**1. Company Overview / TechFix IT Digital Solutions**

**Changes:**

* Expanded the description to highlight “over 8 years of experience” and emphasize a strong reputation for reliability, affordability, and customer-centered IT support.
* Target audience was expanded from 3 groups (students, home office users, small businesses) to 4 groups, adding educational institutions.
* Slight wording adjustments for mission and vision to make them more formal:
  + Vision changed from *“Become South Africa's go-to source…”* to *“To become South Africa's go-to source…”*

**2. Website Goals and Objectives**

**Changes / Additions:**

* Added objectives emphasizing credibility and brand visibility, not just services and bookings.
* Added specific content-related goals: building credibility via case studies, blogs for free troubleshooting tips.
* KPIs were expanded:
  + Added **“**Publish at least 2 blog posts per month”.
  + Added **“**Collect at least 10 positive testimonials within the first year”.

**3. Current Website Analysis**

**Changes:**

* Added a “Limitations” and “Opportunities” section to clarify what the current setup lacks and how the website can help.
* Rephrased limitations as *“No booking system, limited visibility in search results”*.
* Added opportunity statements like improved discoverability, client trust, and online bookings.

**4. Proposed Website Features**

**Changes / Additions:**

* Pages updated: **“**About Us” added. Previously it was Home, Services, Booking, Blog, Contact. Now it’s Home, About Us, Services, Contact (with Booking).
* Expanded content sections: Company background, mission/vision, service portfolio, client testimonials, blog, booking form.
* Added technical features section:
  + Responsive design (mobile-friendly)
  + SSL-enabled hosting
  + Expandable structure for future payment gateway
  + Simple contact forms with mailto integration

**5. Design and User Experience**

**Changes / Additions:**

* Color scheme and typography remain similar but were described more professionally:
  + Arial for headings (bold, clear)
  + Verdana for body text (easy to read)
* Layout description was expanded:
  + Hero section with call-to-action buttons
  + Service grid layout for comparison
  + Blog/articles section for engagement

**6. Technical Requirements**

**Changes / Additions:**

* WordPress now explicitly mentioned as optional for blog expansion, not mandatory.
* Scalability details added: **future features like e-commerce, chat support, online payments.**

7. Timeline and Milestones

**Changes:**

* Added a “Deliverables” column to show what is produced in each phase.

8. Budget

**Changes / Additions:**

* Added **“**Future Add-ons: Optional (chatbot, payments)**”**.

9. References

**Changes / Additions:**

* AddedBeaird & George (2014) and Chaffey (2022**)** for more comprehensive academic support.
* Minor reformatting of other references to include full publication details and access dates.