Faculty of Information and Communications Technology

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Part 1

Web Development

WEDE5020

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Organisation Overview

Name:

All About Perfume

History:

All About Perfume is a small South African business that sells fragrances from The Perfume Co. Africa. The business was started to make high-quality, luxury-inspired perfumes more affordable and accessible to everyday people (The Perfume Co. Africa, n.d.)

Mission:

To provide long-lasting perfumes at affordable prices.

Vision:

To become the most trusted local brand for affordable perfumes in Africa.

Target Audience:

Young professionals, students, and perfume lovers who want designer-quality scents at budget-friendly prices.

Website Goals and Objectives

The website will:

- Show perfume collections with product details and images.

- Allow customers to send enquires or place orders.

- Share business information (about the brand, contact details).

- Attract new customers through a professional online presence.

Key Performance Indicators (KPIs):

- Number of visitors to the site per month.

- Number of enquires or orders made through the site.

- Growth in social media engagement linked from website.

- (Cobalt Workplace, n.d.).

Current Website Analysis

Currently, All About Perfume does not have a website. Products are only marketed through WhatsApp and social media. This makes it hard for customers to view the full product range.

Weaknesses without a website:

- Limited product visibility.
- No central place for customers to learn about the brand.
- Customers rely on word of mouth or social media to find information.
- (Mukherjee, 2025).

The new website will make it easy for customers to learn about the products, by becoming the official website.

Proposed Website Features and Functionality

The website will have:

- **Homepage (index.html):** Welcome message, featured perfumes, and links to products.

- **About Us (about.html):** History, mission, and vision.

- **Products (products.html):** List of perfumes, descriptions, and images.

- **Enquiry Page (enquiry.html):** A form for customers to ask about perfumes, prices, or delivery.

- **Contact Page (contact.html):** Contact details and links to social media.

Design and User Experience

Colour Scheme:

- Gold (luxury, quality)
- Black (elegance)
- White (simplicity)

Typography:

- Headings: Stylish serif font to represent luxury.
- Body text: Clean sans-serif font for readability.

Layout & Wireframes:

- Clear navigation bar (Home | About | Products | Enquiry | Contact).
- Large perfume images on homepage
- Product grid with images and details.
- Contact form.

Technical Requirements

- **Domain & Hosting:** Register domain (allaboutperfume.co.za) with affordable shared hosting.

- **Languages:** HTML5, CSS3, JavaScript.

Timeline and Milestones

- Week 1: Research and gather content (images, descriptions, brand assets).

- Week 2: Create sitemap, folder structure, and wireframes.

- Week 3: Create HTML pages with navigation and content.

- Week 4: Testing and debugging.

- Week 5: Finalise the project, update GitHub, and submit.

Budget

- Domain: R120 per year
- Hosting: R1 200 per year
- Development: R5 000 once off
- Maintenance: R250 per month for updates and support
- (Mansa Digital Agency, 2025).

Sitemap
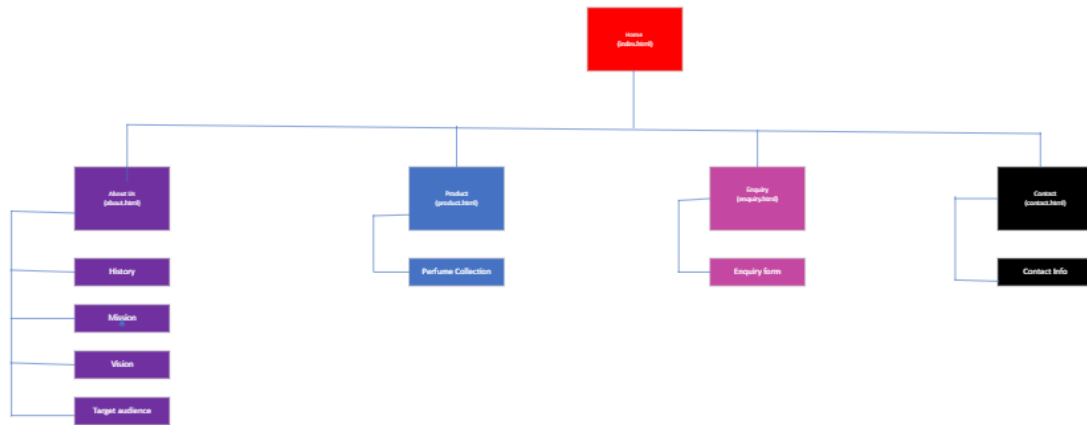
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