

WEBSITE PROJECT PROPOSAL

WEDE5020 | Web Development (Introduction) | Destiny Irikefe Eseh | ST10488186

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URBAN EATS - (Food & Beverage)



Urban Eats, where passion for great food meets an unforgettable dining experience. Nestled in the heart of Braamfontein, South Africa, Urban Eats is more than just a restaurant it's a vibrant social hub designed for food lovers, creatives, and professionals looking for a space that fuels both their appetites and ambitions.

Background of the Organization: Urban Eats was born of a very straightforward but powerful idea: reframing the Braamfontein dining scene. We saw the absence of that certain kind of warm restaurant with outstanding, high-grade food and that elusive element of uniting people. From the locally procured, fresh ingredients utilized to the standards we maintain for impeccable service.

Mission Statement: To create a cozy atmosphere where every meal is a story, every guest feels at home, and every bite is an explosion of flavors. We are committed to redefining casual dining with new, innovative, and sustainable dining options.

Vision Statement: To be the number one place to eat in Braamfontein and beyond, recognized for our exceptional quality, innovative flavors, and warmth. We aspire to be the industry gold standard in food through crafting memorable dining experiences that bring people together and pay tribute to South African diversity of cuisine.

Target Audience: Urban Eats is targeted towards young professionals, students, creatives, and foodies resident in or visiting Braamfontein, Johannesburg. Target consumers are those in search of not only good food but also an energetic, social dining experience. Urban Eats will appeal to those who love local, high-quality ingredients, cultural fusion in food, and a cozy but hip environment.

Website Goals:

- To build a strong online presence for Urban Eats and communicate its brand.
- To market the restaurant's unique atmosphere, menu, and story.
- To invite more walk-in patrons by making it simple for potential visitors to find location, contact information, and hours of operation.
- To engage in activity through online reservations, e-mail newsletter sign-ups, and event calendars.
- To build an online community through blogs, social media engagement, and photo galleries.

Key Performance Indicators (KPIs):

- Website traffic: Unique visitors and repeat visits.
- User engagement: Time spent on the site and bounce rate.
- Online reservations: Bookings generated through the website.
- Conversion rate: Visitors who perform critical actions.
- Social media engagement: Increase in followers, likes, shares, and comments resulting from website traffic.

Website Features and Functionality:

Home Page:

An attractive landing page that greets people to Urban Eats. It has premium hero images, a brief introduction of the company, featured meals or specials, and quick navigation to other pages.

About Us Page:

Tells the story of Urban Eats its start, mission, and values. Has team members' profiles and the restaurant's commitment to quality, community, and culture.

Services Page:

Explains Urban Eats' variety of options, including dine-in, take-out, catering, and event hosting. Can be paired with booking facilities or links to request contact for details.

Gallery Page:

An interactive, picture-laden page that showcases food, interior atmosphere, and smiling eaters. The page treats potential guests to a sight for the soul to boot.

Contact Us Page:

Includes crucial information such as address, phone number, email address, and working hours and a simple contact form for general feedback or inquiries.

Design and User Experience:

The website will have a warm and welcoming look, the same as Urban Eats' cozy feel. It will include soft, natural colors and nice, clear photos of food and the restaurant. The text will be easy to read and the pages easy to navigate. Users will find it easy to locate what they need in a hurry, for example, the menu, contact details, or booking a table.

There will be links and buttons that will guide visitors from one page to the other in a seamless manner.

Timeline of the project:

- 25 March: Submit two possible project topics to the lecturer for him to look at.
- 26 March: Choose the final project topic after reading comments.
- 29 March: Conduct in-depth research of the selected business or organization.
- 01 April: Start developing the website of the selected organization in HTML.
- 02 April: Complete the project proposal and add screenshots of the website.
- 06 April: Create a GitHub account and compose an informative, neat README file.
- 07 April: Submission of last project and submission of proper paperwork.

Budget of the website:

Web Design: Approximately **R3,500**. This includes the HTML, CSS, and simple JavaScript front-end design and development.

Web Hosting: The Hostinger Single Web Hosting plan will be used, approximately **R49/month (or R588/year)**. This plan would be appropriate for a personal or small business website and includes 30 GB SSD storage space, 1 email account, and free SSL.

Website Maintenance: Around **R750 a year**. This covers occasional updates, bug fixes, and content adjustments to keep the site running smoothly.

About the Organization & Team Members

Urban Eats is driven by a passionate team dedicated to delivering an exceptional experience:

- **CEO:** Destiny Eseh – Passionate entrepreneur with a food and hospitality passion.

- **Head Chef:** Samuel Mokoena – Culinary genius who blends local and global flavors in each dish.
- **Marketing Director:** Jason Botha – Driving brand recognition and community outreach.
- **Baristas & Kitchen Staff:** A team of highly skilled staff committed to excellence.

Location & Contact Information:

Urban Eats is in the heart of Braamfontein, South Africa, a bustling district known for its dynamic energy and diverse community.

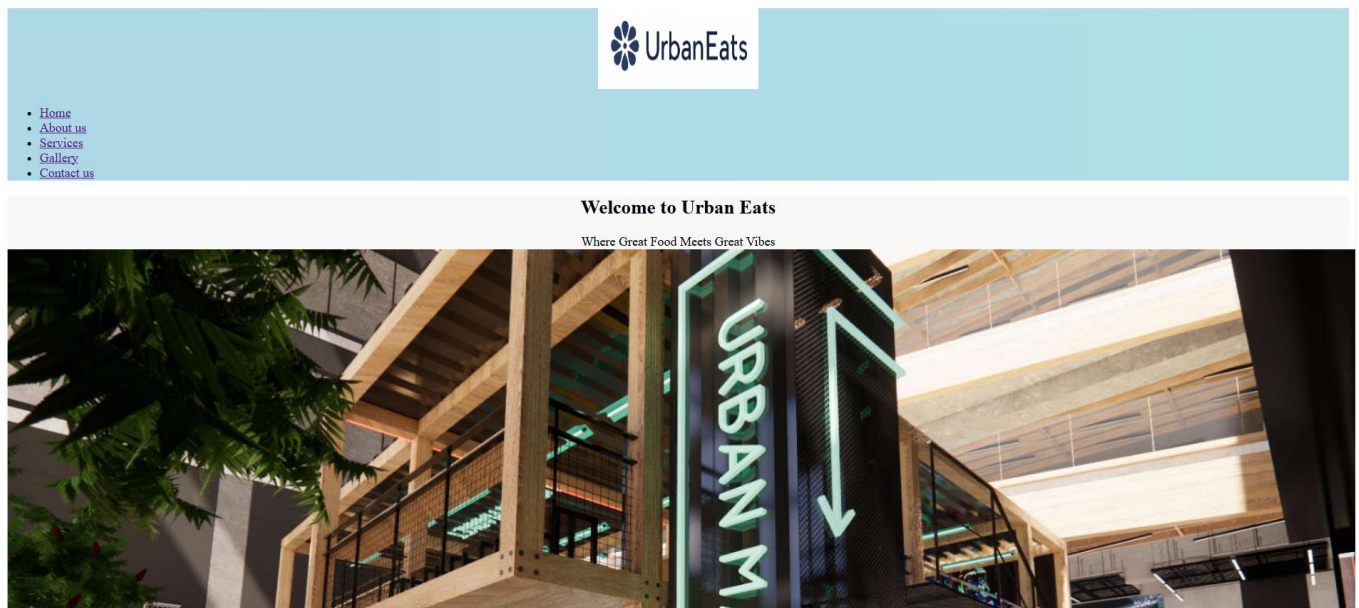
Contact Us:

Address: 22 Jorissen Street, Braamfontein, Johannesburg, 2001, South Africa

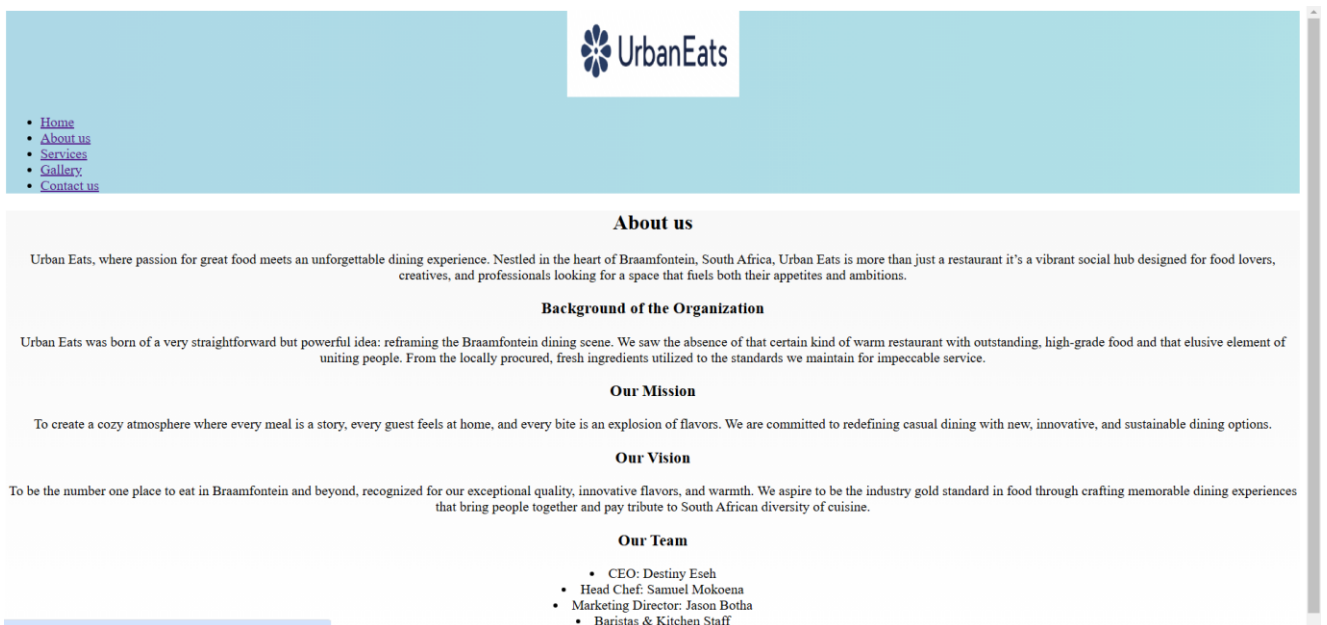
Phone: +27 11 482 7890

Website Images:

1. Home Page



2. About Us



3. Services

- [Home](#)
- [About us](#)
- [Services](#)
- [Gallery](#)
- [Contact us](#)



Our Services

Dine In Experience
Enjoy our vibrant atmosphere and savor our delicious meals in our cozy restaurant. Perfect for casual lunches, dinners, or special occasions.

Takeaway Orders
Craving Urban Eats at home? Order your favorite dishes for takeaway and enjoy them wherever you are.

Catering Services
Let us cater your next event! We offer a range of catering options to suit your needs, from small gatherings to large parties. Contact us for a custom quote.

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4. Gallery

- [Home](#)
- [About us](#)
- [Services](#)
- [Gallery](#)
- [Contact us](#)



Our Gallery



5. Contact us



- [Home](#)
- [About us](#)
- [Services](#)
- [Gallery](#)
- [Contact us](#)

Contact Us

Urban Eats is located in the heart of Braamfontein, South Africa, a bustling district known for its dynamic energy and diverse community.

Location & Contact Information

Address: 22 Jorissen Street, Braamfontein, Johannesburg, 2001, South Africa

Phone: +27 11 482 7890

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GitHub Repository Link:

<https://github.com/Destiny-Eseh/WebDev101-ST10488186>

The screenshot shows a GitHub repository page for 'WebDev101-ST10488186' by user 'Destiny-Eseh'. The repository is public and has 12 commits. The main branch is 'main'. The repository contains a README.md file and several website pages (About us.html, Contact us.html, Gallery.html, Home.html, Services.html) and an Images folder. The repository is described as a beginner-friendly project using HTML to build a structured and responsive website. The page also shows the repository's activity, including 0 stars, 1 watching, and 0 forks. The repository is currently pinned and has 1 unwatch.

WebDev101-ST10488186 Public

Pin Unwatch 1 Fork Star 0

main 1 Branch 0 Tags

Go to file Add file Code

Destiny-Eseh README.md c37d35a · 7 minutes ago 12 Commits

Images	Images	16 minutes ago
About us.html	Website Pages	16 minutes ago
Contact us.html	Website Pages	16 minutes ago
Gallery.html	Website Pages	16 minutes ago
Home.html	Website Pages	16 minutes ago
README.md	README.md	7 minutes ago
Services.html	Website Pages	16 minutes ago

README

About

A beginner-friendly project using HTML to build a structured and responsive website.

Readme Activity 0 stars 1 watching 0 forks

Releases

No releases published [Create a new release](#)

Packages

References:

- [Www.facebook.com/sophieetcblog](https://www.facebook.com/sophieetcblog) (2023) *First taste of the Urban Food Market at unity place, Sophie etc.*®. Available at: <https://www.sophieetc.com/first-taste-of-the-urban-food-market-at-unity-place/> (Accessed: 05 April 2025).
- Image 1
- mkfm (no date) *Urban Food Market at unity place, MKFM*. Available at: <https://www.mkfm.com/photos2/unity-place/?i=whatsapp-image-2023-08-30-at-15-31-32> (Accessed: 05 April 2025).
- Image 2
- *Exciting new urban food market to open at Central Milton Keynes, offering dishes from around the world* (2023) *Milton Keynes Citizen*. Available at: <https://www.miltonkeynes.co.uk/news/people/exciting-new-urban-food-market-to-open-at-central-milton-keynes-offering-dishes-from-around-the-world-4154247> (Accessed: 05 April 2025).
- Image 3
- *Urban roots® brewing on Instagram: 'at Urban Roots, our Smokehouse is bursting with all your favorite proteins-each one smoked to perfection. beef, pork, chicken, Turkey... why choose? try them all!'* (no date) *Instagram*. Available at: https://www.instagram.com/urbanrootsbeer/p/C41R_LqMXNC/ (Accessed: 05 April 2025).
- Image 4
- User, G. (2021) *Christmas Takeout Shop - Urban roots®: Craft Brewery & BBQ Smokehouse: Sacramento, CA, Urban Roots® | Craft Brewery & BBQ Smokehouse | Sacramento, CA*. Available at: <https://www.urbanrootsbrewing.com/blog/2020/12/8/christmas-takeout-shop> (Accessed: 05 April 2025).
- Image 5