

WEDDE5020

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WEBDEVELOPMENT

FORTUNE MASHILE

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[LOGO](#)



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.
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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.
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