

Subject Name and Code: Web Development(WEDE5020)

Student Name: Thamanda Sobekwa

Student Number:ST10460780

## Gvllvnt's Loaf Bakery

## Table of Contents

Organisation Overview .....	3
Website Goals and Objectives.....	3
Current Website Analysis .....	4
Proposed Website Features and Functionality .....	4
Design and User Experience .....	5
Technical Requirements .....	5
Timeline and Milestones.....	6
Budget.....	6
References .....	7

## Organisation Overview

Name: Gvllvnt's Loaf Bakery

Brief History: Thamanda "Gvllvnt" Sobekwa, a self-taught baker, founded Gvllvnt's Loaf in 2020 as a passionate home-based business in Soweto. The bakery has a cult following on social media because to its distinctive blend of classic European baking methods with strong, regional South African flavors (such as Rooibos-infused sourdough and Amarula donuts). It successfully raised money through crowdsourcing to establish its first store in Johannesburg's Maboneng Precinct in 2022.

Mission Statement: "To disrupt the local bakery scene by creating innovative, high-quality baked goods that celebrate South African flavours, while creating opportunities for aspiring young bakers in our communities."

Vision Statement: "To be the leading innovative artisanal bakery brand in South Africa, with a social heart and a flavour that's unmistakably Mzansi."

Target Audience: Urban professionals, young foodies, tourists in Johannesburg, and corporates seeking unique catering options for events. Age range 18-45.

## Website Goals and Objectives

Primary Goal: To build a digital flagship store that reflects the brand's innovative and youthful energy, driving both online enquiries and foot traffic to the physical store.

Specific Objectives:

- Showcase the unique product range with a strong visual focus.
- Serve as the primary hub for custom order and catering enquiries.
- Promote the brand's story and its roots in Soweto and Maboneng.
- Drive traffic to its social media profiles and build a community.

Key Performance Indicators (KPIs):

- Number of completed custom order forms submitted per week.
- Increase in followers on Instagram and Twitter from the website.
- Number of catering orders for corporate events.
- Online engagement (time spent on site, pages per session).

## Current Website Analysis

Current Status: Gvllvnt's Loaf does not have a formal website but has a strong presence on Instagram (@gvllvntsloaf).

Strengths: High engagement on social media, strong visual content, clear brand voice.

Weaknesses:

- No Centralised Hub: Customers cannot find all information in one place.
- Inefficient Ordering: Enquiries are handled via DM, which is difficult to manage and track.
- Limited Discovery: Relies solely on algorithm changes on social media platforms.
- Area for Improvement: The website will consolidate the brand's online presence, provide a reliable booking system, and capture a wider audience beyond social media.

## Proposed Website Features and Functionality

Homepage (index.html): Bold hero image, signature products, brand story snippet, strong calls-to-action.

About Us (about.html): Gvllvnt's story, the bakery's journey from Soweto to Maboneng, community mission.

Products (products.html): Dynamic gallery of products categorized into "Signature Loaves", "Township Twist Pastries", and "Custom Cakes".

Enquiry (enquiry.html): A robust form for custom cake and catering quotes, with dropdowns for product type and event date.

Contact (contact.html): Address for the Maboneng store, location of the original Soweto kitchen (for collection only), phone number, and embedded Google Maps.

## Design and User Experience

Design Aesthetic: Urban, bold, vibrant, and modern, with a gritty yet sophisticated feel that reflects its Johannesburg roots.

Colour Scheme: #F5EEE6 (Cream - background), #E83E2C (Vibrant Red - primary, for energy), #000000 (Black - sophistication), #F9A826 (Orange - accent, for warmth).

Typography:

- Headings: 'Poppins' (sans-serif) for a modern, bold feel.
- Body: 'Open Sans' (sans-serif) for clean readability.

Layout and Design: Asymmetrical layouts, bold typography, large full-bleed images. Navigation is clean but prominent.

Wireframes: (Attached in submission). Focus on mobile-first, responsive design.

## Technical Requirements

Hosting: Shared hosting plan from a local provider like Afrihost or Xneelo (formerly Hetzner) (~R99 - R150/month).

Domain Name: gvlvntsloaf.co.za (estimated R150/year for a .co.za).

Programming Languages: HTML5, CSS3, and vanilla JavaScript.

## Timeline and Milestones

Week 1: Project Planning & Content Sourcing (Complete)

Week 2: HTML Structure & Basic Styling (Current Week)

Week 3: Advanced CSS Styling & Responsive Design

Week 4: JavaScript Implementation, Final Testing, and Launch

## Budget

Website Development: (Student project - R0)

Hosting (1 year): R99/month x 12 = R1,188

Domain Name (1 year): R150

Total Initial Cost: R1,338

Annual Maintenance (renewals): R1,338/year

## References

1. ColorHexa. (2023). Color Palettes. Retrieved from <https://www.colorhexa.com/>
2. Google Fonts. (2023). Poppins and Open Sans. Retrieved from <https://fonts.google.com/>
3. Unsplash. (2023). Free Image Library. Retrieved from <https://unsplash.com/>
4. Xneelo. (2023). Web Hosting Solutions. Retrieved from <https://xneelo.co.za/>