

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 and Objectives:

- **1. Build a Professional Online Presence**

- **Goal:** Establish a simple, attractive website that reflects Urban Eats' identity.

- **Objectives:**

- Use clean design and consistent branding to create a trustworthy look.
- Ensure mobile responsiveness so customers can easily browse on any device.
- Share the restaurant's story, values, and what makes it different.

- **2. Attract More Local Customers**

- **Goal:** Increase awareness and walk-in traffic from nearby areas like Braamfontein.

- **Objectives:**

- Highlight location with an embedded Google Map, address, and open hours.
- Use SEO basics (like keywords and meta descriptions) to appear in "near me" searches.
- Include real images of the food, people, and space to attract local interest.

- **3. Encourage Customer Actions**

- **Goal:** Make it easy for visitors to interact or plan a visit.

- **Objectives:**

- Add call-to-action buttons for directions, calling, and booking.
- Include a simple contact form or reservation request.
- Promote any specials or events with clear notices or banners.

- **4. Engage the Community Digitally**

- **Goal:** Stay connected with customers beyond their visit.

Objectives:

- Link to Urban Eats' active Instagram or Facebook page.
- Feature a photo gallery that can include customer posts.
- Offer newsletter sign-up for exclusive deals and updates.

- **5. Tell the Story Behind the Food**

- **Goal:** Communicate the passion and people behind the menu.

Objectives:

- Introduce the chef and staff with short bios and photos.
- Share what inspires the menu or how ingredients are sourced.
- Use friendly, relatable language that matches the brand's personality.

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.

Enquire Page:

A user-friendly form that allows visitors to send messages or make inquiries directly. The form is connected to Formspree and automatically forwards submitted data.

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.

The website now also supports a more interactive and discoverable user experience:

- JavaScript enhances responsiveness and improves user feedback on actions.
- SEO tags make the site more discoverable by search engines.
- The contact form is simple and mobile-responsive, encouraging more user engagement.

Timeline of the project:

25 March: Submit Two Possible Project Topics

- Submit two project topic ideas to the lecturer for review and feedback.

26 March: Choose the Final Project Topic

- Read through the lecturer's comments and choose the final topic to focus on.

29 March: Conduct In-Depth Research

- Research the selected business or organization extensively.

01 April: Start Developing the Website in HTML

- Begin developing the website using HTML.

02 April: Complete the Project Proposal

- Finish the project proposal and add screenshots of the website.

01 May: Start Adding CSS

- Begin adding CSS to the website for improved design and functionality.

05 May: Finish and Submit Part 2 of the Project

- Complete and submit part 2 of the project, including the enhanced website with CSS.

20 June: Final Enhancements Implemented

- Added SEO tags, favicon, and JavaScript features.
- Created an Enquire page with a working Formspree contact form.
- Generated and added robots.txt and sitemap.xml files.

Budget of the website:

Web Design: Approximately R3,500

- **HTML & CSS:** Structure and design, ensuring responsiveness and visual appeal across devices.
- **JavaScript:** Basic interactivity, such as form validation and image sliders.
- **Customization & SEO:** Tailored design to fit branding, and basic SEO for better search engine visibility.
- **Testing:** Cross-browser and device compatibility checks.

Web Hosting: R588/year

- **Hostinger Single Web Hosting:** 30 GB SSD storage, 1 email account, and free SSL for security.
- **Unmetered Bandwidth:** Suitable for small business websites with moderate traffic.
- **Support:** 24/7 customer support.

Website Maintenance: Approximately R750/year

- **Content Updates:** Regular text, image, and service updates.
- **Security & Bug Fixes:** Keeping the website secure with updates and resolving any issues.
- **Backup & Performance Monitoring:** Regular backups and speed optimization.

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.

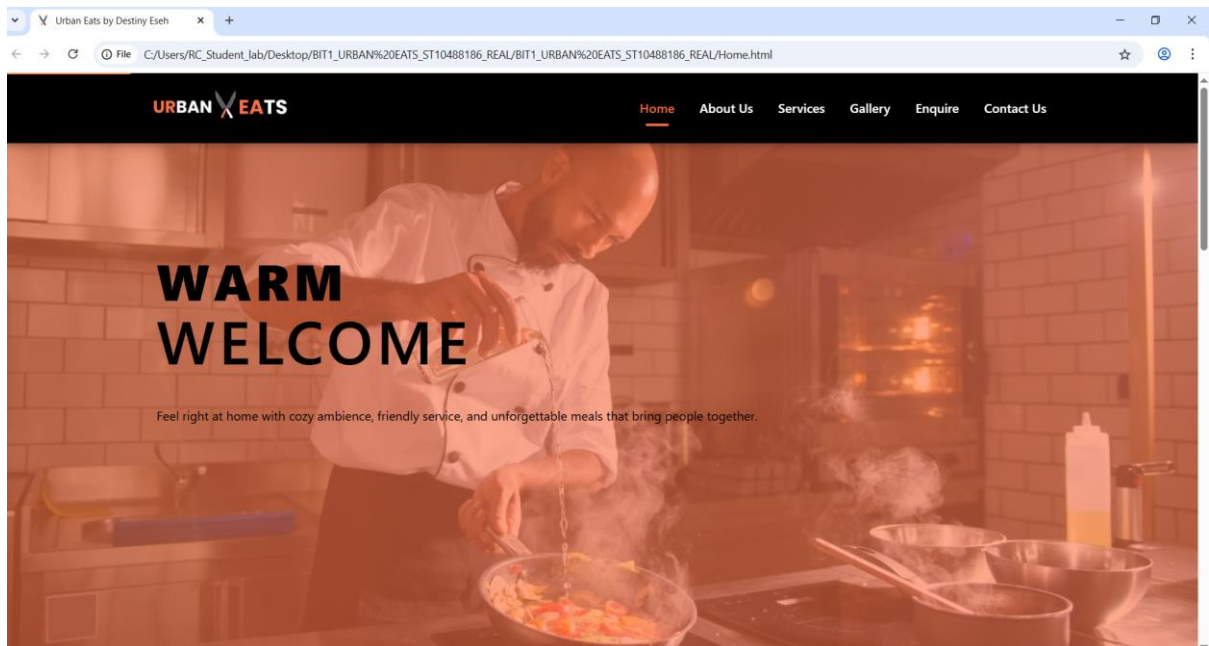
Contact Us:

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

Phone: +27 11 482 7890

Website Images:

1. Home Page



City Living Meets Homegrown Goodness at Urban Eats

Welcome to Urban Eats, where the bold spirit of Braamfontein meets the warmth of homegrown flavors. We're not just a restaurant; we're a cultural meeting point for food lovers, creatives, and ambitious professionals. With a passion for fresh, locally sourced ingredients and an eye for culinary innovation, we bring you a casual dining experience that feels both cozy and cutting-edge.

Every plate tells a story. Whether you're here for a quick coffee, a vibrant meal with friends, or a moment to refuel and create, Urban Eats is your place to gather, taste, and be inspired.

Exceptional Cuisine

Experience an explosion of flavors with our innovative menu that blends local and global ingredients, crafted by our culinary genius Chef Samuel Mokoena.

Cozy Atmosphere

Nestled in the heart of Braamfontein, our restaurant creates a warm and inviting space where every guest feels at home and every meal tells a story.

Sustainable Dining

We're committed to sustainable practices, using locally sourced fresh ingredients to create memorable dining experiences that pay tribute to South Africa's diverse cuisine.

Meet The Team Behind Urban Eats



Aliko Dangote
CEO



Samuel Mokoena
Head Chef

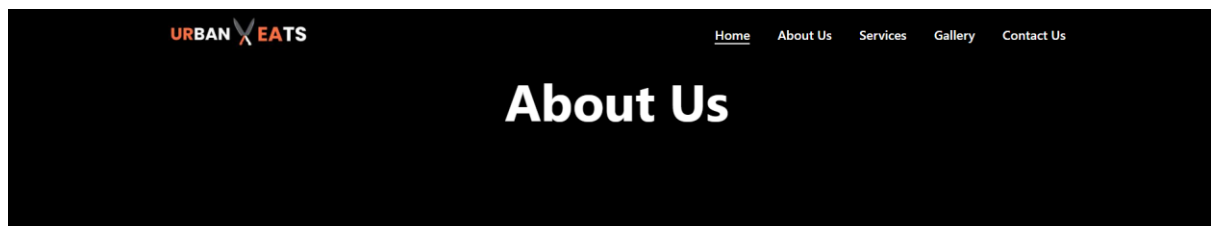


Jason Botha
Marketing Director



Urban Eats
Baristas & Kitchen Staff

2. About Us



4.8★

Average customer rating across all platforms. Quality and consistency are our top priorities.

98%

On-time delivery rate. We respect your time and ensure your food arrives hot and fresh.

30+

Unique menu items crafted from locally-sourced ingredients, supporting our community farmers.



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.




3. Services

URBAN EATS

[Home](#)[About Us](#)[Services](#)[Gallery](#)[Contact Us](#)


Services

What We Offer




Gourmet Dining

Indulge in our chef-crafted dishes, featuring seasonal ingredients and innovative flavor profiles. Perfect for special occasions and those who appreciate fine dining.




Specialty Beverages

From artisanal coffee to craft cocktails, our beverage menu is curated to complement our food and enhance your dining experience.




Social Hub

Join us for happy hours, themed nights, and community events. It's the perfect place to connect with friends and enjoy our vibrant atmosphere.




Event Hosting

Let us host your special occasions with our customizable event packages, offering the perfect setting for celebrations, business meetings, and social gatherings.



Sustainable Dining

We are committed to sustainability, using locally sourced, fresh ingredients and environmentally friendly practices in all aspects of our operation.



Live Entertainment

Enjoy regular live music performances and cultural events that showcase local talent and enhance your dining experience at Urban Eats.

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4. Gallery

URBAN EATS

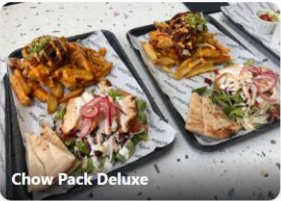
[Home](#)[About Us](#)[Services](#)[Gallery](#)[Contact Us](#)

Gallery


Our Signature Dishes



Jozi Garden Crunch



Chow Pack Deluxe



Flavour Street Feast

5. Enquire Page:


URBAN EATS

HomeAbout UsServicesGalleryEnquireContact Us

Enquire Now!

Get In Touch

We'd love to hear from you! Whether you're planning an event, have questions, or want to book a table — we're here for you.



Quick Response
Replies within 2-4 hours.

Send Us Your Enquiry

First Name *

Last Name *

Email Address *

Phone Number

Enquiry Type *

Preferred Date

6. Contact us

URBAN EATS

HomeAbout UsServicesGalleryContact Us

CONTACT INFORMATION

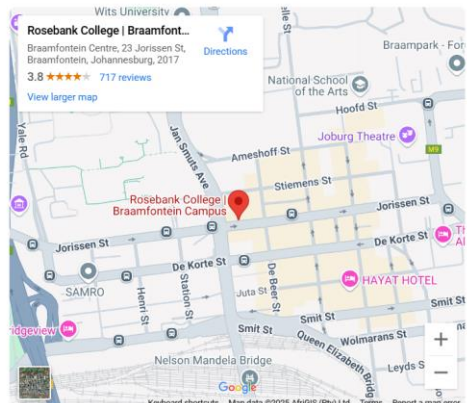
Urban Eats brings vibrant flavors to the heart of Braamfontein, where good food meets great atmosphere. Visit us to experience our unique culinary creations.

MAIN LOCATION
Address: 22 Jorissen Street, Braamfontein, Johannesburg, 2001, South Africa
Phone: +27 11 482 7890
Email: info@urbaneats.co.za

HOURS OF OPERATION

Monday - Thursday	11:00 AM - 9:00 PM
Friday - Saturday	11:00 AM - 10:00 PM
Sunday	12:00 PM - 8:00 PM

FIND US HERE



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 48 commits. The main branch is 'main'. The repository description is 'A beginner-friendly project using HTML to build a structured and responsive website.' The repository contains several files and folders, including CSS, Images, JavaScript, My Documents, and Videos. The commit history shows recent updates to the Enquiry Page and form functionality with AJAX, and the addition of SEO functionality and Favicons. The repository also has a README file, a Readme, and a list of releases. The languages section shows the following distribution: HTML (73.3%), CSS (24.3%), and JavaScript (2.4%).

File/Folder	Commit Message	Commit Date
CSS	Added Enquiry Page and form functionality with AJAX	yesterday
Images	Added Seo functionality and Favicon	yesterday
JavaScript	Added Enquiry Page and form functionality with AJAX	yesterday
My Documents	new proposal	last month
Videos	added css	last month
About us-min.html	Minify all code	yesterday
About us.html	Added Seo functionality and Favicon	yesterday
Contact us-min.html	Minify all code	yesterday
Contact us.html	Added Seo functionality and Favicon	yesterday
Enquiry-min.html	Added Enquiry Page and form functionality with AJAX	yesterday
Enquiry.html	Added Seo functionality and Favicon	yesterday
Gallery-min.html	Minify all code	yesterday
Gallery.html	Added Seo functionality and Favicon	yesterday

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).
- Avans, M. (2020) *Person pouring cream in a frying pan*. Pexels. Available at: <https://www.pexels.com/photo/person-pouring-cream-in-a-frying-pan-5056858/> (Accessed: 5 May 2025).
- New Bedford Port Society. (n.d.) *Team – The New Bedford Port Society - Seamen's Bethel*. Available at: <https://seamensbethel.org/team-element/> (Accessed: 5 May 2025).
- Tan, J. (2019) *A restaurant with a checkered floor and a long table*. Unsplash. Available at: <https://unsplash.com/photos/a-restaurant-with-a-checkered-floor-and-a-long-table-UDcpYKcXK34> (Accessed: 5 May 2025).