# IIE Rosebank college

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Module name : Web Development Intro

Moduel code : WEDE5020

Group : 2

Due date : 27/08/2025

***Formative 1 Part 1***

***Proposal***

***Organisation overview***

***Name :*** Bustin’Burgers

***History of the Business***

* Bustin’burgers was born in 2023 in Jane Furse . Founder Manodi Kgopane , a passionate foodie obssesed with the meaty flavor of burgers experimented unique burger recipes. The business grew from a small stall to a province popular resturant. It is well known for its sauce driping burgers and deep house music .

***Mission and vision of Bustin’Burgers***

* Our mission is to build a unique South African burger that amazes a customer , while building a loyal community through exceptional service and quality ingredients.
* Our vision is to become a leading burger brand in South Africa ,known for delicious food and music plug while expanding throughout South Africa.

***Target Audience***

* Foodies.
* Young Professionals.
* Famalies.
* Students.
* Burger Enthusiasts.
* Children are also accomodated but thre are rules and a way we regulate things because at the night time it turnes into a chillers area.

***Website Goals***

* Increase Online orders And sales.-Encourage customers to order burgers online and have them delivered or made available for pickup.
* Increase Website Traffic - Attract more visitors or people through search engine optimisation , social media and online advertising.

***Key Perfomance Indicators.***

* Conversion Rate - Track the percentage of website visitors who are placing orders.
* Online Sales revenue - Track the total revenue generated from online orders and sales.
* Avarage Order Value - Track the avarage value of online orders to identify opportunities to inrease profits and revenue.

***Website features***

* Homepage[Popular Burgers , Promotions,events ]
* About Us [Strory, Team ,Values]
* Contact Page [Addres and Map,Contact form]
* Product Page Services[Ordering systems ,Product]

***Overall Design And aesthetics***

* We are trying to achieve a appetizing and mouth watering website .
* Color scheme -[Warm red , earthy brown ,Bright yellow
* Typography [Font size for heading (24-36px),Body text (16-18px)]
* Layout Desigh -[we want to offer a Responsive design fo different screen sizes]

***Technicas requirements***

* ***Reliable Web Hosting*** -Secure dasta centres and backup and some high uptime guarantee.
* ***Content Delivery Network*** -Reducing Latency And Enhancing security
* Security -Regular Software Updates AND Patches also Secure Password Storage

***Programming Languages and Frameworks***

1. HTML
2. Css
3. JavaScript
4. React
5. Figma
6. PHP
7. Java
8. MySQL

***Timeline And Milestone***

* Based on the project complexity we estimate that it will take 8 weeks to develop .

***Budget***

* UI/UX Design :R60 000- R72 350 [1-2 weeks Of work]
* Back End Development : R180 000 - R190 000[3-8 weeks Of work]
* Servers And security -R51 000- R100 000 + R10 000 For Maintance Per month

-I would recomend that we take 30% of the whole budget to account for unexpected expenses.