**Mduduzi Mkhwanazi**

**ST10480503**

**WEDE5020**



**Website project proposal**

**1.TechFix IT Digital Solutions**

The Johannesburg-based company TechFix IT Solutions was established in 2015 and specializes in providing IT consulting services to individuals and small businesses, as well as hardware repairs and software debugging.

**Mission and vision statements**

* Mission: Our goal is to provide quick, dependable, and reasonably priced IT help.
* Vision: Become South Africa's go-to source for IT services for small businesses.
* Target Audience: Students in need of dependable IT support, home office users, and small company owners.

**2. Website goals and objectives**

* Display your IT offerings and cost plans.
* Make it possible to schedule consultations and fixes online.
* Offer free troubleshooting advice to draw in and help clients.

**KPIs:**

* 20% increase in bookings within 3 months of launch.
* 500 monthly visitors by the 6-month mark.

**3. Current website analysis**

Currently operates only via a Google Business Profile with limited customer reach and no integrated booking system.

**4. Proposed website Features**

* Pages: Home, Services, Booking, Blog, Contact.
* Online booking with calendar and payment integration.
* Client testimonials and service portfolio.

**5.Design and user experience**

* **Colour Scheme:** Blue and grey for a tech-oriented feel.
* **Typography:** Arial (headings), Verdana (body).
* **Layout:** Streamlined, service-focused design for quick navigation.

**6. Technical requirements**

* Domain: techfix.co.za
* Hosting: SSL-enabled, high-uptime hosting.
* Tech Stack: WordPress, HTML5.

**7. Timeline and milestone**

|  |  |
| --- | --- |
| Phase | Duration |
| Planning | 1 week |
| Design | 1 week |
| Development | 2 weeks |
| Testing | 1 week |
| Launch | 1 week |

**8.Budget**

* Development: R12,000
* Hosting: R1,200/year
* Maintenance: R400/month

**9.References:**

The design and development approach for this project are informed by industry best practices and foundational principles in web design, user experience, and search engine optimisation. Key insights were drawn from the following conceptual areas:

* **Google.** (2023). *Google Search Essentials*. The technical setup and content strategy (blog) are aligned with Google's core guidelines for building a website that ranks well in search results, supporting the stated KPI for organic traffic growth.
* **Krug, S.** (2014). *Don't Make Me Think, Revisited: A* *Common Sense Approach to Web Usability*. The philosophy of creating a streamlined and self-evident interface that allows users to accomplish their tasks with minimal effort directly influenced the proposed layout and information hierarchy.
* The design process was guided by Nielsen Norman Group’s usability heuristics, which emphasize intuitive navigation and user-centric principles. These heuristics help ensure the website is easy to use for the target audience by fostering clarity, consistency, and effective feedback, all crucial for enhancing overall usability (Nielsen Norman Group, 2024).
* Canva. (n.d.). *Blue modern professional tech digital solution company logo* [Logo created using Canva].

<https://www.canva.com/>

[Accessed 25 August 2025]