

ST10496028 – Marcus Johnson

(group 2) WEDE5020 POE – Part 1 – Website Proposals

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Proposal 1 – online tea store: Steepd

1. Organisation overview:

- Name: Steepd
- Est. 2020, business began with a group of friends who wanted to bring artisanal tea to the public consciousness and eventually expanded as time went on.
- Mission: To bring artisanal tea into the mainstream.
- Target demographic: health-conscious people with disposable income, people who value and appreciate ethically sourced products and wellness.

2. Website's goals and objectives:

- To attract attention and give an online presence to the Steepd company.
- To allow users to order artisanal teas through the website itself.
- To inform incoming users on the differences between various types of artisanal teas and how best to prepare them.
- To fill the niche of specialized and artisanal teas on the market; giving consumers a centralized online store where they may purchase online teas and learn about the methods of preparation, history, origin, etc.
- To increase awareness, foot traffic and sales of the in-person Steepd store/stores
- KPIs: Number of online orders, enquiries and sales in-store

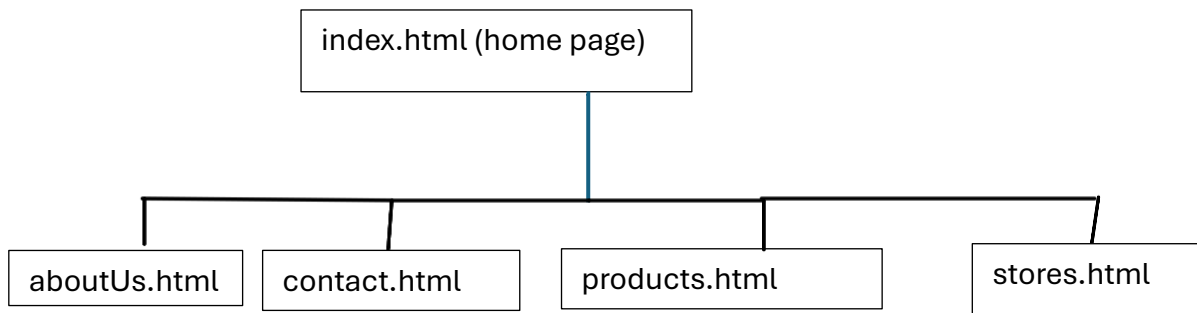
3. 3. Current Website Analysis (if applicable):

- N/A, no existing website.

4. Proposed website features and functionality:

- Home Page (landing page), About Us page, Our Products page (user able to purchase items on this page), Contact Us page, Store locator page.
- 'Our Products' page contains payment gateway integration

Sitemap:



5. Design and user experience:

- Colour scheme: white and black with a monochrome green base and gold accents
- Typography: thick sans serif, monoweight fonts
- Design approach: large header with intuitive navigation, objects get smaller the lower down they get.

(the wireframes are attached alongside this file)

6. Technical requirements:

- HTML, CSS, JavaScript

7. Timeline and Milestones:

- Week 1: Planning, elaboration of wireframes, finalizations of framework, domain provider, and software decisions
- Week 2: HTML outline/structure
- Week 3: Styling and layout of website with CSS
- Week 4: JavaScript framework implementation, including E-commerce purchase implementation
- Week 5: Launch domain and start hosting

8. Budget:

- Domain name purchase: R150/year
- Hosting: R100-R200/month

Proposal 2 – Kneaded Co.

1. Organisation overview:

- Name: Kneaded Co
- Est. 2018
- Mission: To provide high quality bread at an affordable price
- Target demographic: Bread enthusiasts, families

2. Website's goals and objectives:

To establish a digital storefront for Kneaded Co.

- To enable customers to view the daily changing menu of breads and pastries and place orders for in-store pickup.
- To educate visitors on the benefits of slow-fermented sourdough and the traditional baking process.
- To drive foot traffic to the bakery by promoting daily specials, ensuring fresh bread is always available.
- KPIs: Number of online orders placed, reduction of unsold stock at end of day, increase in average customer walk-ins per day.

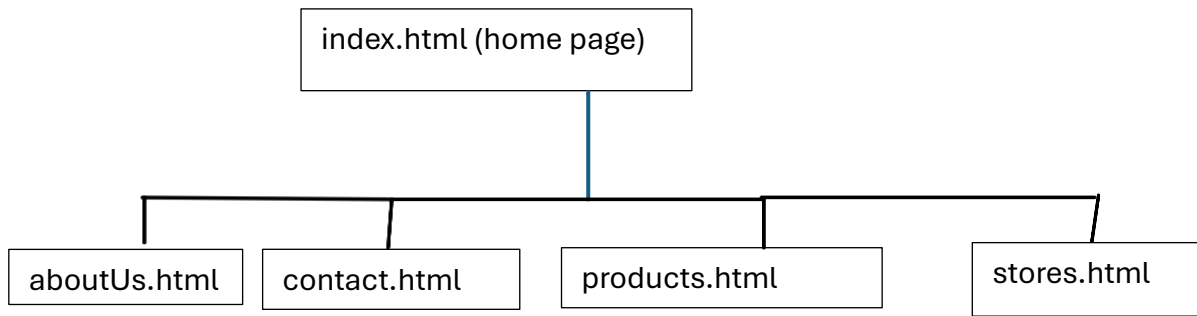
3. Current Website Analysis (if applicable):

- N/A, no existing website.

4. Proposed website features and functionality:

- Home Page (landing page), About Us page, Our Products page (user able to identify stock on this page), Contact Us page (user can order bread in advance from this page), Store locator page.
- 'Our Products' page contains payment gateway integration

Sitemap:



5. Design and user experience:

- Colour scheme: white and black with a monochrome green base and gold accents
- Colour scheme: Warm beige, brown and cream.
- Typography: thick serif fonts
- Design approach: Warm, and rustic aesthetic. Photography will be a key driver, featuring high-quality images of the baking process and finished loaves. Design will feel hearty and authentic.
- Wireframes are attached alongside this file.

6. Technical requirements:

- HTML, CSS, JavaScript

7. Timeline and Milestones:

- Week 1: Planning, elaboration of wireframes, finalizations of framework, domain provider, and software decisions
- Week 2: HTML outline/structure
- Week 3: Styling and layout of website with CSS
- Week 4: JavaScript framework implementation, including E-commerce purchase implementation
- Week 5: Launch domain and start hosting

8. Budget:

- Domain name purchase: R150/year
- Hosting: R100-R200/month

9. References:

- Wireframe templates generated by Figma AI