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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