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Introduction to Web Development
WEDE5020 Proposal 2

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Project Proposal: Design & Implementation of the Mzala's Kotas Website

Organisation Overview

Mzala's Kotas has been the local kota hotspot for at least a decade and is now a well-known and preferred spot when it comes to food.

Mission & Vision

They aim to be the number one food spot in the local area and soon to be number one kota spot in South Africa.

Target Audience

The kota lovers of South Africa looking for the best kota they can find and adventurous first timers looking for the best first time experience they can find.

Website Goal and Objectives

The primary goal of the website is to sell products namely their Kotas. To do that the website would need to be sleek, functional, and very attractive to the point of making customers salivate at their options. The Key Performance Indicator here would be present website traffic and an increase in sales.

Proposed Website Features and Functionality

The website will have the usual website features a homepage, about us, contact page, products page, and a service page where customers can make orders and schedule deliveries.

Design and User Experience:

The font I would be using for the website would be Open Sans as it is the number one most used google font on restaurant websites. The overall layout will focus on emphasizing their products and drawing the user's eye and keeping them engaged. There will be a simple navigation that will be easy to use by all types of users.

Technical Requirements

This will be a small website so there will be manageable traffic the website needs to have appropriate availability but need to be scalable in case the business becomes larger in the future and traffic increases. It will be cloud hosted so it will be using Amazon Web Services as the business does not have the capability to host it themselves. I will be using HTML5, CSS3, and JavaScript.

Timeline and Milestones

Part 1(27 August 2025)

By this point the website have the basic HTML structure with the header, navigation, main content, and a footer. A well-organised file and folder structure to manage my project efficiently.

Part 2 (26 September 2025)

At this point I will use CSS to deck out the layout, typography, and colour scheme. I will be ensuring that the website adapts seamlessly to different screen sizes and devices and lastly, I will improve readability, navigation, and accessibility.

Part 3 (October)

This will be the last phase of the project here I will implement JavaScript by adding dynamic elements like animation, and interactive forms. I will optimize for Search Engine Optimization and implement the best practices of such. There will be forms with client-side validation.

Budget

These estimations were made with the help of AI.

Item	Cost Range (ZAR)
Domain (.co.za)	R90 – R150/year
Hosting	R1,200 – R3,600/year
Web Design (once-off)	R5,000 – R25,000
SSL Certificate	Often included in hosting
Maintenance & Updates	R500 – R2,000/month (optional)

Reference List

Twin, A., 2025. KPIs: What Are Key Performance Indicators? Types and Examples, [Online] 15 June. Available at: < <https://www.investopedia.com/terms/k/kpi.asp> > [Accessed on 4 August 2025].

Jovicic, A.B., 2024. How to Improve Website Traffic: Ways to Increase Visits. Semrush Blog, [blog] 21 November. Available at < [How to Improve Website Traffic: Ways to Increase Visits](#) > [Accessed on 4 August 2025].