

PART 1

BACHELOR IN
BUSINESS SYSTEMS
WEB DEVELOPMENT
(WEDE5020)

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Proposal 2: UrbanThreads Clothing

1. Organisation Overview

- Name: UrbanThreads Clothing
- History: Founded in 2018, UrbanThreads is a trendy online clothing store that offers affordable, stylish apparel for young adults. They focus on fast fashion with a commitment to ethical sourcing.
- Mission Statement: "To make fashion accessible and fun for everyone."
- Vision Statement: "A world where style meets sustainability."
- Target Audience: Fashion-conscious young adults aged 18-35.

2. Website Goals and Objectives

Primary Goals:

1. Increase online sales of clothing and accessories.
2. Build a loyal customer base through engaging content.
3. Showcase new arrivals and seasonal collections.

Key Performance Indicators (KPIs):

- Achieve a 20% increase in online sales within 3 months.
- Grow social media followers by 30%.
- Reduce cart abandonment rate by 15% (Krug, 2014).

3. Current Website Analysis

Strengths:

- Visually appealing design with high-quality product images.
- Active social media presence.

Weaknesses:

- Slow website loading speed.
- Lack of customer reviews and ratings.
- Limited filtering options in the shop, which hinders user experience (Duckett, 2011)

4. Proposed Website Features and Functionality

Essential Pages:

1. Homepage: Highlight new arrivals, promotions, and featured collections.

2. Shop: E-commerce platform with advanced filtering options.
3. About Us Share the brand's story and values.
4. Blog: Fashion tips, style guides, and behind-the-scenes content.
5. Contact Us Contact form and customer support details.

5. Design and User Experience

Colour Scheme:

- Primary: Black (#000000) and White (#FFFFFF).
- Secondary: Pink (#FFC0CB) and Gold (#FFD700).

Typography:

- Headings: "Oswald" (Bold).
- Body Text: "Roboto" (Regular).

Layout and Design

- Sleek, modern design with a focus on visuals.
- Use of bold typography and high-contrast colours (Duckett, 2011)

User Experience Considerations:

- Easy-to-use filters and sorting options in the shop.
- Quick view and add-to-cart functionality.

6. Technical Requirements

- Hosting: Shared hosting plan.
- Domain Name: www.urbanthreadsclothing.com.
- Programming Languages: HTML, CSS, JavaScript (W3Schools, 2023)
- Frameworks: Bootstrap for responsive design.

7. Timeline and Milestones

- Week 1-2: Research and planning.
- Week 3-4: Design wireframes and mock-ups.
- Week 5-6: Develop homepage and shop page.
- Week 7-8: Implement e-commerce functionality.
- Week 9-10: Testing and launch.

8. Budget

- Development: ZAR 50,000 (design and coding).
- Hosting and Domain: ZAR 4,000/year.
- Maintenance: ZAR 2,000/month.

REFERENCES

Duckett, J., 2011. *HTML and CSS: Design and Build Websites*. Hoboken: Wiley .

Krug, S., 2014. *Don't Make Me Think: A Common Sense Approach to Web Usability*. Indianapolis: New Riders Publishing.

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