Website project proposal

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Subject Code: WEDE5020

Group: 4

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KOPANO CONSTRUCTION SKILLS CENTRE PROPOSAL

Organization Overview

Kopano Construction Skills Centre started in 2025 in Johannesburg, South Africa. It was made to help young people who do not have jobs. They can learn building skills like bricklaying, carpentry, and plumbing. The centre works with helpers and sponsors to give free or cheap training.

- **Mission:**
  We teach people how to build things so they can find jobs and earn money.
- **Vision:**
  We want all young people to have the skills to work and live a better life.
- **Target Audience:**
  Young people without jobs, school leavers, and adults who want to learn building skills.

2. Website Goals and Objectives

The website will tell people about the training programs and how to apply. It will also show how others can donate or sponsor the centre.

What we want to happen:

- More people to apply for training.
- More people donate and sponsor us.
- People to know about the centre.

Key Performance Indicators (KPIs):

- Number of website visitors each month.
- Number of online applications.
- Amount of donations received through the website.

3. Current Website Analysis

The centre does not have a website. They only use Facebook, so many people cannot find full information easily.

4. Proposed Website Features and Functionality Essential pages:

- Homepage,
- About Us,
- Courses,
- Apply Online,
- Donate,
- Contact Us.
- Desired features: Online application form, photo gallery, donation payment gateway.

5. Design and User Experience Colour scheme:

- **Warm colours** like orange and yellow to show energy and hope.
- **Typography**: Clear headings in Arial Bold, simple body text in Arial Regular.
- **Layout:** Simple homepage with big images and easy-to-read text.
- **Wireframes:** (Home page with banner, main menu, and course info; Course page with details and apply button.)
- **UXconsiderations:** Website will be mobile-friendly, clear menus, and accessible for people with low vision

6. **Technical Requirements:**

- **Technologies**: HTML, CSS, JavaScript.
- **Hosting/domain:** South African hosting service with a .org.za domain name.

7. **Timeline and Milestones**

- Week1: Proposal approval.
- Week2:Create HTMLstructure.
- Week3:Add CSS design.
- Week4:Add JavaScript features.
- Week5:Test and launch.
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8. **Budget**

- Webhosting: R600/year
- Domain: R90/year
- Websitedesign and development: R5,000 (donated or discounted)
- Maintenance: R2,000/year

Reference:

- https://sl.bing.net/FGmvGqZgbc (frame 4)
- https://sl.bing.net/jCYMQJdfkxE (frame 1)
- https://sl.bing.net/hGNMveNMwxw (frame 3)
- https://sl.bing.net/c5Qk5jdlGRE (frame 2)
  (Accessed: 25 August 2025)
- https://sl.bing.net/kevp4Uxzdgy (website logo)
- https://www.bing.com/maps?&mepi=57~~Embedded~LargeMapLink&ty=18&q=184%2014th%20Avenue,%20Anderbolt,%20Boksburg,%201459,%20South%20Africa&ppois=-26.1993_28.2652_184%2014th%20Avenue,%20Anderbolt,%20Boksburg,%201459,%20South%20Africa_~&cp=-26.1993~28.2652&v=2&sV=1&FORM=MIRE

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Consistency • The **correct referencing style** for the **discipline** – i.e., either **Harvard**, OR **APA** (for Psychology), OR **Law**, OR **IEEE** (for ICT/Engineering) – has been used consistently for all in-text references and in the bibliography/reference list. • **Concepts** and **ideas** that are **quoted** and/or **paraphrased** are referenced consistently throughout. • **Position of the in-text reference:** an in-text reference is positioned consistently where appropriate for every quote and paraphrase.	**Minor inconsistencies:** • The referencing style used is generally consistent with what is required, but there are one or two changes/errors in the format of in-text referencing and/or in the bibliography/reference list. • For example, page numbers for direct quotes in-text have been provided for one source, but not in another. Or, two book chapters in the bibliography/reference list have been referenced in two different formats. Or, the publication year has been placed after the author name in one bibliography/reference list entry, and after the source title in another, etc. • Concepts and ideas in quotes and/or paraphrases are typically referenced, but a full in-text reference is missing or incomplete from one or two small sections of the work. • Position of the references: in-text references are only given at the beginning and/or end of every paragraph.	**Major inconsistencies:** • Poor and wholly inconsistent referencing style used in-text and/or in the bibliography/reference list. • Multiple referencing styles for the same source types have been used. • For example, the format for direct quotes in-text and/or book chapters in the bibliography/reference list and/or year of publication in the bibliography/reference list is different across multiple instances. • Concepts and ideas in quotes and/or paraphrases are haphazardly referenced in-text. • Position of the references: in-text references are only given at the beginning or end of large sections of work.
Feedback on referencing consistency:		
Congruency • **Each source** reflected within in-text references is included accurately in the **bibliography/reference list.** • All **bibliography/reference list** entries are in the **required order** for the referencing style used (e.g. alphabetical, alphabetical under subheadings, numerical). • All **direct quotes** and **paraphrases** have been **integrated appropriately** into the text using introductory phrases, accurate grammar, etc.	**Minor incongruences:** • There is largely a match between the sources presented in-text and those in the bibliography/reference list, but one or two sources that appear in-text do not appear in the bibliography/reference list, or vice versa. Or key source information is missing from one or two in-text references or bibliography/reference list entries only (e.g. publication year, city of publication, URL date accessed, etc.). • There is a clear and largely accurate ordering of sources in the bibliography/reference list as required by the referencing style used, but with one or two references out of order. • An attempt has been made for source integration into the text using appropriate introductory phrases and grammar, but one or two quotes or paraphrases do not flow as clearly or logically within the sentence structure as they could.	**Major incongruences:** • No relationship/several incongruencies between the in-text referencing and the bibliography/reference list. • For example, multiple sources are included in-text, but not in the bibliography, and/or vice versa. Key source information is missing from multiple in-text references and/or reference list entries. A URL link, rather than the actual reference, is provided in the bibliography. Sources are repeated in the reference list, etc. • Most sources are listed in a haphazard order throughout the bibliography/reference list. • Few to no appropriate introductory phrases or rules of grammar have been applied, and many direct quotes and/or paraphrases feel disconnected from the flow of the text.
Feedback on referencing congruency:		