

WEBSITE PROJECT PROPOSAL

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Proposal 1: BrickWise Investments (Real Estate Investment Platform)

Organisation Overview

BrickWise Investments enables individuals to invest in real estate from as little as R1000, offering fractional ownership and property-backed securities. Founded in 2024, it aims to make property investment accessible to everyone.

Goals and Objectives

Allow users to browse and invest in vetted real estate projects.

Offer a secure investment platform with real-time returns tracking.

Educate users about property investing via blogs and webinars.

Proposed Website Features

Investor dashboard with performance analytics.

Property listings with ROI estimates.

Investment calculator.

Secure payment and KYC verification.

Design and User Experience

Colour scheme: Dark blue, white, and gold.

Typography: Montserrat & Open Sans.

Mobile-first, clean, and professional look.

Timeline

Week 1: Research & wireframes

Week 2: Backend setup

Week 3: Frontend & user dashboard

Week 4: Payment & security integration

Week 5: Testing & launch

Budget

Hosting & security: R3,000/year

Domain: R200/year

Development: R50,000

Maintenance: R2,000/month



Proposal 2: Fresh & Pest-Free (Carpet, Upholstery Cleaning & Pest Termination)

Organisation Overview

Fresh & Pest-Free offers high-quality carpet and upholstery cleaning with integrated pest termination services for homes and offices. Established in 2023.

Goals and Objectives

Allow clients to book cleaning or pest termination services online.

Display service packages and transparent pricing.

Build trust through testimonials and before/after galleries.

Proposed Website Features

Online booking & quotation forms.

Services page with price guides.

Blog with cleaning tips & pest prevention advice.

WhatsApp live chat support.

Design and User Experience

Colour scheme: Light blue, green, and white.

Typography: Poppins & Arial.

Simple, mobile-friendly layout with clear call-to-actions.

Timeline

Week 1: Requirements & wireframes

Week 2: WordPress setup

Week 3: Booking system & content upload

Week 4: SEO & testing

Week 5: Launch

Budget

Hosting & SSL: R1,000/year

Domain: R150/year

Development: R8,500

Marketing: R1,500/month



References (Harvard Style)

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