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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 press

Key Performance Indicators (KPIs):

* 30% increase in monthly website traffic
* 25% increase in donor appointments booked online
* Bounce rate below 40%
* Average user session > 2 minutes
* 5,000 newsletter subscribers in 6 months

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* Outdated design and layout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 campaigns, donation CTA, awareness banners
* Book a Donation: Integrated map and calendar system
* Donor Portal: Secure login to track past and future donations
* Educational Hub: Animated explainer videos, FAQs, myths
* Mobile Drive Finder: Location-aware map with live updates
* News & Press Room: Media releases, events, impact reports
* Corporate/School Engagement Section
* Newsletter Signup
* Multilingual Support: English, Afrikaans, isiZulu

5. Design and User Experience

Colour Scheme:

* Deep Red
* Charcoal
* White
* Gold

Typography:

* Headings: Montserrat
* Body: Open Sans

Layout/UX Notes:

* Sticky navigation bar
* CTA buttons: “Book Now,” “Am I Eligible?”, “Learn More”
* Fully responsive and ADA accessible

6. Technical Requirements

* Hosting & Domain: Existing (sanbs.org.za) — host upgrade recommended
* Frontend: HTML5, CSS3, JavaScript (React for interactivity)
* Backend: Node.js or PHP with MySQL
* CMS: WordPress (custom) or Strapi (headless)
* APIs: Google Maps API, SMS/email reminders, analytics
* Other tool: Github

7. Timeline and Milestones

|  |  |
| --- | --- |
| Phase | Timeframe |
| Planning & Wireframes | 1 week |
| Ul/UX Design | 2 weeks |
| Development | 3 weeks |
| Integrations & Testing | 1 week |
| Final Review & Launch | 1 week |
| Total Duration | -8 weeks |

8. Budget Estimate

|  |  |
| --- | --- |
| Item | Cost (ZAR) |
| UI/UX Design | R8,000 |
| Full Stack Development | R14,000 |
| Hosting Upgrade | R2,500 |
| CMS Integration | R4,000 |
| Maintenance (6 months) | R3,500 |
| Total Estimated Budget | ~R32,000 |

**References:**

1. SANBS Official Website

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

<https://sanbs.org.za>

PROJECT PROPOSAL 2: Western Cape Blood Service (WCBS)

1. Organisation Overview

Name: Western Cape Blood Service (WCBS)

Brief History:

WCBS was established in 1938 and operates as an independent non-profit organisation responsible for collecting and supplying blood in the Western Cape. They work closely with local communities, hospitals, and tertiary institutions to encourage safe blood donation.

Mission Statement:

“To collect sufficient safe blood from voluntary donors to meet the needs of patients in the Western Cape.”

Vision Statement:

“To be the preferred supplier of safe blood in the Western Cape through innovation, efficiency, and community engagement.”

Target Audience:

* Students and young professionals
* Western Cape residents
* Local NGOs and schools
* Community health workers and educators

2. Website Goals and Objectives

Goals:

* Improve awareness and local engagement
* Offer easy mobile booking and donation criteria checks
* Promote donation drives at schools, campuses, and malls
* Display real-time blood stock levels

Key Performance Indicators (KPIs):

* 50% increase in mobile traffic
* 20% more student blood donors
* 15% higher social sharing rate from blog posts
* 500+ new newsletter subscribers in 3 months

3. Current Website Analysis

Website: wcbs.org.za

Strengths:

* Simple, focused information
* Basic location and donor eligibility content
* Clean layout

Weaknesses:

* No user engagement tools
* No booking or donor portal
* No interactive blog, videos, or donor stories
* Doesn’t reflect community initiatives
* No feedback in terms of those whose life has been impacted

Improvement Areas:

* Stronger storytelling
* Mobile-first design
* Visual and interactive content
* Donation appointment integration

4. Proposed Website Features and Functionality

* Homepage: Upcoming drives, real-time blood levels
* Book a Donation: Form-based booking with SMS reminder
* Donor Stories: Community impact section
* Eligibility Quiz: Interactive checklist
* Education Resources: Downloadable guides, animations
* Contact Page: Chat widget, contact form
* Blog Section: Articles on wellness, safety, events
* Partnership Portal: For NGOs and schools

5. Design and User Experience

Colour Scheme:

* Navy Blue
* Bright Red
* White
* Light Grey

Typography:

* Headings: Poppins
* Body: Lato

UX Highlights:

* Collapsible menus on mobile
* Visual icons for key info
* Donor leaderboard for engagement

6. Technical Requirements

* Hosting & Domain: Existing domain remains
* Frontend: HTML, CSS, Bootstrap
* CMS: WordPress
* Booking: Gravity Forms + WhatsApp API or custom PHP backend
* Analytics via Google Tag Manager

7. Timeline and Milestones

|  |  |
| --- | --- |
| Phase | Timeframe |
| Content Planning | 1 week |
| Wireframing | 1 week |
| UI/UX Design | 1 week |
| Development & CMS Setup | 3 weeks |
| Testing & Launch | 1 week |
| Total Duration | ~7 weeks |

8. Budget Estimate

|  |  |
| --- | --- |
| Item | Cost (ZAR) |
| UI/UX Design | R6,000 |
| Development | R10,000 |
| Booking Integration | R3,000 |
| Hosting Upgrade (optional) | R1,500 |
| Maintenance (6 months) | R2,000 |
| Total Estimated Budget  ↓ | ~R22,500 |

**References:**

1. WCBS Official Website

Western Cape Blood Service. (2024). About WCBS. Retrieved from:

<https://www.wcbs.org.za>