

NAME: Lesego Ratsela

Student Number: ST10492120

Subject: Web development

Project: Project Proposal 2

1. Organisation Overview

- Name: Rosebank College
- Background: Rosebank is an educational institution that aims to provide quality education to its students.
- Mission: To provide a supportive and inclusive learning environment that fosters academic excellence and personal growth.
- Vision: To be a leading educational institution that produces well-rounded and responsible individuals.
- Target Audience: Students, lecturers, and staff of Rosebank Braamfontein campus

2. Website Goals and KPIs:

- Purpose of the website:

The whatsapp page sends a lot of media and information can get mixed up and might be annoying to look at. Messages can get lost and students might miss events because they didn't see the current or upcoming events due to too many messages and no time to read them all

- To provide a centralized platform for students to find and discover upcoming events, such as concerts, workshops, and seminars without having to deal with scrolling past old messages if they haven't opened the whatsapp page in a while
- To see event planner in an organized manner. The old with the old and The new and upcoming ones by themselves

- Success will be measured by:

- Increase in event attendance
- Positive feedback
- Increase in website traffic and user

engagement

3. Current Website Analysis:

- **Strengths**
-None (this is a new project)
- **Weaknesses**
-None (this is a new project)

4. Proposed Features:

- **Pages**
- Homepage: introduction to the website
and upcoming events
- Current Events: list of upcoming events
with details
- Past Events: list of past events with
details
- **Functionality:**
- Event listing: list view of upcoming
events
- Event details: detailed information
about each event

5. Design and UX:

- Color scheme: school colors
- Fonts: Italics and normal
- Layout ideas: simple and plain with a focus on event information and easy navigation.
- Wireframes: Simple

6. Technical Requirements:

- Hosting: VSC
- Domain: Dintshang Braam Rosebank College
- Technologies:
 - HTML: for structuring and content
 - CSS: for styling and layout
 - JavaScript: for interactive elements and functionality

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:

- Estimated development cost: R 50,000 - R 100,000 (depending on the complexity of the project)
- Estimated maintenance cost: R 5,000 - R 10,000 per year (depending on the hosting solution and updates required)

9. References:

Gaur, (B.G). (2025) "What Is a Wireframe? Understanding Its Purpose, Types, and Benefits". DigitalRegenesys. Available at <https://www.digitalregenesys.com/blog/>

what-is-a-wireframe (08 Aug).