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**SOFTWARE DEVELOPMENT**

**WEB DEVELOPMENT POE**

**PART1**

**27AUGUST2025**

**RC PRETORIA CAMPUS**

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**FAKE PEOPLE CLOTHING**

# ORGANISATION OVERVIEW

**Brief History**  
Fake People Clothing was founded in 2020 by Katlego Lemao and Kabelo Seshai. The brand was born from their vision of creating a clothing label that breaks away from traditional fashion norms and celebrates individuality. Since its launch, the brand has gained attention for its bold, streetwear-inspired designs that connect with a younger, trend-conscious audience.

Mission Statement  
Our mission is to design stylish, comfortable, and affordable clothing that inspires people to express their true selves. We aim to challenge stereotypes in fashion and build a community where authenticity and confidence are celebrated.

Vision Statement  
Our vision is to grow into one of the leading streetwear and lifestyle brands in South Africa and beyond, known for creativity, originality, and fearless self-expression.

Target Audience  
Fake People Clothing caters to young adults, students, and fashion-forward individuals who are passionate about standing out, embracing street culture, and making bold fashion statements.

# WEBSITE GOALS AND FEATURES

**Goals**

1. Promote the Brand  
   The primary goal of the Fake People Clothing website is to establish and promote the brand as a unique and innovative force in the fashion industry. By showcasing the brand's distinctive designs and ethos, the website aims to build brand awareness and attract a loyal customer base.
2. Boost Online Sales  
   The website serves as a comprehensive e-commerce platform, enabling customers to browse collections, view detailed product descriptions, and make secure purchases. This direct-to-consumer approach aims to increase sales and provide a seamless shopping experience.
3. Build a Community  
   Beyond sales, the website seeks to foster a community of like-minded individuals who resonate with the brand's message. Through features like blogs, style guides, and customer testimonials, the site aims to engage visitors and encourage interaction.
4. Strengthen Brand Identity  
   The website plays a crucial role in communicating the brand's identity, values, and story. By highlighting the founders' vision and the brand's journey, the site helps to humanize the brand and create a deeper connection with its audience.
5. Expand Reach  
   With a user-friendly design and mobile responsiveness, the website aims to reach a global audience. By offering international shipping and showcasing the brand's versatility, the site seeks to expand its market presence beyond local boundaries.

**Objectives**

* User-Friendly Design  
  The website is designed with the user in mind, ensuring easy navigation and a pleasant browsing experience. Clear menus, intuitive layouts, and fast loading times contribute to a positive user experience.
* High-Quality Product Listings  
  Each product page includes high-resolution images, detailed descriptions, and size guides to assist customers in making informed purchasing decisions.
* Secure Payment Integration  
  The website incorporates secure payment gateways, offering customers multiple payment options and ensuring their personal and financial information is protected.
* Regular Content Updates  
  To keep the audience engaged, the website is regularly updated with new collections, promotions, and brand news. This dynamic content encourages visitors to return and stay informed.
* Customer Engagement Features  
  Features like newsletters, contact forms, and social media integration allow customers to connect with the brand, ask questions, and provide feedback, fostering a sense of community and trust.

# WEBSITE FEATURES AND ANALYSIS

. User-Friendly Navigation  
The website has a clean and intuitive layout built using HTML and CSS, making it easy for visitors to browse through different product categories and collections. The navigation menu is simple and accessible, helping users quickly find the items they are looking for.

2. High-Quality Visuals  
High-resolution images are displayed on each product page, created and styled with CSS for proper sizing, spacing, and alignment. This ensures that customers get a clear view of the clothing items and enhances the overall shopping experience.

3. Secure Payment Options  
While the website layout and content are built with HTML and CSS, the design allows for easy integration of secure payment systems, ensuring that customer transactions can be processed safely.

4. Mobile Responsiveness  
The website is designed with CSS media queries to be mobile responsive. This ensures that the layout adapts to different screen sizes, providing a smooth shopping experience on desktops, tablets, and smartphones.

5. Social Media Integration  
Links to Fake People Clothing's social media profiles (such as Instagram and Facebook) are included using HTML anchor tags. This helps customers stay updated with the latest collections, promotions, and brand news.

6. Contact Information Accessibility  
The contact section is structured using HTML elements and styled with CSS to ensure visibility and readability. Customers can easily find phone numbers, email addresses, and contact forms for inquiries or support.

# PROPOSED FEATURES AND ANALYSIS

1. Enhanced E-Commerce Functionality  
While the current website allows browsing of products, a fully integrated shopping cart and checkout system could be added. This would include features like product quantity selection, promo codes, and order tracking, making it easier for customers to purchase directly from the website.

2. Advanced Product Filtering and Search  
Currently, users browse by category, but adding a search bar and filters (e.g., by size, color, price, or popularity) would significantly improve usability. This allows customers to quickly find exactly what they want without scrolling through all products.

3. Customer Reviews and Ratings  
Adding a review and rating system for each product can help build trust and credibility. Customers could leave feedback, rate items, and share their experiences, which also encourages engagement and repeat purchases.

4. Interactive Style Guides and Lookbooks  
A new feature could include digital lookbooks or outfit inspiration sections, showing how different clothing items can be styled together. This encourages customers to explore more products and enhances the brand’s image as trendy and fashion-forward.

5. Blog and Fashion Tips Section  
Integrating a blog page with articles, fashion tips, and trend updates can increase website traffic and improve SEO. This feature helps position Fake People Clothing as an authority in streetwear fashion and connects with the audience on a lifestyle level.

6. Newsletter Subscription and Promotions  
Adding a newsletter signup feature enables the brand to inform subscribers about new collections, exclusive discounts, and events. This builds a loyal customer base and encourages repeat visits.

7. Social Media Integration and Sharing Options  
Currently, links to social media exist, but adding social sharing buttons on product pages and blog posts allows users to share items directly with friends and followers, increasing brand exposure.

8. Mobile App Integration or Progressive Web App (PWA)  
Developing a mobile app or PWA version of the website would improve accessibility for users who prefer shopping via their smartphones, providing faster load times, offline access, and push notifications for promotions.

9. Multilingual and Currency Support  
For international expansion, supporting multiple languages and currencies ensures a smooth shopping experience for overseas customers, helping Fake People Clothing reach a wider audience.

10. Enhanced Security Features  
While the website can integrate payment systems, implementing SSL certificates, two-factor authentication, and secure login features will protect user data and build customer trust.

# DESIGN USER EXPERIENCE

1. Visual Design  
The website uses a modern and clean aesthetic with a focus on bold visuals and high-quality images. The use of consistent color schemes, fonts, and styling via HTML and CSS creates a cohesive brand identity. Eye-catching banners and featured collections immediately draw attention to the brand’s key products.

2. Layout and Navigation  
The site features a simple, intuitive layout. Menus are clearly labeled, and categories are easy to browse. Users can quickly locate product pages, the contact section, and social media links. A well-structured layout enhances user satisfaction and reduces the likelihood of frustration.

3. Mobile Responsiveness  
With the growing number of users shopping on mobile devices, the website is designed to be responsive using CSS media queries. This ensures that the layout adapts to various screen sizes, providing a smooth experience on smartphones, tablets, and desktops.

4. User Interaction  
Interactive elements, such as clickable product images, social media links, and navigation menus, are responsive and intuitive. These features make browsing enjoyable and encourage engagement. Hover effects and visual feedback using CSS improve the user experience by giving clear signals about clickable areas.

5. Readability and Accessibility  
The site employs clear typography and appropriate color contrast, ensuring that text is easy to read for all users. Important information, such as product details and contact info, is prominently displayed. Accessibility could be further enhanced by adding alt text for images and ensuring keyboard navigation compatibility.

6. Consistency and Branding  
The overall design reflects the brand’s identity as a modern, edgy streetwear label. Consistent use of fonts, colors, and imagery across the site reinforces brand recognition and creates a professional, trustworthy impression.

7. User Experience Enhancements (Proposed)  
To further improve UX, the website could include features like quick view options for products, filterable search, customer reviews, and personalized recommendations. These additions would make the shopping experience faster, more convenient, and engaging for visitors.

# TECHNICAL REQUIREMENTS AND TIMELINE

Technical requirements

1. Front-End Development

* Languages & Tools: HTML, CSS, and optionally JavaScript for interactive elements.
* Responsive Design: Use CSS media queries to ensure the site adapts to all screen sizes (desktop, tablet, mobile).
* Frameworks (Optional): Bootstrap or Tailwind CSS can be used for faster development and consistent styling.

2. Back-End Development (For E-Commerce Features)

* Server-Side Language: PHP, Node.js, or Python (Django/Flask) to handle user accounts, orders, and payments.
* Database: MySQL or MongoDB to store product information, user accounts, and orders.
* Payment Integration: Secure gateways like PayPal, Stripe, or PayFast for South African customers.

3. Security Requirements

* SSL certificate for encrypted communication.
* Secure login system with hashed passwords.
* Regular backups of the website and database.

4. SEO & Analytics

* SEO-friendly HTML structure (meta tags, alt text, semantic tags).
* Integration with Google Analytics for visitor tracking and behavior analysis.

5. Hosting & Domain

* Domain name registered for brand identity (e.g., www.fakepeopleclothing.com).
* Reliable hosting with sufficient bandwidth and storage.
* Support for SSL, database, and email services.

Timeline

The website development process will begin with planning and requirement analysis, which is expected to take about one week. This will be followed by wireframing anddesign, lasting one to two weeks, where the layout, color scheme, and visual style will be finalized. Next, the front-end development phase using HTML and CSS will take approximately two to three weeks, focusing on building the visual and interactive elements of the site.

Simultaneously, back-end development and database setup will occur over two to three weeks to enable user accounts, order processing, and secure payments. After development, testing and debugging will take one to two weeks, including checks for usability, mobile responsiveness, and security. Once testing is complete, the website will move to the deployment and launch phase, which should take about one week. Post-launch, ongoing maintenance and updates will ensure the website remains secure, functional, and up-to-date with new content or collections.

The total estimated development time is roughly 8 to 12 weeks, depending on the complexity of features and client feedback. Overlapping phases and collaborative work can help reduce development time while ensuring high quality.

# BUDGET

1. Security Updates  
Regular updates are needed to maintain SSL certificates, secure login systems, and protection against cyber threats. Estimated annual cost: R1,800 – R4,500.

2. Content Updates  
This covers updating product listings, images, promotions, and blog content to keep the website fresh and engaging for visitors. Estimated annual cost: R4,500 – R9,000.

3. Performance Optimization  
Periodic checks to ensure fast loading times, fixing broken links, and improving user experience. Estimated annual cost: R2,000 – R5,000.

4. Backup and Recovery  
Regular backups of website data and database ensure quick recovery in case of technical issues or data loss. Estimated annual cost: R1,500 – R3,000.

5. Technical Support  
Assistance for troubleshooting issues, implementing small improvements, and minor design changes. Estimated annual cost: R3,000 – R6,000.

Total Annual Maintenance Budget: R12,800 – R27,500