

# Cover Page

Student Name: Nhlanhla Joseph Sithole

Student Number: ST10479942

Module code: WEDE5020

Assessment Type: POE Part 1

Group: 1

# Table of Contents

## Contents

Cover Page .....	1
Table of Contents .....	2
1.Organisation Overview.....	3
2. Website Goals and Objectives .....	4
3.Current Website Analysis.....	5
4.Proposed Website Features and Functionality .....	6
5. Design and User Experience .....	7
6.Technical Requirements .....	8
7.Timeline and Milestones .....	9
8.Budget.....	10
9. Reference.....	11

# 1.Organisation Overview

Name: Green Earth Initiative

- **Brief History:** The Green Earth Initiative, a nonprofit organization devoted to environmental preservation and sustainability, was established in 2015. The group mostly works in cities and villages, concentrating on waste reduction programs, tree-planting projects, and educational initiatives that encourage sustainability lifestyles. It can collaborate with the government organizations, local schools, and enterprises over the years to promote environmental awareness and action.
- **Mission Statement:** The Green Earth Initiative is dedicated to fostering both people and the environment through community outreach initiatives, environmental education, and sustainable practices. We collaborate closely with schools, families, and community groups on initiatives like tree planting, waste reduction, and child development programs to bring about long-term change. Our goal is to give people, particularly children, the information, tools, and chances they need to live sustainably, make a positive impact on their communities, and protect the environment for future generations.
- **Vision Statement:** We see a future where all children have the chance to learn, grow, and lead in a sustainable world, and every community prospers in harmony with the environment. The goal of the Green Earth Initiative is to establish a society where environmental stewardship is second nature, where families and organizations work together to preserve natural resources, and where young people who have been given power advocate for sustainability. Our goal is a healthier, greener planet supported by communities that prioritize inclusion, cooperation, and the shared obligation of making a better future.
- **Target Audience:** the website will cater to –
  - Environmentally conscious individuals- Looking for methods to help
  - Volunteers-seeking out chances to contribute to conversation initiatives
  - Donors and sponsors- Interested in supporting projects, both individuals and businesses.
  - Educational institutions- They are interested in working together on initiatives related to sustainability.
- **Slogan:** Growing a Greener Tomorrow, today.



# GREEN EARTH

INITIATIVE

## 2. Website Goals and Objectives

- Primary Goals
  - Raise Awareness: Informs tourists about environmental concerns and the organization's initiatives.
    - Objective-Establish and maintain a simple website with a newsletter subscription and blog to highlight outreach events and news.
  - Boost Engagement: Promote community participation, volunteer sign-ups, and event attendance.
    - Objective- Use digital platforms to encourage community involvement, volunteer sign-ups, and event attendance.
  - Facilitate Donations: Make it simple and safe for donors to make financial.
    - Objective- Make it easy and safe for donors to make financial contributions online.
  - Improve Accessibility: Make sure the website is user-friendly, mobile-friendly, and available to all users, especially those with impairments.
    - Objective- Make sure the Green Earth Initiative website is accessible, mobile-friendly, and inclusive to all users, including individuals with impairments.
  - Strengthen Community Engagement: Increase involvement of families, schools, and neighbourhood stakeholders in the Green Earth Initiative's early childhood development programs.
    - Objective -Create community-based workshops and activities to increase knowledge and abilities in child-cantered development and sustainability.
  - Improve Impact Measurement: Enhance the monitoring and assessment of programs aimed at promoting child development to show results and increase effectiveness.
    - Objective-Improve the monitoring and evaluation of programs for childhood development to show their effects and increase their efficiency.
- Key Performance Indicators (KPIs)

To measure success, the following KPIs will be tracked:

  - Traffic Growth: with six months, there could be a 30% in site visitors.
  - Volunteer Sign-ups: A minimum of 20% increase in sign-ups could occur.
  - Donation Conversation Rate: A 15% increase can rise in online contributions
  - User Engagement: Average sessions length of at least 3 minutes and a bounce rate of less than 50%.

### 3.Current Website Analysis

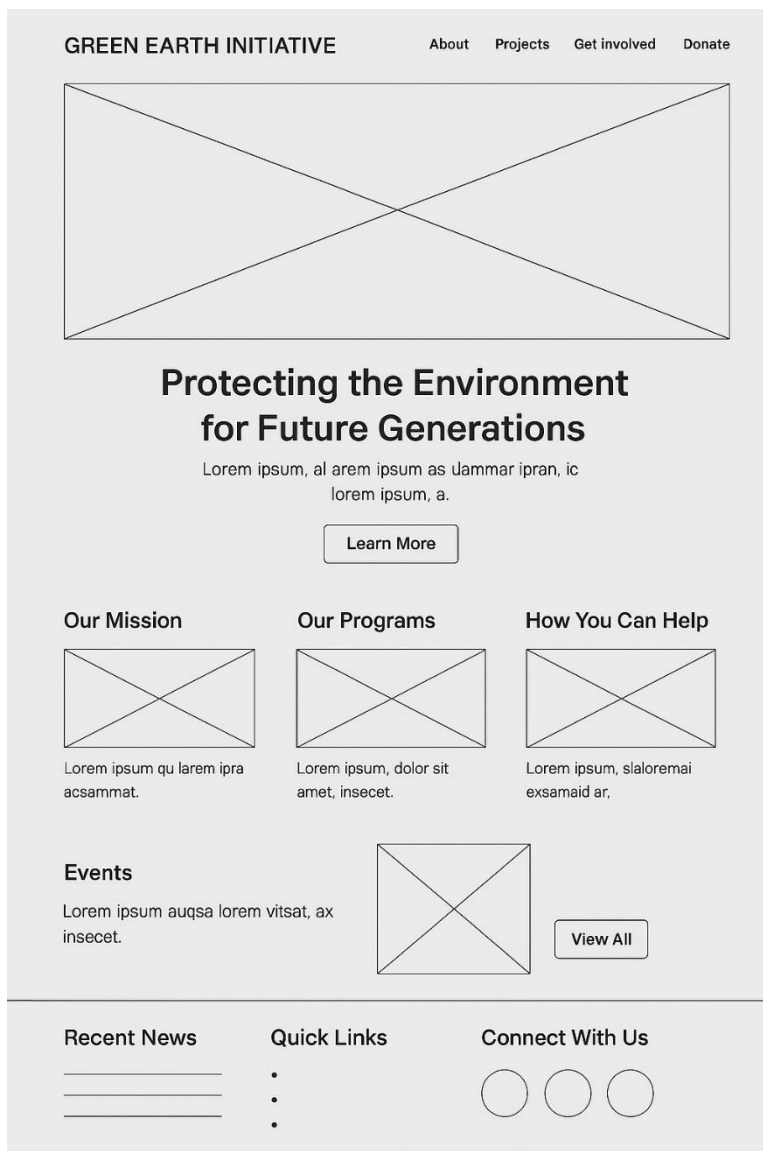
- Strengths
  - The organization's goals and principles are stated clearly.
  - An active blog area that is constantly updated with information on environmental issues.
  - Community involvement is greatly enhanced through social media integration.
- Weaknesses
  - Outdated Design: The website right now seems old-fashioned and aesthetically unappealing.
  - Poor Mobile Responsiveness: Not easy to use on tablets and smartphones.
  - Limited Functionality: There is no volunteer signup form or online giving mechanism.
  - Slow Loading Speed: Due to its subpar performance, the bounce rate is high.
- Areas for improvement
  - Update the design to comply with contemporary web standards.
  - Create a responsive layout that works on all devices.
  - Include interactive elements like an event calendar and a donation portal.
  - Improvement sit speed by using efficient coding and image compression.

## 4. Proposed Website Features and Functionality

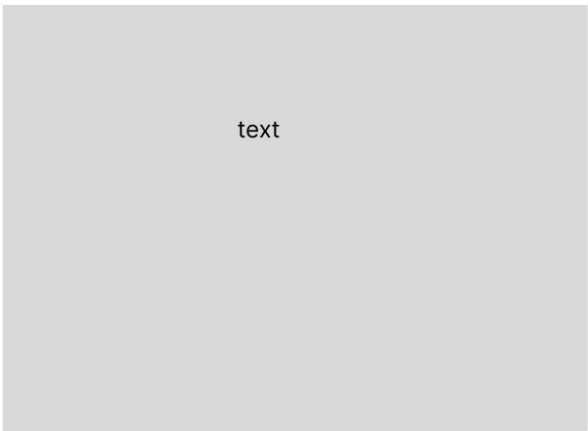
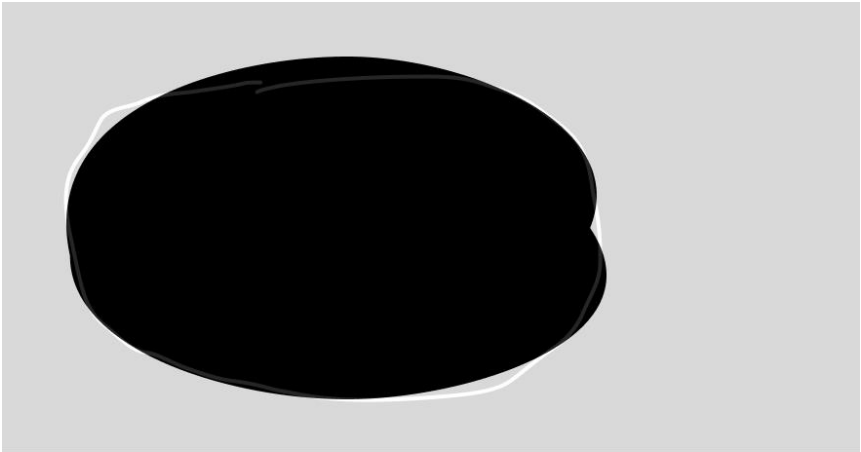
- Cover Pages
  1. Homepage
    - Hero banner with an enticing call to action.
    - Rapid links to improve pages (Donate, Volunteer, Events)
    - Recent blog and news highlights.
  2. About Us
    - Organization's history, objectives, and goals.
    - Introducing the team with biographies and pictures.
    - Impact measures and success stories.
  3. Donate
    - Safe payment gateway (PayPal).
    - Recurring donations options.
    - A transparent accounting of how funds are used.
  4. Services
    - Articles about sustainability that are educational.
    - What we do regarding services.
    - Options for social sharing and user feedback.
  5. Contact us
    - A contact form with a CATCHA to prevent spam.
    - Phone number, Email address, and physical address.
    - Integrated Google Maps for location.
- Additional Functionality
  - Newsletter Subscription: Sign up for the newsletter to get updates via email.
  - Social Media Integration: Live feeds and share buttons
  - SEO Optimisation: Keyword-rich material, alt text, and meta tags.

## 5. Design and User Experience

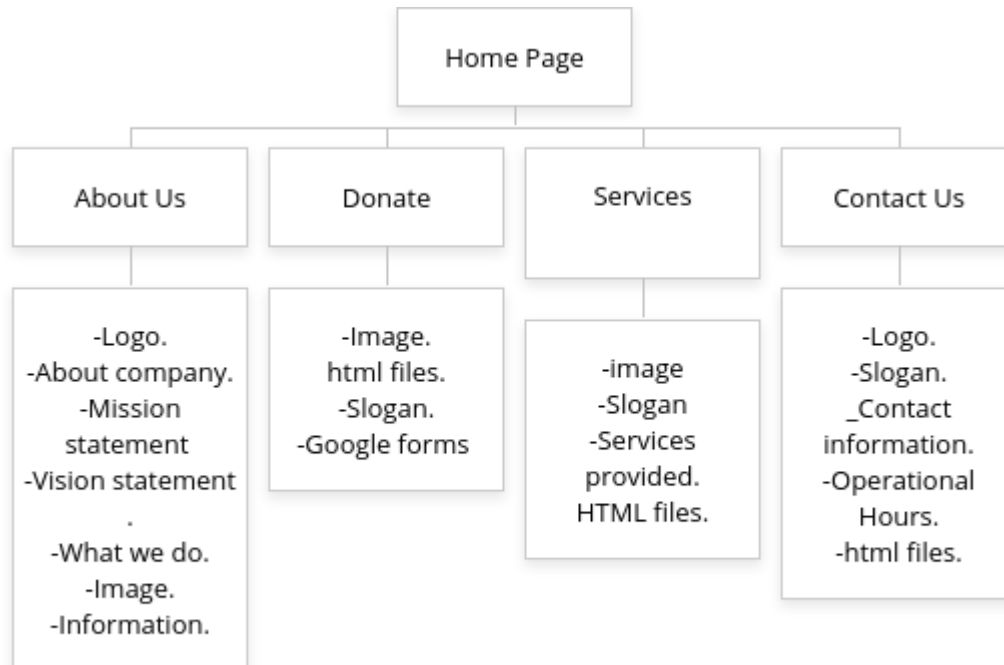
- Colour Scheme
  - Primary: Green (#2E8B57-Symbolising nature)
  - Secondary: White (#FFFFFF- Clean and Moderate)
  - Accent: Earthy Brown (#8B4513- Grounding and Organic)
- Typography
  - Headings: Aptos Bold, 12-24px
  - Body Text: Aptos Regular, 11px
  - Line Spacing 1.5 for readability
- Layout & Navigation
  - Intuitive Menu: Simple access via dropdown navigation.
  - Consistent Branding: Consistent branding includes the placement of the logo, the use of colours, and the design of the buttons.
  - Mobile-First Approach: A responsive design that works across all screen sizes.
- Wireframes







- Site- Map for website



## 6. Technical Requirements

- Hosting & Domain
  - Hosting Provider: Bluehost (shared hosting, R886.72/year)
  - Domain Name: greenearthinitiative.org (R266.10/ year)
- Development Stack
  - Frontend: HTML5, CSS3, JavaScript
  - Backend (if needed): WordPress
  - Additional Resources: Figma (design), GitHub (version control)

## 7. Timeline and Milestones

week	Task	Deliverable
1	Research and Planning	Project proposal
2	Wireframing and design	Low-fidelity, mock-ups
3-4	Development	Functional prototype
5	Testing & Debugging	User feedback, performance fixes
6	Launch & Promotion	Go-live, social media announcement

## 8.Budget

Expense	Estimated
Domain Registration	R266.10
Web Hosting	R886,72
Development (Student Project	R8 873,44 (if outsourced)
Maintenance (Updates, Backups)	R1 775,25
Total	R 11 781,51 (First Year

## 9. Reference

1. Nielsen Norman Group. (2023). Web Usability Guidelines. Retrieved from <https://www.nngroup.com>
2. World Wide Web Consortium (W3C). (2023). Web Content Accessibility Guidelines (WCAB) 2.2. Retrieved from <https://www.w3.org/WA/standards-guidelines/wcag/>
3. Mozilla Developer Network (MDN) 2.2. Retrieved from <https://developer.mozilla.org>
4. Nonprofit Tech for Good. (2023). How Nonprofits can improve their websites. Retrieved from <https://www.techsoup.org>
5. Source: <https://dynamic.design.com/asset/logo/ac66af49-6d0b-428f-b0fe-7e9036d762b7/logo-search-grid-2x?logoTemplateVersion=1&v=638663685331330000&text=Green+Earth+Initiative&layout=auto>
6. SITEMAP - <https://www.gloomaps.com/vglIoAs3Vs>
7. Wireframe - <https://www.figma.com/design/HUMd5ETWdu0iWoEcObPtGe/Untitled?node-id=11-66&m=draw>

