LAPWRD Portfolio

Web Development



# Lungelo nxam St10465445

## Web Development Project Proposal: LAPWRD – Pre-Owned Laptops Website

### 1. Organisation Overview

**Name:** LAPWRD

**Background:** LAPWRD is an online platform that specializes in affordable second hand laptops for students and professionals

**Mission:** To make an easy access platform where you can find laptops at an affordable price

**Vision:** To be South Africa’s number 1 leading second hand laptops platform

**Target Audience:** Students and people who are looking to purchase laptops on a tight budget

### 2. Website Goals & KPIs

**Goals:**

* Show laptops and their price ranges
* Allow to browse available laptops
* Show our business details

**KPIs:**

* Number of visitors
* Time spent on the website
* Buy and sell rates

### 3. Current Website Analysis

Theirs is currently no website available for LAPWRD as it is a new platform created from scratch

### 4. Proposed Features

* Our homepage that Showcase the available laptops
* The product listing page that display the prices of the laptops and images
* About page

### 5. Design & UX

**Colour Scheme:** Basic White and Grey with a bit of yellow  
**Fonts:** Roboto  
**Layout Ideas:**

* Header and the site Logo
* Sections with each laptop item
* Contact information

**Wireframes:** Will be drawn by hand to plan the structure of each page.

### 6. Technical Requirements

**Languages:** HTML5  
**Hosting:** GitHub Pages  
**Domain:** Free GitHub subdomain  
**Tools:** Visual Studio Code

### 7. Timeline & Milestones

| **DAY** | **TASK** |
| --- | --- |
| 1 | Planning, and writing the proposal |
| 2 | Creating the homepage using HTML |
| 3 | Create the product listing |
| 4 | Adding the about page and our contact details |
| 5 | Final review and submit |

### 8. Budget

This project will be complete zero charges

### 9. References

* [cashconverters.co.za](https://www.cashconverters.co.za) – Reference for second-hand product listings and business model
* [cashcrusaders.co.za](https://www.cashcrusaders.co.za) – Reference for product categories, pricing structure
* www.freecodecamp.org – Reference for learning HTML