staff to understand what features are most needed.
- Review similar Electro Net websites for design inspiration and best practices.
- Define the goals, key features, and layout of the website.

5.2. Design Phase

- Create basic sketches of the website layout.
- Choose a colour scheme and style that matches the Erijiim Tech brand.
- Design pages including the homepage, order page, about-us page and contact page.

5.3. Development Phase

- Use modern web technologies (like HTML, CSS, React JavaScript for front end, and Python Flask API for back end) to build the website. Design mock-ups will be created using Figma
- Ensure the site is mobile-responsive, so that it works well on phones and tablets.
- Include features such as:
    - Online service ordering form.
    - Page displaying electric gadgets sold with prices and images.
    - Contact information and opening hours.

5.4. Testing Phase

- Test the website on different devices (smartphones, tablets, laptops) to ensure everything works correctly.
- Ask a few users to try the website and give feedback on the look and functionality.
- Fix any bugs or issues found during testing.

5.5. Deployment and Launch

- Upload the website to a hosting platform and connect it to a domain name.
- Announce the website launch on social media.

6. Development Timeline

Task	Duration	Date
Requirements gathering and Figma designing	12 days	17th June -28th June
Website development (HTML & CSS)	1week	29th June - 5th July

Frontend Development (UI/UX design)	1week	6th July – 12th July
Backend	12days	13th July – 24th July
Testing and feedback	5days	25th July – 29st July
Deployment & Training	2 days	30th August -31st August
Total Duration	One month, two weeks and 3 days	

7. Budget Overview

The total service fee is 350,000 which covers;

Reason	Amount (UGX)
Website design and development	100,000
Purchase of domain name	100,000
One-year web hosting	150,000

8. Risk Management

Risk	Mitigation Strategy
Delayed content delivery	Request content early and use placeholders.
Technical issues post-launch	Provide support and detailed documentation.
Poor user engagement	Implement SEO and integrate with social media.
Website hacking	Use secure hosting and regular backups.

9. Sustainability

The website will be built using scalable, open-source technologies to minimize long-term costs. Content management will be simplified so that the business team can independently update blogs, contact information, and service details. With search engine optimization (SEO) and mobile responsiveness, the platform is designed for long-term visibility and growth.

10. Conclusion

The proposed website will be a key digital asset for Erijiim Tech, providing a professional face to the world, improving customer access to services, and setting the stage for digital scaling. With a solid structure, clear timelines, and sustainable strategies, this project aligns with the mission to empower communities through technology and innovation.

11. References

[1] U. C. C. (UCC), "Quarterly Market Performance Report Q4 2023," Uganda Communications Commission (implicitly, since it's the author as well), 2023.Available online: https://www.ucc.co.ug

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