

# Cover Page

Student Name: Nhlanhla Joseph Sithole

Student Number: ST10479942

Module code: WEDE5020

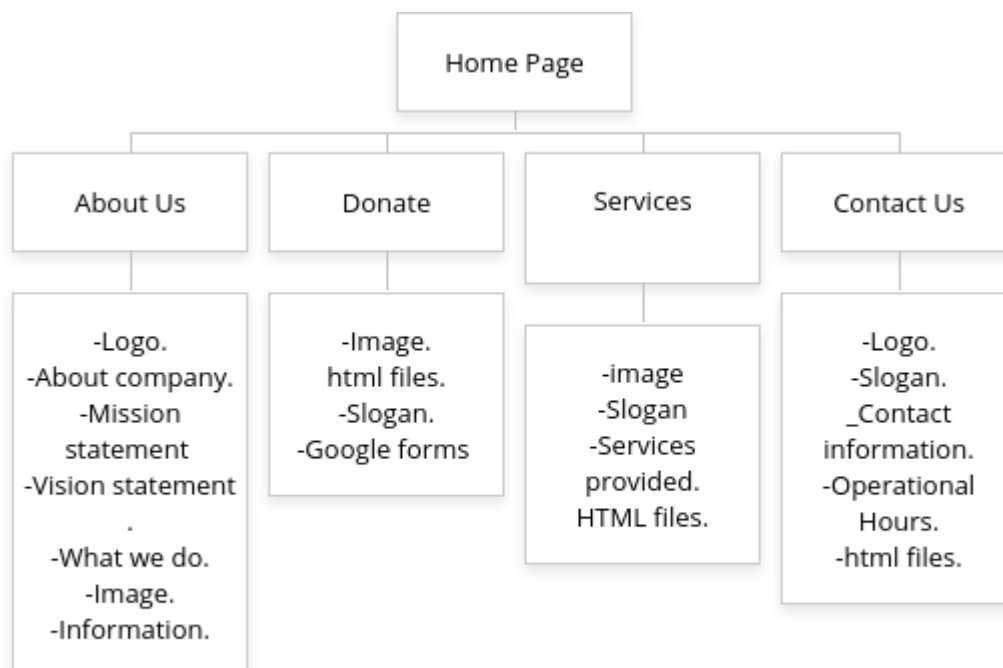
Assessment Type: POE Part 1,2 & 3

Group: 1

# Table of Contents

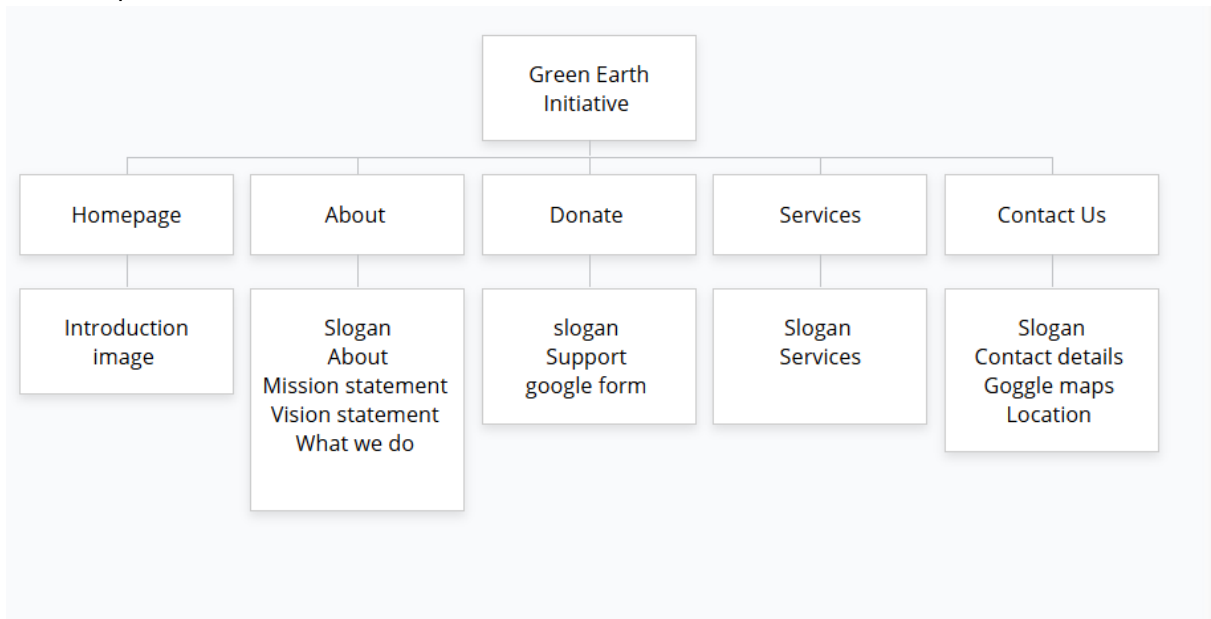
## Contents

Cover Page .....	1
Table of Contents .....	2
1.Organisation Overview.....	4
2. Website Goals and Objectives .....	6
3.Current Website Analysis.....	7
4.Proposed Website Features and Functionality .....	8
5. Design and User Experience.....	9



.....	11
6.Technical Requirements .....	12
7.Timeline and Milestones .....	13
8.Budget.....	14

## 9.SiteMap



.....	16
10. Git Hub Link .....	16
11. Updated proposal/README.md .....	16
12. Github Link .....	22
13. Reference .....	23

# 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.

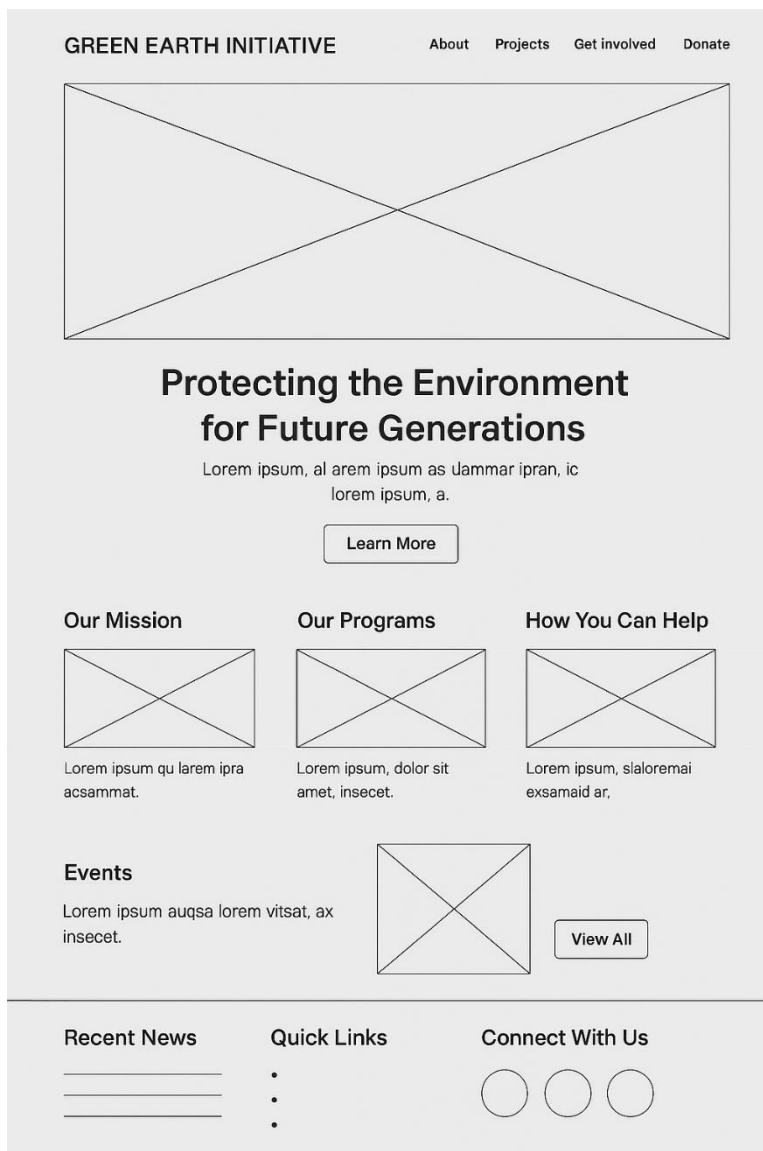
## 4. Proposed Website Features and Functionality

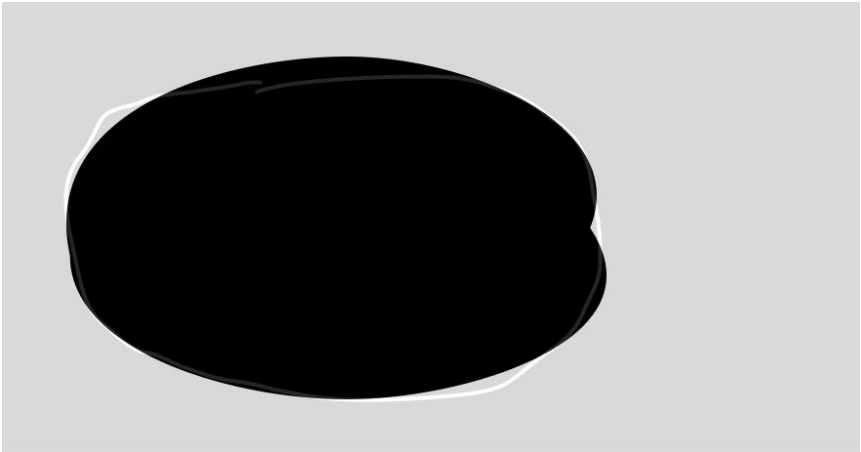
- Cover Pages
  1. Homepage
    - Hero banner with an enticing call to action.
    - Rapid links to improve pages (Donate, Volunteer, Events)
    - Recent blog and news highlights.
  2. About Us
    - Organization's history, objectives, and goals.
    - Introducing the team with biographies and pictures.
    - 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.



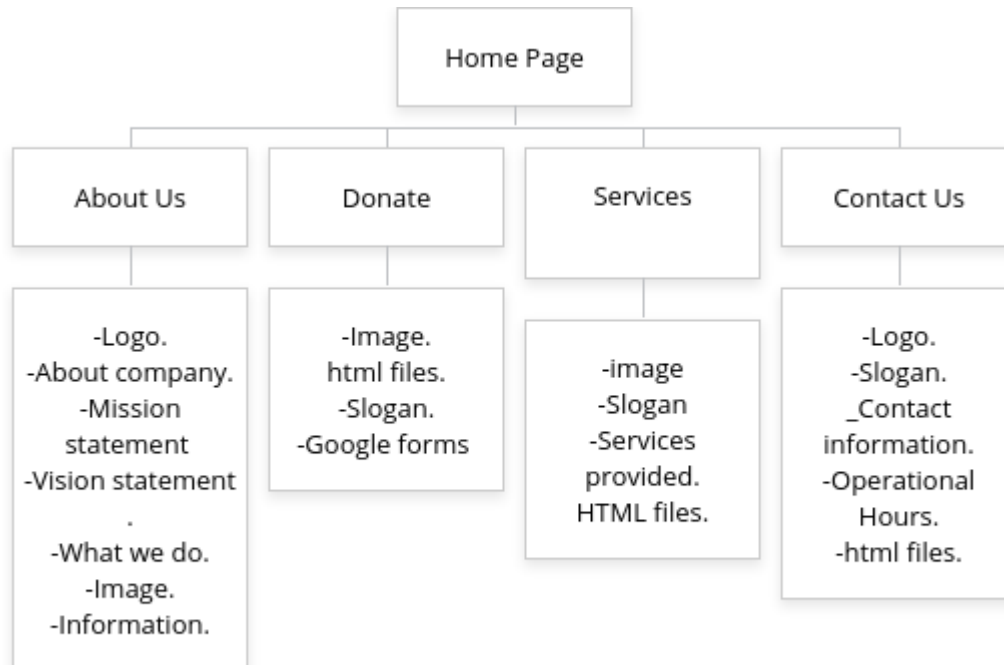
## 5. Design and User Experience

- 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.SiteMap



## 10. Git Hub Link

[https://github.com/JoeN10/Green\\_Earth\\_Initiative.git](https://github.com/JoeN10/Green_Earth_Initiative.git)

## 11. Updated proposal/README.md

### # Project Title

Green Earth Initiative



### # Student Information

Name: Nhlanhla Joseph Sithole

ST10479942

### # Project Overview

- 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: Through community involvement, education, and sustainable practices, we aim to safeguard and maintain the environment for future generations.

- Vision Statement: a planet where people get along with nature and make sure it's a healthy place for all life forms.

- Target Audience: the website will cater to –

- Environmentally conscious individuals- Looking for methods to help

- Volunteers-seeking out chances to contribute to conservation 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.

## **# Website Goals**

- Primary Goals

- Raise Awareness: Informs tourists about environmental concerns and the organization's initiatives.

- Boost Engagement: Promote community participation, volunteer sign-ups, and event attendance.

- Facilitate Donations: Make it simple and safe for donors to make financial.

- Improve Accessibility: Make sure the website is user-friendly, mobile-friendly, and available to all users, especially those with impairments.

- Key Performance Indicators (KPIs)

To measure success, the following KPIs will be tracked:

- Traffic Growth: with six months, there could be a 30% increase in site visitors.
- Volunteer Sign-ups: A minimum of 20% increase in sign-ups could occur.
- Donation Conversion 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%.

## **# 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. Get Involved

- Application for volunteering.

- Calendar of forthcoming events.

- Possible partnerships for companies.

#### 4. Donate

- Safe payment gateway (PayPal).

- Recurring donations options.

- A transparent accounting of how funds are used.

#### 5. Blog/Resources

- Articles about sustainability that are educational.

- Downloadable guides, such as “How to reduce waste at home”

- Options for social sharing and user feedback.

#### 6. 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.

## # Timeline and Milestones

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



## # Screenshots of desktop and mobile app











## **# Change Log**

From the feedback given here are some of the changes made.

--The styles.cc were implimented and added into the code of the website.

-- The code from the styles did not have comments but comments were added into the code.

--A sitemap wasn't implimented in the website proposal but has been added into the README.md file.

-- The homepage has been sightly improved.

--Google maps and a new google form have beed added to the website giving the location and form for donations.

-- a screenshot of the website for mobile phone and desktop have been added to the ReadMe.md file.

## **# Test and Iterate**

In order for the website to be user friendly on all devices and platforms.

## **# How to Test Responsiveness**

-- Open it on any sort of browser.

-- click on the name of the website and it,ll take you to the home page of the website.

## Change Log updated changes for POE Part 3

Below are the changes made for POE Part 3 regarding feedback from part 2:

- Fixed HTML structure with proper container elements and semantic markup.
- Implemented responsive navigation that switches between inline for desktop and block for mobile.
- Added proper spacing with container class so content does not touch the edges.
- Improved visual design with cards, grids, and hover effects
- Added interactive elements, like an accordion for FAQs.
- Improved SEO with meta descriptions, proper heading structure, and semantic HTML
- Added JavaScript functionality for a mobile menu, accordion, and form validation.
- Created additional SEO files robots.txt and sitemap.xml

These changes address all the feedback from Part 2 while implementing the required functionality for Part 3, including JavaScript enhancements, SEO optimization, and improved responsive design.

### **# Key Features of Sitemap:**

- Comprehensive Structure: Shows main and subpages, all in clear hierarchical manner.
- Visual Website Map: A visual representation of the site structure
- Organized Sections - Groups pages by type (Main Pages, Resources, Forms)

- Responsive Design - Works perfectly on all device sizes
- Consistent Styling - Matches Green Earth Initiative branding
- Easy to Navigate - Clear links to all important pages
- SEO Friendly: Helps search engines understand your site structure.
- Easy to use: Simple for visitors to find what they are looking for

## # References

1. Nielsen Norman Group. (2023). Web Usability Guidelines. Retrieved from <https://www.ngroup.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. 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/vgliaoAs3Vs>
7. Wireframe - <https://www.figma.com/design/HUMd5ETWdu0iWoEcObPtGe/Untitled?node-id=11-66&m=draw>

## 12. New Github Link Updated

[https://github.com/JoeN10/green\\_earth\\_initiative-2.git](https://github.com/JoeN10/green_earth_initiative-2.git)



## 13. 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 (WCAG) 2.2. Retrieved from <https://www.w3.org/WA/standards-guidelines/wcag/>
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6. SITEMAP - <https://www.gloomaps.com/vglIoAs3Vs>
7. Wireframe - <https://www.figma.com/design/HUMd5ETWdu0iWoEcObPtGe/Untitled?node-id=11-66&m=draw>

Cover Page

Subject Name and Code: WEDE5020 POE

Student Name: Nhlanhla Joseph Sithole

Student Number: ST10479942

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 Milestone	9
8. Budget	10
9. References	11

## 1.Organisation Overview

Name: Rays of Hope Community Development Foundation

Brief History: Rays of Hope began with a single project in 1991 and has expanded to a network of community-based programs that emphasize education support, psychosocial assistance, and family care. Over the years, we have reached thousands of people, and our programs now serve 400 kids and their families. In Alex, the group is actively involved in the community, forging strong ties with community leaders, the police, high schools, the Alexandra Clinic, and the Department of Social Development, allowing it to utilize the right support when it is accessible and required.

Mission Statement: "Rays of Hope oversees a vast array of community outreach initiatives in Alexandra Township (Alex), which is in northern Johannesburg. It is a Public Benefit Organization (PBO) and Non-Profit Company (NPC). The organization works to better every aspect of children and their families' lives, traveling with them from vulnerability to autonomy. As a result, the larger Alex community is left with a lasting impression."

Vision Statement: "Families and future leaders who are strong and empowered live with hope and respect."

Target Audience: Empowerment Partner, volunteers, corporate sponsors, and donators.



Source: <https://raysofhope.co.za/>

## 2. Website Goals and Objectives

Goals: It increases awareness about childhood development in Alexandra Township. It is looking for sponsors for its foundation and nurturing care that it offers for the lifelong learning of the children. Provides an understanding of the tools and gains of the children in the program



Source: <https://raysofhope.co.za/wp-content/uploads/2024/04/Education-Support-300x244.jpg>

### 3. Current Website Analysis

**Strengths:** It has a clear vision and mission statement. It is very much active to the public and its blog section. You are aware and have a clear understanding as to what is going on by the website.

**Weaknesses:** It doesn't specify the donations the foundation receives from the partners and sponsors. Poor design of colour towards the bottom of the pages as the colour chosen messes up the texture and colour of the words written, for the upcoming events and news details. The font of the different colours happens to not look the same as the standard format they use in the above page.

#### 4. Proposed Website Features and functionality

##### Essential Features:

- Home Page
- About Us
- Programmes
- Partners (listed)
- News
- Contact Page for details, and addresses
- Donation Portal (if you'd like to donate something of your choice)

## 5. Design and User Experience

Colour Scheme: White, Red, Yellow.

Typography:

- Headings: Aptos Bold, 18px
- Body Text: Aptos Regular, 11px

Layout and Design: User friendly, Minimalist, easy access navigation

User experience Considerations:

- Easy to read essential features
- Easy access to Donation button
- Evidence of partners and sponsors
- Mobile friendly and web friendly design

Wireframes:





## 6. Technical Requirements

Hosting: Bluehost

Domain Name: raysofhope.co.za

Programming Languages: CSS, JavaScript, HTML

## 7. Timeline and Milestone

Week1: Researched and planned website

Week 2: Designed wireframes and programming languages

Week 3: Started developing the necessity of the website

Week 4-5: Tested and launched the website to the internet

## 8. Budget

Development: R2 000

Hosting: stationary packs at start of year

Maintenance: Helps contributions change the life of the children and provide support to brighten there future.

## 9. References

<https://raysofhope.co.za/donate/>:

<https://raysofhope.co.za/>

<https://raysofhope.co.za/wp-content/uploads/2024/04/Education-Support-300x244.jpg>