

**WEDE5020 POE ST10486227**

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LEHLOGONOLO MOLOBELA Apple Avenue

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## **Website Development Proposal - Apple Avenue**

### **1. Introduction**

This proposal outlines the redesign and enhancement of the Apple Avenue website. The purpose of the updated version is to provide a modern, visually appealing, and user-friendly platform for customers searching for affordable Apple devices across South Africa. The revised design focuses on usability, accessibility, responsiveness, improved branding, and SEO optimisation.

### **2. Purpose of the Website**

The Apple Avenue website serves as an online platform where customers can browse iPhones, AirPods, and related Apple products. The redesign improves product presentation, ensures smooth navigation, and enhances customer trust through a professional layout and structured information.

### **3. Updates Made to the Website**

Several improvements were implemented to modernise the website:

- A carousel displaying iPhones with interactive dots.
- An AirPods carousel using arrow navigation.
- Updated modern UI elements including rounded cards, shadows, and improved spacing.
- SEO optimisation with metadata, canonical tags, Open Graph, and Local Business schema.
- Fully responsive design.
- Redesigned contact form and enquiry form.
- FAQ accordion added to the About page.
- Integrated social media links (Facebook, Instagram, TikTok, WhatsApp).
- Improved search bar with interactive filtering.

### **4. Page-by-Page Breakdown**

- Home Page – Includes hero video section, announcement bar, featured product section, improved navigation, and SEO enhancements.
- About Page – Features updated branding, modern layout, and FAQ accordion.
- Product Page – Full product listing using interactive carousels.
- Enquiry Page – Redesigned glass-style enquiry form.
- Contact Page – Simple and clear layout with updated contact details.

### **5. Tools and Technologies Used**

- HTML5, CSS3, JavaScript

- Custom carousel scripts
- Responsive design (flexbox, grid, media queries)
- SEO and metadata optimisation

## 6. Testing and Optimization

The updated website was tested for:

- Mobile responsiveness
- Carousel performance
- Search input behaviour
- Form validation
- Page loading improvements

## 7. Conclusion

The redesigned Apple Avenue website now provides a more professional, intuitive, and user-friendly shopping experience. The improved layout enhances branding, showcases products more effectively, and increases search engine performance through SEO optimisation. This proposal summarises the full redesign completed for the project.

## References

- Apple. (2024). Apple official website. <https://www.apple.com/>
- Mozilla Developer Network. (2024). Web documentation. <https://developer.mozilla.org/>
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