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Communications Technology

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Part 1

Web Development

WEDE5020

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Organisation Overview

Name:

All About Perfume

Get to Know Us:

We are a small South African business passionate about making great fragrances more accessible. At All About Perfume, we offer high-quality scents from The Perfume Co. Africa, as well as perfumes inspired by luxury brands, at affordable prices.

We do not make the perfumes ourselves; we simply bring them to you with care, so you can smell amazing and feel confident every day (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 adults to middle-aged individuals who truly appreciate great scents

Website Goals and Objectives

The website will:

- Show perfume collections with product details and images.
- Allow customers to send inquiries 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 inquiries or orders made through the site.
- Growth in social media engagement linked to the website.
- (Cobalt Workplace, n.d.).

Current Website Analysis

Currently, All About Perfume does not have a website. Products are only marketed through some social media platforms. 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 our products, as it will serve as the official website.

Proposed Website Features and Functionality

The website will have:

- **Homepage (index.html):** Welcome message and cover image of our website.
- **About Us (about.html):** Get to Know Us, our mission, vision, and target audience.
- **Products (products.html):** List of some of our perfume collection; name of perfume, image of perfume, belongs to her or him, size of the perfume, and inspiration behind it.
- **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:

- Soft Pink (#ffe6f0): Background (overall page).
- Light Pink (#ffb6c1): Header & footer backgrounds.
- Hot Pink (#ff69b4): Navigation links, accents, and decorative elements.
- Signature Pink (#d4006e): Headings and hover effects.
- Blush Pink (#ffe4ec / #fff0f5): Article and content backgrounds.
- Deep Rose (#5a2947): Main text.
- Dimmed Rose (#a84e6c): Footer text.

Typography:

Headings (h1 & h2):

- Font: Pacifico (whimsical, cursive).
- Colours: Signature pink (#d4006e) for main heading, hot pink (#ff69b4) for subheadings.

Body Text:

- Font: Comic Sans MS, cursive, sans-serif (playful & bubbly).
- Colour: Deep rose (#5a2947).

Layout:

- Clear navigation bar (Home | About | Products | Enquiry | Contact).
- Welcome message and large cover images on homepage
- Get to know us, mission, vision, and target audience on the about page
- Product grid with images and details on the product page.
- Enquiry form on the enquiry page
- Contact details and social media links.

Wireframes:

HomeAboutProductEnquiryContact

WELCOME

HomeAboutProductEnquiryContact

Get to Know Us

Mission

Vision

Target audience

HomeAboutProductEnquiryContact

PRODUCTS

HomeAboutProductEnquiryContact

ENQUIRY

Name

Email

Message

Submit

HomeAboutProductEnquiryContact

CONTACT

Phone

Email

Social media platform

Technical Requirements

- **Domain & Hosting:** Register the domain (allaboutperfume.co.za) with affordable shared hosting.
- **Languages:** HTML5, CSS3, JavaScript.

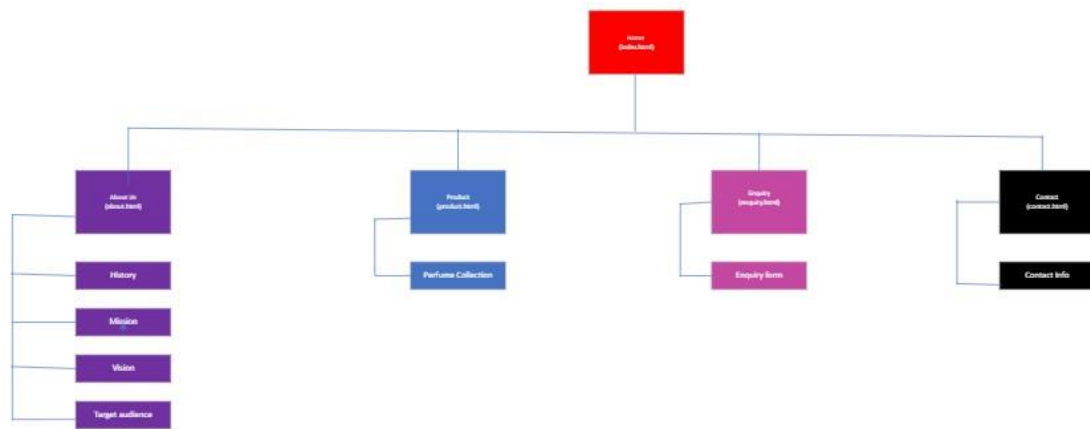
Timeline and Milestones

- 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



Referencing list:

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