

# WEBSITE PROJECT PROPOSAL

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

## **Table Of Contents:**

- Urban Eats Information | Page 3 – 8
- Website images | Page 9 – 12
- GitHub Repository Link | Page 14
- References | Page 15 - 16

# 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.

**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***

- 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.

## 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:**

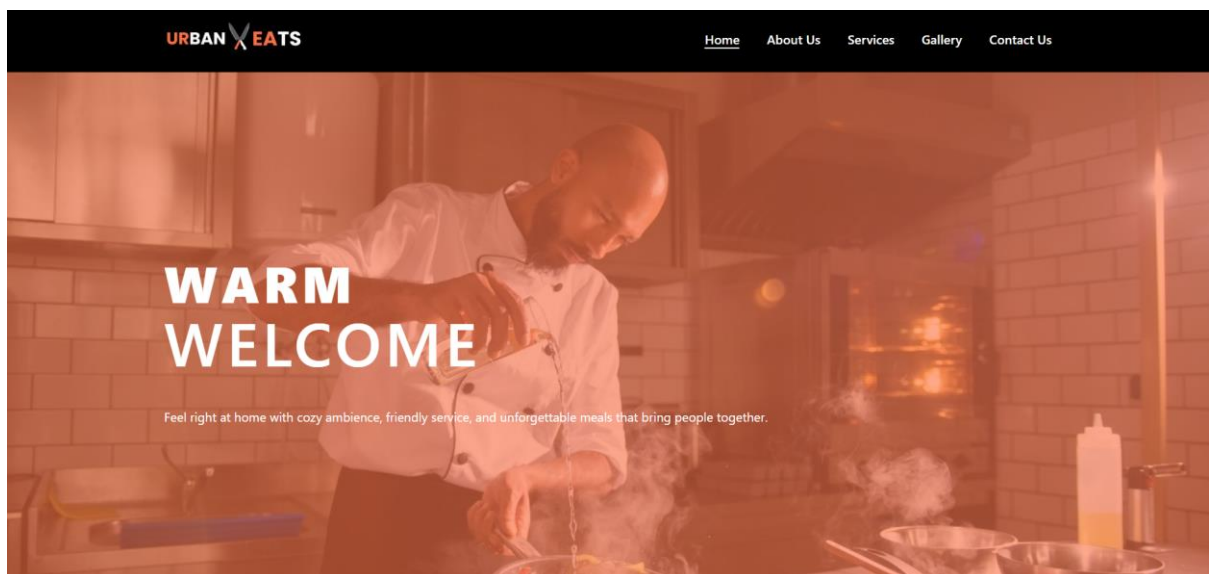
**Address:** 22 Jorissen Street, Braamfontein, Johannesburg, 2001, South Africa

**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

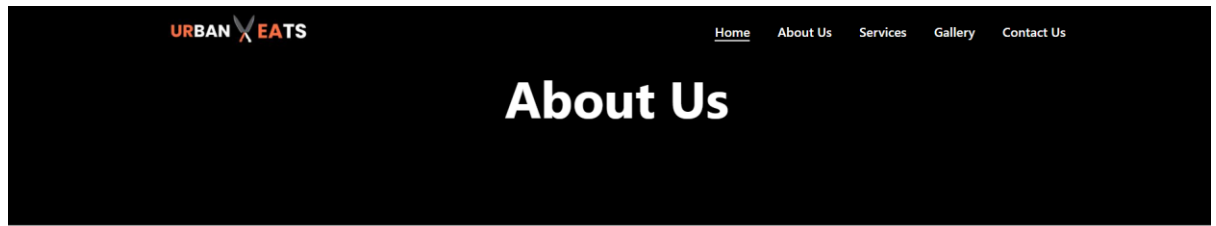


**Jason Botha**  
Marketing Director



**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 or a sophisticated evening meal.




**Specialty Beverages**

Explore our curated selection of artisanal coffees, craft beers, and signature cocktails, all crafted with precision and care.




**Social Hub**

Join our vibrant community for networking events, workshops, and social gatherings. Connect with like-minded individuals and expand your professional circle.




**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.

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

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4. Gallery

URBAN EATS

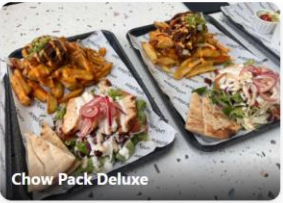
[Home](#)[About Us](#)[Services](#)[Gallery](#)[Contact Us](#)

Gallery


Our Signature Dishes



Jozi Garden Crunch



Chow Pack Deluxe



Flavour Street Feast

## 5. Contact us



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

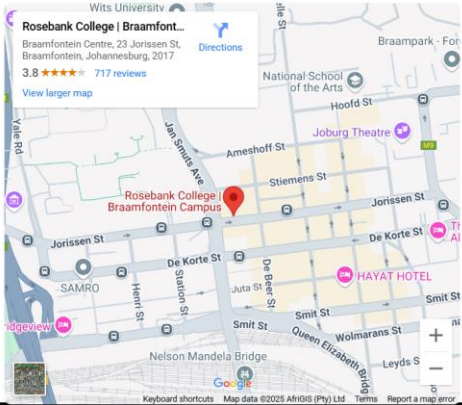
**Phone:** +27 11 482 7890

**Email:** [info@urbaneats.co.za](mailto:info@urbaneats.co.za)

#### HOURS OF OPERATION

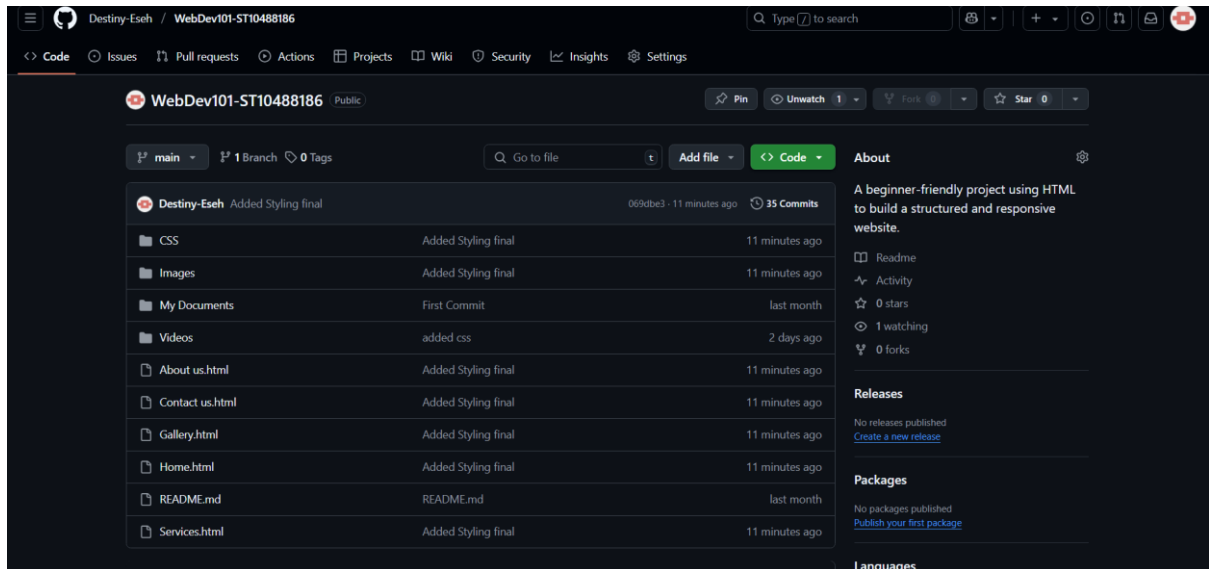
Monday - Thursday	11:00 AM - 9:00 PM
Friday - Saturday	11:00 AM - 10:00 PM
Sunday	12:00 PM - 8:00 PM

### FIND US HERE



## GitHub Repository Link:

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



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- 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).
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- 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/](https://www.instagram.com/urbanrootsbeer/p/C41R_LqMXNC/) (Accessed: 05 April 2025).
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- 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).