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Part 1

Web Development (Introduction)

WEDE5020

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Project Proposal 1: The Odd Jobbers

1. Organisation Overview

- **Name:** The Odd Jobbers

- **Brief History:** The Odd Jobbers started in 2025 owing to the efforts of a few volunteers who wanted to integrate people needing small household jobs with reliable local workers. What started as a basic social media group evolved into a small business striving to serve the residents with reliable, on-demand services.

- **Mission and Vision Statements:** Our goal is to make daily life easier by offering a reliable platform that links those in need of help with knowledgeable locals, building a strong community in the process. Our goal is to become the platform of choice for all odd jobs, renowned for our dependability, intuitive interface, and dedication to helping local residents and workers.

- **Target Audience:** Homeowners, elderly people, and working professionals who require assistance with errands, small repairs, or household tasks are the main target audience. People looking for flexible, part-time work to supplement their income make up the secondary audience.

2. Website Goals and Objectives

The website's primary objective is to establish a digital platform that effectively links clients and service providers.

● Goals:

- **Increased Website Traffic:** Use focused internet marketing to draw in new users to the platform.
- **Create Leads:** Convert website visitors both clients and odd jobbers into registered users.
- **Streamline Booking:** Make it easier for clients to schedule and pay for services.
- **Improve Brand Awareness:** Make The Odd Jobbers known in the community as a reliable and trustworthy service provider.

● KPIs:

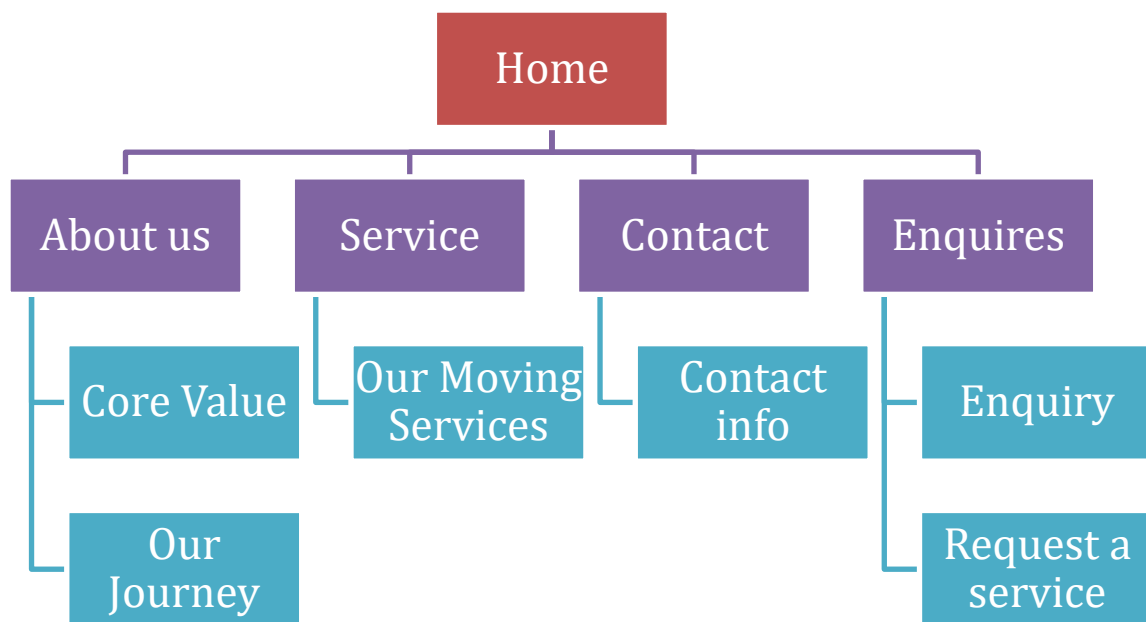
- **Conversion Rate:** Calculate the proportion of visitors who create an account.
- **Active User Count:** Keep tabs on how many users schedule or finish a job each month.
- **Bounce Rate:** Keep track of the proportion of users who abandon the website after only viewing one page.
- **Number of Jobs Posted:** Keep tabs on how many tasks are listed on the platform.

3. Current Website Analysis

- **Strengths:** The current social media-based system facilitates direct communication and has a strong sense of community. It has a well-established user base and a good reputation for word-of-mouth.
- **Weaknesses:** A centralised booking and payment feature is absent from the current system, which increases administrative burden and raises the possibility of disputes. Tracking service provider ratings is challenging, and the platform's scalability is limited because it cannot be searched by service type or location.
- **Areas for Improvement:** The transition from a manual, social media-based system to an automated, specialised website is the area that needs the most improvement. This will improve data tracking and scalability, simplify the user experience, and strengthen security.

4. Sitemap

The following essential features of the new website will provide a smooth and simple user experience:



5. Design and User Experience

- **Overall Design Approach:** With an emphasis on usability, the design will be sleek, contemporary, and simple. The dependability of the services will be reflected in the professional and reliable aesthetic .
- **Colour Scheme:** a colour scheme of light grey (#F5F5F5), deep blue (#003366), and orange (#FF6600) as an accent colour to convey professionalism, trust, and vitality(colorhunt.co, n.d.).
- **Typography:** For clean readability on all devices, use a sans-serif font such as Aptos.
- **Layout and Design:** There will be a clear information hierarchy and a straightforward, uncluttered layout. With a prominent search bar and a persistent header for important links, navigation will be simple.
- **User Experience Considerations:** The website will work flawlessly on both desktop and mobile devices thanks to its full responsive design. From registration to job completion, the user experience will be simple, with prompts and instructions that are easy to understand.
- **Wireframes:** Before development starts, low-fidelity wireframes will be made to show the website's layout and flow.

6. Technical Requirements

- **Hosting:** To guarantee excellent performance and uptime, we'll work with a trustworthy web hosting company like Hostinger or Bluehost.
- **Domain:** To create an online presence, a domain name such as theoddjobbers.co.za will be registered.
- **Programming Languages & Frameworks:** For interactivity, HTML5, CSS3, and JavaScript will be used in the front-end development process. Python and the Django framework will be used to develop the back end for reliable functionality and database administration (Softermii, n.d.).

7. Timeline and Milestones

- **Week 1-2:** Planning and Project Proposal. Complete the technical specifications, research, and project scope.
- **Week 3-4:** Project proposal and planning. Finish the project's scope, research, and technical requirements.
- **Week 5-6:** Front-end programming. Create the static HTML and CSS pages and add the rudimentary JavaScript features.
- **Week 7-8:** development of the back end. Configure the database, user authentication system, and server.
- **Week 9-10:** Testing and final integration. Verify cross-browser compatibility, test for bugs, and connect the front end and back end.
- **Week 11-12:** Submission and Deployment. Launch the website, create the GitHub repository, and get the documentation ready for the final submission.

8. Budget

- **Development:** For 120 hours of work, a freelance developer would be paid about R300 per hour, which would equal R36,000.
- **Hosting:** The estimated cost of an annual hosting plan from a reliable provider is R269.
- **Domain Registration:** A .com domain names cost about R450 a year.
- **Maintenance:** For the first year, there will be an R500 monthly maintenance fee to cover updates and bug fixes.
- **Total Estimated Budget: R37 219.**

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