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ASSESSMENT

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PART 1 BUILDING THE FOUNDATION: PROJECT ENITIATION

**Target organization:** small business

**Business type:** local electrician services

The selection of this type of business is because a local electrician provides essential services such as electrical repair, installation, and maintenance to homes and small businesses. A website will allow the electrician to advertise for services, provide contact details, show experience, and offer simple means of requesting quotes or scheduling appointment

**Project goals**

This project's main objective is to develop a useful and aesthetically pleasing website for the electrician that successfully satisfies client and company demands. All the services that are offered, including wiring, repairs, installations, inspections, and emergency callouts, will be listed on the website in an easy-to-understand manner for clients. To make it easier for clients to get in touch and arrange services, it will also include necessary contact information and a straightforward online booking or request form. The website will showcase the electrician's professionalism and dependability through client testimonials, certificates, and guarantees in an effort to foster confidence and trust. Additionally, by establishing a strong online presence and drawing in more local clients, the website seeks to increase the company's reach. Lastly, the design will put usability first by being professional, mobile-friendly, and simple to use, guaranteeing that each visitor has a good experience.

1. **Organization Overview**: <<

Name: [Electrical Solutions]

Overview: Founded in 2015, Electrical Solutions is a small, owner-operated company that provides commercial and residential electrical services around the greater Johannesburg area. The business takes pride in providing dependable service, safety, and cutting-edge electrical solutions that are customized to meet the demands of its clients.  
  
Our mission is to supply homes and businesses with safe, economical, and effective electrical services.  
  
Vision: To be Johannesburg's premier electrician, renowned for superior customer service and high-quality work.  
  
Homeowners, small companies, real estate brokers, and contractors in need of expert electrical services are the target audience.

2. **Goals and Objectives of the Website**  
  
Boost reach and visibility by having an online presence.  
  
Make it simple for customers to schedule services and receive quotations.  
  
Use your service portfolio and testimonials to establish credibility.  
  
Provide FAQs and clear, practical advice about electrical safety.  
  
KPIs include the quantity of website visits, quote requests, service reservations, time spent on the site, and bounce rate.

3. **Current Website Analysis**

As of right now, Electrical Solutions has no website. It only has a simple Facebook company page for its online presence. Professionalism and discoverability are restricted by the absence of a dedicated website.

4. **Proposed Website Features and Functionality**

Homepage with value proposition and branding.

"About Us" page including company qualifications and history.

"Services" page including services provided (i.e., rewiring, lighting, inspections).

"Contact" page including contact form, phone/email, map.

"Request a Quote" form including job details and preferred dates.

Testimonials from past customers.

Blog/Resources including general DIY safety tips and FAQs.

5. **Design and User Experience**

Color Scheme: Blue, white, and grey (trust and professionalism).

Typography: Sans-serif fonts (e.g., Open Sans for body, Roboto for headings).

Layout & Design: Simple layout with icons for types of services, CTA buttons (e.g., "Get a Quote"), mobile responsiveness.

UX Considerations: Clear navigation menu, fast loading, mobile-first, engaging call-to-actions.

Wireframes: To be designed showing homepage, services page, and contact page layouts.

6. **Technical Requirements**

Hosting: Shared hosting with a reputable provider (e.g., Afrihost or Hottinger).

Domain: electricalsolutions.co.za

Technologies: HTML5, CSS3, JavaScript, and optional CMS (WordPress for easy updates).

7. **Timeline and Milestones**

Week 1–2: Research and content planning

Week 3–4: Wireframing and design

Week 5: Development and testing

Week 6: Final testing, launch, and feedback

8. **Budget**

Domain: R150/year

Hosting: R600/year

Design & Development: R3,000 (once-off)

Maintenance: R500/month (optional ongoing support)  
 Estimated total (year 1): R4,250

9. **References**

<https://smallbiztrends.com/2018/05/why-your-local-business-needs-a-website.html>

[blog.hubspot.com/marketing/local-service-business-website](https://blog.hubspot.com/marketing/local-service-business-website)

<https://www.w3schools.com/whatis/>

<https://www.electricalcontractors.org/marketing-for-electricians/>

<https://www.hellobonsai.com/blog/how-much-does-it-cost-to-build-a-website>

Competitor websites (www.citypower.co.za)