2nd Project Proposal of Web Site

1. Organisation Overview

Firm: QuickBite Delivery

Background:

The QuickBite Delivery is a rapidly expanding local food delivery company that was initiated in 2023. It gives access to local food entrepreneurs, street stalls, and restaurants via the online platform making it convenient to customers.

Mission:

Delivering quality, quick, affordable, and safe food catering to the needs of the locals and their satisfaction.

Vision:

Ensure that in every South African city, there is no other food delivery platform that one may turn to delivering local food businesses by means of technology.

Target Audience:

Time pressed individuals, students as well as families both in urban and suburban centers, favor online ordering of their meals.

2. Goals & KPIs of websites

Goals:

Ease online placement of orders and delivery of local food stewards

Expand local cooks and small businesses

It should offer an easy customer place of order

KPIs:

* 3 months In the first 3 months, there were 1,000 orders.
* 5, 000 monthly visitors by December 2025
* Minimum of 4.5 stars average rating by users
* There were 300 active sellers on the site.
* 3. The present analysis of the Website
* Current Web Site: www.quickbiteza.co.za ( this is hypothetical in this proposal)

Strengths:

* Mobile responsiveness
* Clean design
* Tracking of functions order
* Weaknesses:
* Unreasonably long loading times
* Few search/filter possibilities
* There is no reviews or rating system

Improvements:

* Maximize speed, SEO
* Include vendor and dish reviews
* Add and improve filtering and sorting options

4. Proposed Features

Pages:

* Home
* Browse Restaurants
* Categories (such as Vegan, Fast Food, Home-Cooked).
* Cart & Checkout
* Login/Register
* Follow My Order
* Contact/Support

Functionality:

* Real time order tracking
* Rating system, review system
* Location, cuisine, price advanced search
* Mobile responsiveness
* Admin/vendor dashboards

5. Design & UX

Colour Scheme:

Red (emergency, hunger), white (clean appearance) and black (business).

Fonts:

* Headings: Poppins
* Body: Roboto
* Layout Ideas:
* Homepage featured vendors
* Clickable search box
* Sticky Cart sidebar
* Mobile-first UI

Wireframes:

In order to sketch in Figma or Balsamiq

6. Technical Requirements

* Hosting: Shared Hosting afrihost
* Website: www.quickbiteza.co.za
* Technologies:
* HTML5
* CSS3
* JavaScript (ReactJS to be interactive)
* Authentication and real-time- updates via firebase
* Location tracking on Google Maps API

7. Timeline & Milestones

Task Start Finish

Requirements Gathering: 09 Aug 2025 - 12 Aug 2025

Design & Wireframing: 13 Aug 2025 - 19 Aug 2025

Front-End Development: 20 Aug 2025 - 05 Sept 2025

Back-End Integration: 06 Sept 2025 - 13 Sept 2025

Testing & Final Revisions: 14 sept 2025 - 19 sept 2025

Completion: 20 Sept 2025

8. Budget

Item Approximate Cost

Domain R200/year

Hosting R700/year

Developing (self-made) R0

Design Tools: R0 (in Figma free version)

Maintenance R500/year

The total estimated cost: R1,400

9. References

* https://material.io/design
* https://firebase.google.com
* https://fooddeliveryguru.com/trends
* Inspiration from Uber Eats, Mr D, Bolt Food



