Web development

WEDE5020

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# Organisation Overview

**Daniel Gallego Clothing Store**  
Brief History:  
Founded in 2020 in Cape Town, Daniel Gallego is a contemporary clothing retail brand that merges African heritage with modern design. The brand began as a small boutique offering handcrafted apparel and has since expanded to multiple physical stores across Johannesburg, Pretoria, Cape Town, Bloemfontein, Durban and eGqiberha(formally known as Port Elizabeth). Known for its vibrant prints, ethical sourcing, and affordability, Daniel Gallego aims to redefine South African fashion for a global audience.

Mission Statement:  
*“To empower individuals through contemporary, affordable fashion that celebrates African heritage.”*

Vision Statement:  
*“To become South Africa’s leading online destination for modern, culturally-inspired apparel.”*

## Target Audience:

The target audience for the company are mostly youth and young adults ranging from the age 18–35, urban professionals, students, and people are looking to enhance their aesthetic look individuals. The primarily geographics is primarily South Africa in major cities like Johannesburg, Pretoria, Cape Town, Bloemfontein, Durban and eGqiberha(formally known as Port Elizabeth) and has plans to expand to other countries in the Continent. Daniel Gallego values sustainability, quality, and cultural authenticity

Website Goals and Objectives

## Goals:

1. Increase online sales by 40% within the first year.
2. Enhance brand social media integration.
3. Provide a seamless, mobile-first shopping experience.

Key Performance Indicators (KPIs):

* Monthly website traffic (target: 10,000 unique visitors by Q4 2025).
* Conversion rate (target: 3–5%).
* Average session duration (target: 3+ minutes).
* Customer retention rate (target: 25% repeat purchases).

Current Website Analysis

*Note: Fictional client has no existing website. Proposal assumes market entry via digital expansion.*

## Strengths:

* Strong brand identity and product catalogue.
* Growing social media presence (15k Instagram followers).

## Weaknesses:

* No e-commerce functionality limits revenue streams.
* Inconsistent online branding compared to physical stores.

## Areas for Improvement:

* Develop a responsive e-commerce platform.
* Integrate inventory management and payment gateways.

Proposed Website Features and Functionality

## Essential Pages:

* **Homepage**: Promotional banners, new arrivals, and trending products.
* **About Us**: Brand story, sustainability commitments, and team bios.
* **Products/Services**: Filterable categories (e.g., “Men,” “Women,” “Accessories”), high-resolution images, and size guides.
* **Contact Page**: Store locator, contact form, and social media links.
* **Blog**: Fashion tips, behind-the-scenes content, and customer stories.

## Functionality:

* Secure checkout
* User accounts with order tracking.
* Wishlist and newsletter signup.
* Search bar with auto-suggestions.

Design and User Experience

## Branding:

The colour scheme that I used for the website was grey #808080.The font style I used was aptos for the website. The layout I used for the website was clean grid-based design with intuitive navigation.

## User Experience (UX) Considerations:

* Mobile-first responsive design.
* Fast load times (<3 seconds).
* Clear CTAs (e.g., “Shop Now,” “Subscribe”).

## Wireframes:

* Low-fidelity wireframes (attached separately) outline a homepage with hero imagery, product categories, and blog previews.

Technical Requirements

* **Hosting**: Cloud-based hosting via GitHub.
* **Domain**: danielgallego.co.za
* **Tech Stack**: HTML/CSS/JavaScript for customization.

Timeline and Milestones

|  |  |
| --- | --- |
| **Phase** | **Timeline** |
| Wrote proposal | 28 February- 5 March |
| Created a logo and research images for the website | 5 – 7 March |
| Created 5 webpages | 20-23 March |
| Added CSS in the websites | 23March -06April |
| Submitted Part 1 | 7April |

Budget

|  |  |
| --- | --- |
| **Item** | Cost |
| Website Development | R1000 |
| Hosting | Free |
| GitHub Subscription | Free version |

**Total Initial Cost**: R1000  
**Ongoing Costs**: R1,500/month (updates, security).

References

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