Proposal of Web Site

1. Organisation Overview

Name: EcoSavvy Living

Background:

EcoSavvy Living is a nonprofit organisation just starting up with a mission of educating to promote sustainable living, products and relationships in the community. Established in 2024, the organisation, aspires to serve as a place of gathering to those wishing to lessen their impact on the environment.

Mission:

To teach and empower community and individuals to live sustainably through access to resources, products and programs.

Vision:

A world where eco sustainability becomes a norm, not an exception world.

Target Audience:

Sustainable people between 18 and 45 (who care about making a difference to the environment), teachers and students and small eco-businesses.

2. Goals and KPIs of the sites

Goals:

* Educate and enlighten users on the practice of sustainability
* Market and sell environmental friendly items
* Boost the number of participants in the workshops and events of EcoSavvy
* Create a community via blogs and forums

KPIs:

* First 6 months bring 10,000 visitors to the site every month
* In Q2 2026 it shall sell 500 of its products
* 3 months, 1,000 subscribers to the newsletter
* Feedback forms show 80 per cent user satisfaction rate

3. Website Analysis at Hand

It has no existing site; it will be the first online platform of the EcoSavvy Living.

Inspiration however takes a leaf out of:

* Competitor strengths: Navigation/ clean layout, informative blogs
* Weaknesses: Stomach churning menus, failure to mobile optimize
* Areas to be improved: Mobile-first design, inbuilt blog and shop, quick loading time

4. Proposed Features

Pages:

* Home
* About Us
* Products (Shop)
* Blog
* Events
* Contact
* Forum (Community)
* Functionality:
* Search bar
* Newsletter subscription
* Cart/checkout
* The registration form to events
* User interactive channel

5. Design & UX

Colour Scheme:

Green (eco-friendly), white (clean) and brown (natural earth colors)

Fonts:

Headings: Montserrat

Font: Open Sans

Layout Ideas:

* Messsage on home page image hero with CTA Image hero on home page
* Product listing based on grid
* Blog and forum bar on the sides
* Mobile responsive design and desktop

Wireframes:

To be included as separate files, or made via Figma/Adobe XD

6. Technical Requirements

The green hosting company is called GreenGeeks (environmentally friendly web hosting)

Site: www.ecosavvyliving.org

Technologies:

* HTML5
* CSS3
* JavaScript (Vanilla or E.g. jQuery)

Optional: Responsive design Bootstrap

7. Timeline & Milestones

Task Start Date End Date

Research & Planning: 09 Aug 2025 - 13 Aug 2025

Wireframing & Design Mockups: 14 Aug 2025 - 20 Aug 2025

HTML, CSS, JS development: 21 Aug 2025 - 10 Sept 2025

Testing & Feedback: 11 Sept 2025 - 17 Sept 2025

Completion: 20 Sept 2025

8. Budget

Item and estimated Cost:

Registration of Domain (peryear): R200

Hosting (1 yr): R1000

Design Software (optional): R0 (with the use of free tools)

Self-developed: R0

Once Yearly Maintenance: R700

Grand EstimatedCost: R1900

**9. References**

* https://www.w3schools.com
* https://www.smashingmagazine.com
* https://greenhost.net
* User experience inspiration from https://www.ecosia.org and https://www.earthhero.com



  
