

Website Redesign & Process Automation

Proposal Prepared for: KZN Aquatics

1. Executive Summary

This proposal outlines the redesign and redevelopment of the KZN Aquatics website into a modern, user-friendly digital platform. Beyond visual improvements, the solution aims to automate key administrative and operational processes currently handled manually. Based on prior experience working within KZN Aquatics, the objective is to reduce administrative burden, improve efficiency, and enhance the experience of all stakeholders.

2. Current Challenges

The current website does not adequately support operational needs. Information is difficult to access, updates are manual, and many processes rely on emails, spreadsheets, and informal communication channels, increasing workload and delays.

3. Proposed Solution

A centralised digital platform serving as both an information hub and an operational tool. The website will be mobile-friendly, intuitive, and structured around key user groups.

4. Key Automation Features

- Online registrations and renewals
- Membership and accreditation management
- Event listings and online entries
- Centralised document repository
- Automated notifications
- Administrative dashboard (advanced phase)

5. Implementation Approach

The project will be delivered in phases to minimise risk and allow gradual adoption, starting with website redesign, followed by automation and advanced administration tools.

6. Pricing Tiers

| Package | Description | Estimated Cost |
|----------|--|----------------|
| Basic | Website redesign, responsive layout, content pages | R8,000 |
| Advanced | Basic + online registrations, events, document uploads | R10,000 |

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| Full System | Advanced + admin dashboard, reporting, member management | R15,000 |
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