# WEDE5020

# ST10498813

WEBDEVELOPMENT

# FORTUNE MASHILE

# Table of Contents

Table of contents	1
LOGO2	2
Organization overview	3
Features & Design	3
Website Goals	3
Sitemap	4
Technical Requirements	4
Timeline & Milestone	4
Budget	5
Wireframe	6
References7	



COMPANY NOURISHING HOPE

#### 1.Organization

Fortune Soup Company is a community-focused initiative dedicated to nourishing both body and soul through wholesome soups and freshly baked bread. By sourcing ingredients from local farmers and generous donors, the organization not only provides healthy meals but also strengthens community bonds. Its mission extends beyond food—it seeks to spark change and bring people together around the shared value of care. (Statistics South Africa, 2023).Our vision is to create a world where no one goes hungry, and every community is strengthened by compassion, generosity, and shared meals.

#### 2. Website Goals

The Fortune Soup Company website will serve as the organization's digital hub. Its goals are to:

- Share the mission and story of the company.
- Provide clear information about services, history, and contact details.
- Enable community engagement through volunteer and donor participation.
- Establish a professional and trustworthy online identity.
- Expand visibility beyond the local community.

#### 3.Features & Design

The website will build on the current structure (Home, About Us, Services, Contact, Gallery) with modern enhancements: (Chaffey and Ellis-Chadwick, 2019).

- Donation & Volunteer Integration: Secure online donations and sign-up forms.
- Community Gallery: Highlight photos of events, food, and volunteers.
- Accessibility: Mobile-friendly layout and clear navigation.

The design will use warm, inviting colors (soft blue, white, red highlights) to reflect the comfort of food and community. Large, readable fonts and high-quality visuals of soup, bread, and gatherings will reinforce the brand's welcoming image.

## 4. Sitemap

The sitemap provides a hierarchical structure of the planned website. It ensures that users can easily navigate and find content.

- Home
- About Us
- Services
- Gallery
- Contact

This structure ensures both simplicity and functionality, aligning with best practices in usability (Nielsen Norman Group, 2019).

## **5.Technical Requirements**

The website will be hosted under a secure domain with SSL certification. A user-friendly content management system (CMS) such as WordPress will allow staff to make updates. Features will include mobile responsiveness, SEO optimization, and Google Analytics integration. A secure payment gateway will support donations, while routine maintenance and backups will ensure stability. (Kotler and Keller, 2016).

#### **6.Timeline & Milestones**

The project will run for approximately 13 weeks (3 months): (Nonprofit Tech for Good, 2022).

- 1. Planning & Requirements (2 weeks): Define scope and finalize content.
- 2. **Design & Prototyping (3 weeks):** Wireframes and theme approval.
- 3. **Development (4 weeks):** Build core pages (Home, About, Services, Contact, Gallery).
- 4. Integration (2 weeks): Add donations and volunteer features.
- 5. **Testing & Launch (2 weeks):** Optimize for mobile, QA testing, and final launch.
- 6. Post-Launch Support: Ongoing updates and maintenance.

### 7.Budget

Category Estimated Cost (ZAR)

Domain & Hosting (Year 1) R4,625

Website Design & Development R111,000

CMS Setup & Configuration R18,500

Donation/Volunteer Integration R27,750

SEO & Analytics Setup R13,875

Content & Images R9,250

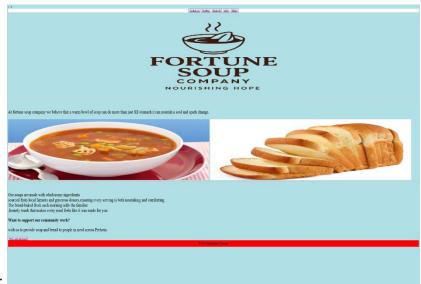
Testing & QA R18,500

Maintenance (Yearly) R37,000

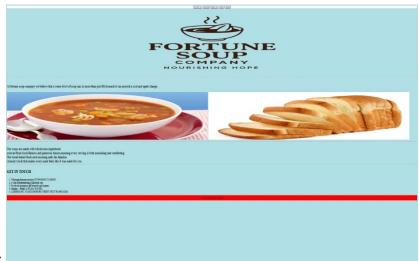
Total Estimated Website Budget: ~R240,500

# 8. Wireframe

Wireframes represent the skeletal layout of the website. Below is a placeholder for inserting visual wireframes of the homepage, gallery page, and contact page.



Placeholder:



Placeholder:



Placeholder:

Wireframes are useful in visualising structure before development begins (Web AIM, 2021).

# **GITHUB**

https://github.com/FortuneMashile2286/FORTUNE-SOUP-COMPANY.git

#### References

- Chaffey, D. and Ellis-Chadwick, F. (2019) *Digital marketing: strategy, implementation and practice*. 7th ed. Harlow: Pearson Education.
- Kotler, P. and Keller, K.L. (2016) *Marketing management*. 15th ed. Harlow: Pearson Education.
- Nielsen Norman Group (2019) Usability 101: introduction to usability.
  Available at: <a href="https://www.nngroup.com/articles/usability-101-introduction-to-usability">https://www.nngroup.com/articles/usability-101-introduction-to-usability</a> (Accessed: 15 August 2025).
- Nonprofit Tech for Good (2022) *The importance of websites for nonprofits*. Available at: https://www.nptechforgood.com (Accessed: 15 August 2025).
- Statistics South Africa (2023) Poverty trends in South Africa: an examination of absolute poverty between 2006 and 2021. Pretoria: Statistics South Africa. Available at: <a href="https://www.statssa.gov.za">https://www.statssa.gov.za</a> (Accessed: 15 August 2025).
- Web AIM (2021) *Introduction to web accessibility*. Available at: <a href="https://webaim.org/intro">https://webaim.org/intro</a> (Accessed: 15 August 2025).