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**SUBJECT NAME:** Web Development

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## 1. Organization Overview

- **Name:** The Muffin & Scone Co.
- **Brief History:** With the straightforward goal of providing local communities with freshly baked, healthful, and decadent delicacies, the Muffin & Scone Co. was established. Since our humble beginnings as a bakery focused on honing the craft of muffins and scones, we have developed into a reputable brand for high-quality baked goods that combine classic recipes with contemporary touches. We now proudly serve a large selection of muffins, scones, cakes, hot drinks, cold drinks to both corporate and everyday clientele in Johannesburg and Sandton. Freshness, consistency and providing unforgettable experiences are still our top priorities, whether it is a special gathering, an office meeting, or a morning coffee break.
- **Mission:** To delight our customers with freshly baked, high-quality muffins and scones, cakes, combining traditional recipes with a modern twist, while creating a warm and welcoming experience in every bite.
- **Vision:** To be the leading bakery in Johannesburg and Sandton, known for exceptional baked goods, innovation, and a commitment to community and customer satisfaction.
- **Target Audience:** Residents, families, coffee shops seeking suppliers, and event planners looking for custom cakes.

## 2. Website Goals and Objectives

- **Goals:** Bake affordable muffins, scones and cakes for birthday celebrations or special occasions.
- Key Performance Indicators (KPIs):
  - A 20% increase in website traffic within 3 months of launch.
  - Generate at least 5 online orders per week.
  - Increase social media followers by 15% through website integration.

## 3. Current Website Analysis

- **Current Status:** The bakery currently is undergoing a redesign to improve user experience and update its look to better reflect the brand's image.
- **Strengths:** One of the main strengths is its visually appealing design, which attracts customers and keeps them engaged. The website also offers a user-friendly interface, making it easy for customers to navigate and find the information they need.

- **Weaknesses:** One weakness is its lack of mobile responsiveness, making it challenging for customers to access the site on their smartphones or tablets.
- **Areas for Improvement:** Firstly, the website could benefit from optimizing its loading speed to reduce bounce rates and improve SEO rankings. Additionally, incorporating more engaging content such as customer testimonials, product reviews, and interactive elements like quizzes or polls could help increase user engagement and drive conversions. Moreover, enhancing the mobile responsiveness of the site is crucial as more users are accessing websites through mobile devices. Lastly, implementing a more seamless checkout process and adding multiple payment options can streamline the user journey and reduce cart abandonment rates.

#### 4. Proposed Website Features and Functionality

- **Essential Pages:** Home, About Us, Our Products, Gallery, Contact.
- **Desired Functionality:** A simple order form for collection (on the Products page), an embedded Google Map, and a gallery of product images.

#### 5. Design and User Experience

- **Color Scheme:** Warm and inviting palette: F8E0C8 (cream), A56F4A (brown), 333333 (dark grey for text).
- **Typography:** 'Playfair Display' for headings (elegant, serif), 'Lato' for body text (clean, sans-serif).
- **Layout and Design:** Clean, minimalist design with high-quality photography. Easy navigation with a sticky header.
- **User Experience:** Intuitive menu, clear call-to-action buttons (e.g., "View Menu", "Order Now"), and a mobile-responsive layout.
- **Wireframes:** (You must draw and insert simple wireframes for the homepage and product page here).

#### 6. Technical Requirements

- **Hosting:** Shared hosting plan from a provider like Afrihost or Xneelo
- **Domain Name:** <http://TheMuffinAndSconeCo.com>

- **Languages/Frameworks:** HTML5, CSS3, and vanilla JavaScript. No frameworks needed for this scale.

## 7. Timeline and Milestones

- **Week 1-2:** Planning, Content Gathering, HTML Structure (Part 1 Submission)
- **Week 3-4:** CSS Styling & Responsive Design (Part 2 Submission)
- **Week 5-6:** JavaScript Functionality, Forms, SEO (Part 3 Submission)

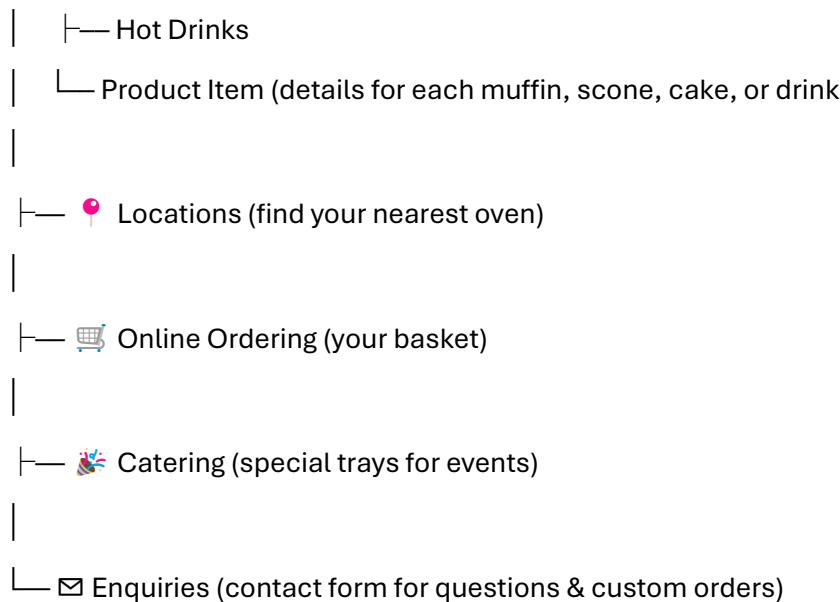
## 8. Budget

- **Equipment:** R5,000 – R10,000
- **Packaging materials:** R1,000 – R2,000
- **Business registration & licenses:** R500 – R1,000
- **Marketing:** R1000 – R3,000
- **Basic monthly maintenance/updates:** R300 – R1,500/month

**Total Startup Costs:** Approximately R17,500

## Site map

- . Home (the shop front)
  - |
  - | — 🍜 About Us (our story & values)
  - |
  - | — 🎂 Menu (the display shelves)
    - | — Muffins
    - | — Scones
    - | — Cakes
    - | — Combos
    - | — Cold Drinks



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## Rubric



Rubric.pdf