**REABETSWE**

**ONALENNA**

**MEKGWE**

**ST10453204**

**WEDE5020**

**POE PART1**

**S MAHAMO**

**RC PRETORIA**

**27AUGUST2025**

Contents

[Organisation Overview 3](#_Toc207221913)

[WEBSITE GOALS AND OBJECTIVES 5](#_Toc207221914)

[CURRENT WEBSITE FEATURES ANALYSIS 6](#_Toc207221915)

[PROPOSED FEATURES AND ANALYSIS 7](#_Toc207221916)

[DESIGN AND USER EXPERIENCE 8](#_Toc207221917)

[TECHNICAL REQUIREMENTS AND TIMELINE 10](#_Toc207221918)

[BUDGET 11](#_Toc207221919)

[REFERENCES: 13](#_Toc207221920)

# Organisation Overview

**REMORE HAIR**

**Brief History of the Organisation**:

Remore Hair was established in Johannesburg, South Africa, with the goal of providing high-quality wigs, hair extensions, and professional styling services to meet the growing demand for reliable and stylish hair solutions. Starting out as a small retailer in Bruma, the company quickly grew in popularity thanks to its commitment to quality products, excellent customer service, and affordableluxury. Over time, Remore Hair expanded its operations to include a salon branch in Sandton City, allowing it to offer not only retail products but also specialisedhaircare and styling services. Today, Remore Hair is recognized as a trusted name in beauty and hair solutions, serving both walk-in clients and online customers across South Africa.

**Mission Statement:**

At Remore Hair, our mission is to empower individuals to look and feel their best by providing premium hair products and professional beauty services. We are committed to quality, authenticity, and exceptional customer service. By blending innovation with style, we strive to deliver solutions that enhance natural beauty, boost confidence, and cater to the diverse needs of our clients.

**Vision Statement**:

Our vision is to become a leading hair and beauty brand in South Africa and beyond, known for setting high standards in product quality, creativity, and customer experience. We envision Remore Hair as a trusted destination where beauty meets care, and where every client feels valued, inspired, and confident in their personal style.

**Target Audience:**

Remore Hair serves a wide audience, with a focus on individuals who value high-quality hair solutions and professional styling services. Our target market includes women and men who seek wigs, extensions, and treatments that complement their lifestyle—whether for everyday wear, professional appearances, or special occasions. We also cater to fashion-forward clients who enjoy experimenting with new styles, as well as individuals who require hair solutions for medical or personal reasons. By offering both retail products and in-salon services, Remore Hair appeals to clients who want convenience, reliability, and a complete beauty experience under one roof.

# WEBSITE GOALS AND OBJECTIVES

The primary goal of the Remore Hair website is to strengthen its online presence and establish itself as a trusted plat form for customers seeking premium hair products and services. The website will serve as both an e-commerce store and an information hub, providing customers with easy access to products, services, and educational resources on haircare.

**Specific Goals:**

* Increase brand visibility and attract more potential customers through online traffic.
* Sell hair products such as wigs, weaves, extensions, and haircare items directly through the website.
* Generate customer leads by collecting contact information for newsletters, promotions, and loyalty programs.
* Provide valuable content, including styling tips, haircare advice, and tutorials, to position the brand as an expert in the industry.
* Build stronger customer relationships by offering seamless online shopping experiences and responsive customer support.

Key Performance Indicators:

* Number of visitors per month and percentage of new vs returning visitors.
* Online sales volume, revenue growth, and average order value.
* Percentage of website visitors who make a purchase or sign up for newsletters.
* Time spent on site, number of pages viewed.
* Number of inquiries submitted, subscriptions to mailing lists, and customer reviews or ratings.

# CURRENT WEBSITE FEATURES ANALYSIS

The Remore Hair website has some good features, but it also has areas that need improvement.

Strengths:

* The website shows the products clearly which makes it easy for customers to see what is available.
* It has an online shop, so people can bug wigs, weaves, and hair products directly.
* The design is simple, so it is not difficult to move from one page to another.

Weaknesses:

* The website does not give enough detailed information about how to use products and haircare.
* There is little interactive content, such as tutorials, blogs or videos, that could help customers learn more.
* Customer support options, like live chat, are limited, which may make it difficult for customers to ask questions quickly.

Areas for Improvement:

* Add more detailed product descriptions and helpful information about haircare.
* Include tutorials, blogs, or short videos to guide customers on how to style and care for their hair
* Introduce better customer support features, such as live chat or faster contact form.

# PROPOSED FEATURES AND ANALYSIS

The Remore Hair website will serve as a digital platform to showcase the brand, engage with customers, and facilitate sales. The proposed features are designed to enhance user experience, improve accessibility, and increase customer satisfaction. The analysis of each proposed feature is as follows:

Homepage

* Purpose: To provide a welcoming introduction to Remore Hair and create a strong first impression.
* Key Elements:
  + Company logo prominently displayed.
  + Navigation bar linking to key pages: Home, Products, About Us, Services, Contact, Enquiry.
  + Featured banner highlighting promotions, new products, or services.
  + Quick access buttons for Login, Profile, and Shopping Cart at the top-right corner.
* Benefit: Engages visitors immediately and guides them to other parts of the website efficiently.

About Us Page

* Purpose: To share the history, mission, vision, and values of Remore Hair.
* Key Elements:
  + Founder information and year of establishment.
  + Mission and vision statements.
  + Target audience description.
* Benefit: Builds trust and brand identity by allowing customers to connect with the story behind Remore Hair.

Products Page

* Purpose: To showcase the hair products available for purchase.
* Key Elements**:**
  + Product categories (e.g., wigs, weaves, extensions).
  + High-quality images and detailed product descriptions.
  + Price display and availability status.
  + Add-to-cart and wishlist options.
* Benefit: Enhances online shopping experience and increases sales opportunities.

Enquiry/Contact Page

* Purpose: To provide customers with a direct way to communicate with the business.
* Key Elements:
  + Contact form for messages, questions, or feedback.
  + Business contact details (phone number, email, physical address, social media links).
  + Map integration to show store location.
* Benefit: Strengthens customer support and encourages customer interaction.

Enquiry Form

* Purpose: Allows visitors to submit questions or requests directly through the website.
* Key Elements:
  + Fields for Name, Email, Phone Number, Subject, and Message.
  + Drop-down menu to categorize the type of enquiry (e.g., Product, Service, Feedback, Other).
  + Submit button with confirmation message after submission.
* Benefit: Provides a simple and organized method for customers to reach out, ensuring no enquiries are missed.

# DESIGN AND USER EXPERIENCE

1. Website Design

* Tools Used: The website has been developed using HTML and CSS, ensuring full control over layout, styling, and responsiveness.
* Layout:
  + Homepage: Central banner with high-quality images of products and services, featuring a width of 1200px for desktop screens.
  + Navigation Bar: Positioned at the top, including Home, About Us, Products, Services, Enquiry, Login, Profile, and Shopping Cart.
  + Responsive Design: Adapts to desktop, tablet, and mobile devices, with layouts resizing automatically for smaller screens.
* Fonts and Typography:
  + Font Family: “Arial” and “Helvetica” for modern, clean readability.
  + Headings: Bold, larger font sizes (24px–36px) for titles and sections.
  + Paragraph Text: Comfortable reading size (16px–18px) to reduce eye strain.
* Colors:
  + Primary Colors: Soft purple (#9b59b6) and pastel blue (#5dade2), reflecting a modern and feminine aesthetic.
  + Accent Colors: White (#ffffff) for clean backgrounds and dark gray (#333333) for text to improve readability.
* Spacing and Length:
  + Ample padding and margins (20px–30px) around sections and elements.
  + Consistent spacing between images, buttons, and text for clarity and visual balance.

2. User Experience (UX)

* Navigation:
  + Intuitive menu placement ensures users can quickly access any page.
  + Sticky navigation bar allows users to move across pages without scrolling back to the top.
* Interactivity:
  + Hover effects on buttons and product images give visual feedback to users.
  + Enquiry form with interactive fields and clear labels enhances user engagement.
* Shopping and Pricing:
  + Product pages display prices clearly (e.g., wigs from R500–R1500 depending on style and length).
  + Add-to-cart and checkout processes are straightforward, reducing friction in online shopping.
* Accessibility:
  + Clear contrast between text and background for readability.
  + Mobile-friendly design ensures accessibility on smartphones and tablets.
* Visual Consistency:
  + Consistent styling of buttons, headings, and links across all pages.
  + Images, icons, and banners use the same color theme to maintain brand identity.

3. Additional Features Supporting UX

* Profile and Login: Users can register and log in to access personalized services and order history.
* Enquiry Page: Easy-to-use form for questions, feedback, or booking services.
* Cart Integration: Simple interface showing selected products, total prices, and secure checkout options

# TECHNICAL REQUIREMENTS AND TIMELINE

Technical Requirements

* Development Tools:
  + HTML and CSS for front-end design.
  + Optional JavaScript for interactive elements (hover effects, form validation).
* Hosting Requirements:
  + Reliable web hosting with PHP and MySQL support for future database integration.
  + Minimum storage: 5GB; Monthly bandwidth: 50GB.
* Security:
  + SSL certificate for HTTPS encryption.
  + Secure handling of login, enquiry, and checkout forms.
* Maintenance Tools:
  + FTP or hosting control panel for updates.
  + Backup system for website files and user data.
  + Optional analytics tools (e.g., Google Analytics) to track performance.

Timeline

* Planning & Requirement Analysis (1 week):
  + Define website structure, features, colors, and fonts.
  + Discuss requirements with client.
* Design & UX Mockups (1 week):
  + Create homepage, product pages, enquiry page, and overall layout.
  + Define user experience elements like navigation and button placement.
* Front-End Development (2 weeks):
  + Code all pages using HTML and CSS.
  + Ensure responsive design for desktop, tablet, and mobile.
* Testing & Quality Assurance (1 week):
  + Test navigation, forms, responsiveness, and security features.
* Deployment (1 week):
  + Upload website to hosting server.
  + Configure domain and SSL certificate.

# BUDGET

1. Domain Name

* Cost for one year: R250 – R500
* Purpose: To secure the website address ( www.remorehair.co.za)

2. Web Hosting

* Cost for one year: R1,200 – R2,500
* Purpose: To store website files and make the website accessible online

3. SSL Certificate

* Cost: R300 – R800
* Purpose: To secure the website and protect user data through HTTPS encryption

4. Design and Graphics Tools (Optional)

* Cost: R0 – R500
* Purpose: To create high-quality images, banners, or logos for the website

5. Maintenance

* Monthly cost: R500 – R1,000
* Purpose:
  + Updating product listings and content
  + Fixing bugs and technical issues
  + Monitoring performance and applying security updates

6. Total Estimated Initial Cost

* R1,750 – R4,300 (Domain + Hosting + SSL + Optional Design Tools)

7. Total Maintenance Cost (Yearly)

* R6,000 – R12,000 (R500 – R1,000 per month)

# REFERENCES:

W3Schools. (2025). *HTML & CSS Basics.* Retrieved from <https://www.w3schools.com>

Mozilla Developer Network (MDN). (2025). *Responsive Web Design.* Retrieved from <https://developer.mozilla.org>

<https://remorehair.co.za/?gad_source=1&gad_campaignid=22365032123&gbraid=0AAAAAoiKDFj_VQXNkQqoVk1E3HgFxVcqx&gclid=CjwKCAjw2brFBhBOEiwAVJX5GNppoTpdiQDSjnTTEZdYNfjorHaihLDkIkE0Y-cK3ZCJ5a3XEDKlOxoCA4YQAvD_BwE>