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Subject: Web development

Project: Project Proposal 1

Organization Overview:

- **Website Proposal: Reading Buddy**

Name: Reading Buddy

1.

Background:

Reading Buddy aims to provide an interactive and engaging platform for kids to learn how to read. The website will offer a range of phonics-based lessons and activities to help kids develop their reading skills.

Mission:

To provide fun videos for kids to learn how

to read, empowering them with the skills they need to succeed in school and beyond.

Vision:

To become a leading online reading platform for kids, used by parents, educators, and children around the world.

Target Audience:

Children aged 4-8 years old, parents, and educators. However even older people can't read so they can use it to

2.

Purpose of the website

- Providing a platform for people of all ages to improve their reading skills and adults that can't read
- Offering a supportive and interactive environment for individuals to practice and improve their reading skills.

- English language learners: Helping non-English speakers develop their reading skills and improve their language proficiency.

By catering to a broader audience, the website can have a more significant impact and provide a valuable service to people of all ages and backgrounds.

How Success Will Be Measured:

-Website Goals:

- Increase user engagement and retention
- Improve reading skills in children
- Provide a valuable resource for parents and educators

KPIs:

- Number of registered users
- Time spent on the website
- Progress tracking and assessment

results

- User feedback and satisfaction ratings

3.

Current website analysis

- We're still in the planning phase.
- Developer needs to do research and obtain necessary skills to make website

Weaknesses

- New developer, lacks skill in css and js
 - Strength
- Has a great teacher and drive to improve on skills

4.

Proposed Features:

Pages:

- Homepage
 - Lesson plans and exercises
 - Videos and interactive exercises
- Contact and support

Functionality:

- User registration and login**
- Personalized lesson plans and activities**
 - Interactive exercises**

5.

Design and UX:

- Wireframes:**

- A simple and intuitive design that showcases the website's features and functionality.**

- Color Scheme:**

- A bright and engaging color that appeals to children.**

- Typography:**

- A clear and readable font that is suitable for children. Bold text and italics**

6.

Technical Requirements:

- I'd use HTML 5 to code or build the**

website

-Add CSS to help with the visuals on the website

7.

Timeline and milestones:

- **Part 1**
 - **Research and planning**
 - **Design and wireframing**
- **Part 2**
 - **Front-end development**
 - **Back-end development**
 - **Testing and deployment**

8.

Budget:

Development: R160,000 - R240,000

Design: R32,000 - R48,000

Content Creation: R48,000 - R80,000

Testing and Launch: R16,000 - R32,000

Total: R256,000 - R400,000

This is just a rough estimate, and the actual cost may vary depending on the complexity of the website, the technology used, and the development team's rates but we can try to reduce costs by using free websites that offer the same services

9.

References:

