

NAME: Lesego Ratsela

Student Number: ST10492120

Subject: Web development

Project: Project Proposal 3

## Tufting Business Website Proposal

### 1. Background

Our tufting business aims to provide high-quality, custom tufted products to customers. The website will showcase our products, share our story, and provide a seamless online shopping experience.

### 2. Target Audience

- **\*Demographics:** Crafty individuals, interior designers, and businesses looking for unique textiles
- **\*Psychographics:** People who value handmade products, sustainability, and creativity

### 3. Proposed Features

- **\*Pages:**
  - Homepage
  - Product gallery
  - Contact and support
- **\*Functionality:**
  - E-commerce integration
  - Customer dashboard for order tracking
  - Responsive design for mobile and tablet

### 4. Design and UX

- **\*Wireframes:** Simple, intuitive design showcasing products and services
- **\*Color Scheme:** Earthy tones reflecting the natural materials used in tufting
- **\*Typography:** Clean, modern font suitable for a creative business

### 5. Technical Requirements

- **\*HTML5:** For building the website structure
- **\*CSS:** For styling and layout

### 6. Timeline and Milestones

- **\*Week 1:** Planning and research
- **\*Week 2-3:** Design and development
- **\*Week 4:** Testing and launch

## 7. Budget

- \*Development:\* R80,000 - R120,000
  - \*Design:\* R16,000 - R24,000
- \*Content Creation:\* R16,000 - R32,000
- \*Testing and Launch:\* R8,000 - R16,000
  - \*Total:\* R120,000 - R192,000

## 8. Success Metrics

- Website traffic and engagement metrics (e.g., time on site, bounce rate)
  - Conversion rates (e.g., sales, newsletter sign-ups)
  - Customer satisfaction ratings