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WEB DEVELOPMENT

WEDE5020w

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PROJECT PROPOSAL 1: South African National Blood Service (SANBS)

**1. Organization Overview**

Name: South African National Blood Service (SANBS)

Brief History:

SANBS was formed in 2001 to unify South Africa’s provincial blood services (excluding the Western Cape) into a single, efficient, and nationally coordinated system. It ensures the collection, testing, storage, and distribution of safe blood and blood products to over 1,000 healthcare facilities across the country.

Mission Statement:

“To provide all patients with sufficient, safe, quality blood and blood products, and medical services related to blood transfusion, in an equitable and cost-effective manner.”

Vision Statement:

“To be acknowledged nationally and internationally as a centre of excellence in the provision of blood and related services.”

Target Audience:

* First-time and regular blood donors
* Hospitals and healthcare professionals
* Corporate and educational partners
* General South African public

**2. Website Goals and Objectives**

Goals:

* Increase online donor registrations and bookings
* Provide educational resources on blood donation
* Improve access to donation locations and campaigns
* Centralise content for healthcare providers and the news
* To give an updated amount of blood stock levels

Key Performance Indicators (KPIs):

* +20% increase in website traffic in 6 months (baseline: ±120k monthly visits)
* +25% increase in donor appointments booked online within 6 months
* Bounce rate reduced below 45%
* Average user session duration > 2.5 minutes
* 5,000 newsletter subscribers in 6 months
* 10% increase in repeat donor logins through donor portal

**3. Current Website Analysis**

Current Website: sanbs.org.za

Strengths:

* Existing donor tools and mobile campaign info
* Recognised and trusted national brand
* Social media integration

Weaknesses:

* Outdated design and layout
* Poor mobile responsiveness
* Lack of personalisation for repeat donors
* Cluttered navigation and limited CTAs

Improvement Areas:

* More intuitive donation booking flow
* Better user segmentation (e.g. donors, media, partners)
* Modernised UI/UX for mobile
* Add donor dashboard and appointment reminders

**4. Proposed Website Features and Functionality**

* Homepage: Real-time blood stock levels, donation CTAs, campaign highlights
* Book a Donation: Integrated map & calendar system, filter by city/province
* Donor Portal: Secure login, donation history, appointment reminders, gamified rewards (badges for milestones e.g., 5th/10th donation)
* Educational Hub: FAQs, myths, explainer videos, donor eligibility checker quiz
* Mobile Drive Finder: Location-aware map with live updates on mobile devices
* News & Press Room: Media releases, upcoming events, impact reports
* Corporate & School Engagement Section (partnership opportunities)
* Newsletter Signup with donor stories & health tips
* Multilingual Support: English, Afrikaans, isiZulu, isiXhosa

**5. Design and User Experience**

Colour Scheme:

* Deep Red
* Charcoal
* White
* Gold

Typography:

* Headings: Montserrat
* Body: Open Sans

Layout/UX Notes:

* Sticky navigation bar with dropdowns
* Strong CTAs: “Book Now,” “Am I Eligible?”, “Find a Drive”
* Fully responsive (desktop, tablet, mobile)
* Accessibility: WCAG 2.1 compliance (contrast ratios, keyboard navigation, screen reader support)

**6. Technical Requirements**

**Hosting & Domain:** Existing (sanbs.org.za) — recommend scalable cloud hosting upgrade

**Frontend:** React (for interactivity, maps, donor dashboards)

**Backend:** Node.js with MySQL or MongoDB

**Fundamental tools:** Html, CSS, Js, Github and VS code.

**CMS:** Strapi (headless CMS for flexible content delivery)

**APIs:**

* Google Maps API (drive locator)
* SMS & Email (Twilio / local provider)
* Analytics & SEO tracking (Google Analytics 4, Search Console)

**Security & Compliance:**

* SSL/TLS Encryption
* Role-based access controls
* POPIA compliance (Protection of Personal Information Act)
* Regular security audits

**Version Control:** GitHub / GitLab

**7. Timeline and Milestones**

|  |  |  |
| --- | --- | --- |
| Phase | Timeframe | Deliverables |
| Planning & Wireframes | 2 weeks (4-17 August) | Wireframes, content map |
| UI/UX Design | 3 weeks (18 August -7 September) | Mockups, responsive layouts |
| Development | 4 weeks (8 September- 5 October) | Frontend, backend, CMS |
| Integration & Testing | 2 weeks (6-19 October) | API, donor portal, QA testing |
| Compliance Review | 1 week (20-24 October) | POPIA/security checks |
| Final Launch | 1 week (27-31 October) | Deployment, staff training |

**8. Budget Estimate**

|  |  |
| --- | --- |
| Item | Cost (ZAR) |
| Domain registration | R95-R120 |

**SANBS Sitemap**

SANBS Website

Homepage

About Us

- Mission

- Where to donate

- Why donate

Blood Products & Services

- Live Blood Stock Levels

Sign in

-Email

-Password

News

-Updates

Contact

- Social media

-Privacy policy

**References:**

1. SANBS Official Website

South African National Blood Service. (2024). About Us. Retrieved from:

<https://sanbs.org.za>