**Cover Page**

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**1. Organisation Overview**

**Name**: NLV Studios  
**History**: Founded in 2025 in Tzaneen, Limpopo, NLV Studios is a fictional music store created to empower aspiring musicians, DJs, and small studios. The brand was born from a need for accessible, high-quality studio equipment tailored to both beginners and professionals.  
**Mission**: To equip musicians with the tools they need to produce professional-grade music, regardless of experience level.  
**Vision**: To become South Africa’s most trusted online destination for innovative, affordable studio gear.  
**Target Audience**:

* Independent music producers and DJs aged 16–40
* Small recording studios and music schools
* Aspiring musicians building home studios

**2. Website Goals and Objectives**

**Goals**:

* Showcase NLV Studios’ products and services with engaging, informative pages
* Provide an interactive platform for enquiries and demo requests
* Promote brand awareness and connect users to social media platforms
* Collect newsletter sign-ups for updates and promotions

**Key Performance Indicators (KPIs)**:

* Website traffic: 500–1,500 unique visitors/month
* Customer enquiries: 30+ per month
* Newsletter sign-ups: 50+ per month
* Engagement with social media links and embedded content

**3. Current Website Analysis**

**Status**: NLV Studios is fictional; no existing website is available.  
**Strengths**: Full creative freedom to design a modern, responsive, and brand-aligned site.  
**Weaknesses**: No existing brand recognition or user base.  
**Opportunities**: Build a visually striking, user-friendly website optimized for desktop and mobile users.

**4. Proposed Website Features and Functionality**

**Pages**:

* index.html – Homepage: Hero banner, featured products, latest deals
* about.html – About Us: Brand story, mission, vision, and team
* products.html – Studio equipment listings with images, descriptions, and prices
* enquiry.html – Form for product questions, quotes, or demo requests
* contact.html – Store info, Google Maps integration, and contact form

**Features**:

* Navigation menu across all pages
* High-quality product images with hover effects
* Mobile-responsive layout
* SEO-friendly headings, meta tags, and alt text for images

**5. Design and User Experience**

**Colour Scheme**: Dark Charcoal, Electric Purple, and White — modern and creative  
**Typography**:

* Headings: Poppins Bold
* Body: Roboto Regular

**Layout**: Minimalist, product-focused, easy to navigate  
**User Experience**:

* Clear navigation bar at top of all pages
* Mobile-first responsive design
* Readable content with clear calls-to-action (“Enquire Now”, “View Product”)

**Wireframes**: Low-fidelity sketches will show page layouts, product placement, and navigation hierarchy

**6. Technical Requirements**

* **Domain & Hosting**: Fictional domain (e.g., www.nlvstudios.co.za)
* **Languages**: HTML5, CSS3, JavaScript
* **Tools**: Visual Studio Code, Git for version control, free images/icons under Creative Commons

**7. Timeline and Milestones**

| **Week** | **Task** |
| --- | --- |
| 1 | Finalize proposal and get approval |
| 2 | Research content and gather assets |
| 3 | Build HTML structure and folder setup |
| 4 | Apply CSS styling and test responsiveness |
| 5 | Add JavaScript functionality and SEO |
| 6 | Final testing and documentation |
| 7 | Submit to LMS with GitHub link |

**8. Budget**

* Domain & Hosting: R1,500/year
* Stock Images/Icons: R300
* **Total Estimated Budget**: R1,800

**9. Sitemap**

HTML

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├── Homepage

├── About

├── Shop Now

├── Enquiry

└── Contact

**10. References**

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