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**Website project proposal**

**1.TechFix IT Digital Solutions**

TechFix IT Solutions, founded in Johannesburg in 2015, specializes in providing IT consulting, hardware repairs, and software debugging for individuals, students, and small businesses. With over 8 years of experience, TechFix has established a strong reputation for reliable, affordable, and customer-centered IT support.

**Mission and vision statements**

* Mission: Our goal is to provide quick, dependable, and reasonably priced IT help.
* Vision: To become South Africa's go-to source for IT services for small businesses.

**Target Audience:**

* Students needing reliable IT support
* Home office professionals
* Small businesses and startups
* Educational institutions

**2. Website goals and objectives**

The primary goals of the TechFix IT Solutions website are:

* Display IT service offerings, pricing plans, and expertise.
* Allow customers to book consultations and services online.
* Build credibility by showcasing testimonials and case studies.
* Offer free troubleshooting advice and blogs to attract potential clients.
* Improve brand visibility with a professional, accessible online presence.

**KPIs:**

* Increase bookings by 20% within 3 months of launch.
* Achieve 500 monthly visitors within 6 months.
* Publish at least 2 blog posts per month with free tech tips.
* Collect at least 10 positive testimonials within the first year.

**3. Current website analysis**

At present, TechFix only operates via a Google Business Profile with limited customer interaction.

* **Limitations:** No booking system, no blog, limited visibility in search results.
* **Opportunities:** A dedicated website can improve discoverability, client trust, and online bookings.

**4. Proposed website Features**

**Pages:** Home, About Us, Services, Blog, Contact (with Booking).

**Content Sections:**

* Company background, mission, and vision.
* Service portfolio with clear pricing.
* Client testimonials.
* Blog offering troubleshooting tips and tech news.
* Booking form with email integration.

**Technical Features:**

* Responsive design (mobile-friendly).
* SSL-enabled hosting for secure browsing.
* Simple contact forms and mailto integration.
* Expandable structure for future payment gateway integration.

**5.Design and user experience**

* **Colour Scheme:** Blue and grey for a professional, tech-oriented look.
* **Typography:** Arial for headings (bold, clear) and Verdana for body text (easy to read).
* **Layout:**
* Simple and streamlined navigation menu.
* Hero section on homepage with call-to-action buttons.
* Service grid layout for easy comparison.
* Blog/articles section for customer engagement.

**6. Technical requirements**

* **Domain:** techfix.co.za
* **Hosting:** SSL-enabled, high-uptime web hosting package.
* **Tech Stack:** HTML5 and WordPress may be considered later for blog expansion.
* **Scalability:** Site design allows adding future features such as e-commerce, chat support, or online payments.

**7. Timeline and milestone**

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| --- | --- | --- |
| Phase | Duration | Deliverables |
| Planning | 1 week | Finalized sitemap, content outline |
| Design | 1 week | Wireframes, logo & branding |
| Development | 2 weeks | Website coding (HTML) |
| Testing | 1 week | Cross-browser & device testing |
| Launch | 1 week | Website live at techfix.co.za |

**8.Budget**

* Development: R12,000
* Hosting: R1,200/year
* Maintenance: R400/month
* Future Add-ons: Optional (chatbot, payments)

**9.References:**

* Google (2023). *Google Search Essentials*. Retrieved from: <https://developers.google.com/search>
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* Nielsen Norman Group (2024). *Usability Heuristics for User Interface Design*.
* Canva (2025). *Logo created using Canva*.