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| AfterGlow  *Live in the Afterglow - Night Club [Fictional]* | About  Proposal for Afterglow night club website,  Manuel Guiomar Simba Mavungo  WEDE5020 | 1st Years, Group 1 |

1. **Organization Overview**

* Brief history about Afterglow

Founded in the heart of the city’s nightlife district, Long Street, **Afterglow** was created as a space where music, art, and community collide. Born from the vision of a group of friends passionate about nightlife and culture, Afterglow quickly grew into more than just a nightclub — it became an immersive experience. With its state-of-the-art sound system, neon-inspired interiors, and world-class DJs, Afterglow set out to redefine the way people experience the night. Today, it stands as a symbol of modern nightlife: energetic, inclusive, and unforgettable.

* Mission Statement

To create an unforgettable nightlife experience that blends music, art, and community — offering a safe, inclusive, and vibrant space where people can connect, express themselves, and celebrate life until the afterglow of dawn.

* Vision Statement

To be recognized as the premier destination for nightlife experiences, pushing boundaries in sound, design, and culture, while fostering a global community that lives for the rhythm of the night.

* Target Audience
* **Young Professionals (Ages 21–35)**: Urban trendsetters seeking vibrant nightlife and social experiences.
* **Music Lovers & Club Enthusiasts**: Individuals passionate about live DJ performances, electronic music, and dance culture.
* **Tourists & Travelers**: Visitors looking for a unique, must-visit nightlife destination in the city.
* **Creative Community**: Artists, influencers, and culture shapers who thrive in modern, visually stunning environments.

1. **Website Goals and objectives**

* **Increase Brand Awareness**

**Goal:** Make Afterglow the go-to nightlife destination in the city by driving online visibility.

**KPIs:**

* Website traffic: **10,000+ visits/month** within 6 months.
* Unique visitors: **20% month-over-month growth**.
* Social media referral traffic: **25% of total visits**.
* **Drive Ticket & Table Sales**

**Goal:** Use the website as the main hub for online sales and reservations.

**KPIs:**

* Online ticket sales: **50% of total tickets sold**.
* Table/VIP bookings: **200+ per month**.
* Conversion rate (site visitors → ticket purchase): **5–8%**.
* **Build a Loyal Community**

**Goal:** Keep visitors engaged and coming back for future events

**KPIs:**

* Newsletter sign-ups: **1,000 subscribers in the first 3 months**.
* Returning visitors: **30% of total traffic**.
* Social sharing (event pages): **10% of visitors share or engage socially**.
* **Support Marketing & Promotions**

**Goal:** Track and optimize event promotions to boost ROI.

**KPIs:**

* Promo code redemptions: **15% of sales** tied to campaigns.
* Landing page conversions: **10% of visitors click “Book Now”**.
* Cost per acquisition (CPA): **reduce by 20% in 6 months**.

1. **Current Website analysis**

Not applicable, the client doesn’t have a website

1. **Proposed website features and functionalities**

The site works mainly as a menu and trip planning tool providing essential information about the drinks, the atmosphere and the location for first time comers and tourists.

Structure:

The site is a 1-page web application with

* Hero section – featuring the most popular drinks
* Feedback section – outlining essential customer reviews
* Gallery section - showing in more detail how the atmosphere is at afterglow
* Showcase section – in depth description of the drinks and a more information about the company’s moto
* Contact section – showing contact info and directions and the social links

Navigation (Sticky Menu)

* Home → scrolls to Hero
* Drinks → scrolls to Showcase
* Gallery → scrolls to Gallery
* Reviews → scrolls to Feedback
* Contact → scrolls to Contact

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1. **Design and user experience**

* Visual & Branding Features
  + Immersive Design → dark, neon-inspired theme that matches the nightclub vibe.
  + Hero Video or Slider → short looping clips of the club atmosphere (lights, DJs, crowd).
  + Responsive Layout → optimized for desktop, tablet, and especially mobile (nightlife audience uses phones).
* Community & Engagement
  + Gallery / After-Event Photos → high-quality photos from past events (sharable on social media).
  + Video Highlights → short clips of performances and crowd energy.
  + Newsletter Sign-Up → join the “Afterglow Insider” mailing list for updates and exclusive offers.
  + Social Media Integration → Instagram & TikTok feeds embedded live on the site.
* User Experience
  + Fast Loading Speed → optimized images and videos (nightlife users won’t wait).
  + Mobile-First Navigation → simple menu with key actions: Events, Tickets, Book VIP,Contact.
  + Multi-language Option (optional) → for tourists (e.g., English + local language).
  + Accessibility Features → readable text contrast, alt-text on images.
* Contact & Support
  + Contact Form → inquiries for events, private bookings, partnerships.
  + Map & Location Integration → Google Maps showing the club’s address.
  + WhatsApp / Messenger Chat Button → quick way for guests to ask about entry fees or bookings.

1. **Technical requirements**

* Hosting: Vercel (Vercel.com)
* Domain: Domain.co.za
* Frameworks: Next.js, Tailwind CSS, Gsap
* Languages: HTML, CSS, JavaScript

1. **Timeline and milestones**

Afterglow Website Project Timeline

Phase 1 – Planning & Research (Week 1)

• Define brand identity (color palette, fonts, visual style).

• Finalize site structure (Hero, Showcase, Gallery, Feedback, Contact).

• Draft copywriting: brief history, mission/vision, tagline, drink descriptions.

• Milestone: Project scope and site map approved.

Phase 2 – Design (Weeks 2–3)

• Wireframes for each section of the one-page layout.

• High-fidelity mockups with Afterglow branding (dark theme, neon elements).

• UX focus: sticky navigation, smooth scroll, mobile-first design.

• Milestone: Design prototype approved.

Phase 3 – Development (Weeks 4–5)

• Build responsive front-end (HTML, CSS, JavaScript or React if SPA).

• Implement sections:

• Hero: featured drinks + CTA.

• Showcase: detailed drinks + motto.

• Gallery: photo/video lightbox.

• Feedback: reviews carousel or grid.

• Contact: map, social links, quick form.

• Add smooth scroll navigation + animations (hover effects, transitions).

• Milestone: Functional beta version ready.

Phase 4 – Content Integration & Testing (Week 6)

• Upload real photos/videos of Afterglow atmosphere.

• Add customer reviews/testimonials.

• Integrate Google Maps + contact form.

• Optimize for performance (fast load speed, mobile responsiveness).

• Milestone: Fully working site ready for QA testing.

Phase 5 – Launch Preparation (Week 7)

• SEO setup (meta tags, keywords: “Afterglow nightclub [City]”).

• Connect analytics (Google Analytics / Hotjar).

• Final review with stakeholders.

• Milestone: Approval for launch.

Phase 6 – Launch & Post-Launch (Week 8)

• Go live with Afterglow website.

• Monitor site traffic, engagement, and bookings.

• Apply quick fixes from live feedback.

• Milestone: Website successfully launched 🎉.

1. **Budget**

**Per-item averages**

* Domain: **R 200/yr** (fixed)
* Web hosting: (R0 – R4 200) → **R 2 100/yr**
* SSL: **R 0/yr**
* Website design: (R1 500 – R30 000) → **R 15 750** (one-time)
* Images & media: (R0 – R5 000) → **R 2 500** (one-time)
* Content writing: (R2 000 – R10 000) → **R 6 000** (one-time)
* Maintenance: (R5 000 – R30 000) → **R 17 500/yr**

**Averages by bucket**

* **Recurring yearly (domain + hosting + SSL + maintenance):**  
  R 200 + R 2 100 + R 0 + R 17 500 = **R 19 800 per year**
* **One-time setup (design + images + content):**  
  R 15 750 + R 2 500 + R 6 000 = **R 24 250 once**

**First-year average total (one-time + one year of recurring):**  
**R 24 250 + R 19 800 = R 44 050**

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