

Formative 1 Summative 1

WEB DEVELOPMENT (INTRODUCTION)

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GROUP 1

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1)Organisation Overview :

Name: Natural Beauty

- Natural Beauty is a skincare company that is based in South Africa. Company founders Iqra Jassiem and Amahle Sani started the company at 22 with a small store in Cape Town, and now both currently 30 years old, they have successfully opened a new headquarters and store in the past year. The company slowly became profitable 3 years ago and is now everyone's favourite skincare brand. The company's skin care is based on using natural products for a better, healthy lifestyle. Their products are clean, cruelty free, and vegan skincare.
- The mission of this company is to make skin care more affordable and help the environment by using recyclable packaging. The founder's vision for this company is to become the most well-known women-run skincare company in South Africa and open new stores in Johannesburg and Pretoria this coming year.
- Their target audience is young adults until their mid-thirties, both men and women.

2)Website Goals and Objectives :

- The goal for this website is to increase website traffic and make it easier to sell more products and let customers know about upcoming sales, where to find the physical stores, and how to use the products and the hard work behind them.

- Key performance indicators for success would be based on the navigations, if the user is able to easily use the website, if the layout is appealing to customers eyes, and if it is laid out in a way that makes sense. It's important that this website be mobile-friendly. Are the customers or users able to easily search and find a product on the website? Making sure useful and current information is displayed.

3)Current Website Analysis :

- Strengths - The website is easy to navigate.
- Weakness - The website works slowly and is not colourful or eye-catching.
- The website will be designed to capture customers with a new colour palette and a new aesthetic for the website. Optimise website speed by optimising the size of images and combining CSS, JavaScript, and HTML files.

4)Proposed Website Features and Functionality:

- Essential features of the website will be The homepage is to display the important information and showcase the products. Search engine to make finding products on the website easier. There will be an about us page to give customers an understanding of the company and the founders story and a contact page with details and addresses.

5)Designer and User Experience:

- In order to accommodate the primarily blue product colours with grey labels and designs, the website's design aesthetic and colour scheme will consist of blue, grey, and white for headers and as the overall theme. Eleven Twenty will be the typeface used for the homepage logo, Palatino Black Italic will be used for the header, and Verdana (sans serif) will be used for other names and content.
- The homepage's layout and design will have a sidebar with information about us, notifications, and other content, as well as a card layout for the various product categories.
- The homepage's header, which also features the business's logo, will be at the top.
- The user will immediately become proficient with the layout and find it absolutely straightforward to use and navigate. Users will be reminded of the company's hues and

brand by the striking colour palette.

6)Technical Requirements:

- The common language used to create webpages is HTML. This will assist us in organising the information into photos, links, paragraphs, and headings.
- CSS is in charge of a website's layout and appearance. Fonts, colour, and spacing can also be controlled with this.
- JavaScript creates dynamic content. Allows the usage of functionalities such as sliders and animations.

7)Timeline and Milestones:

- Week 1 - Project Planning Finalise website objectives, identify the target audience, and collect content requirements.
- Week 3 - Front-End Development Start coding HTML, CSS, and JavaScript for the primary pages. Ensure responsiveness.
- Week 4 - Back-End Integration Integrate any databases, forms, or backend logic.
- Week 5 - Testing Phase Test the site on various devices and browsers. Fix bugs and collect feedback.
- Week 6-7 - Final Review Make final revisions depending on comments, and finalise the content and design.
- Week 8 - Submission Submit the entire website for final evaluation.

8)Budget:

- There are no website development fees.

Proposal 2

1)Organisation Overview :

Name: rowans bakery

- Rowan Miller started her own bakery as a home business and catered to the locals. She began her bakery her home; she currently resides in Pretoria. Her business makes sales through her WhatsApp Business account and her TikTok page. Her business has become successful within 7 months, and she is now being called on to cater to bigger events.
- Her business's objective is to attract more clients by employing her family's recipe and catering to larger occasions. The visions aim is to open a store.
- Individuals and families who enjoy baked products, value quality, and are seeking for a treat or a special occasion item are the intended audience.

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2)Website Goals and Objectives :

- A baker's website aims to boost brand awareness, display products, drive sales through online ordering, establish a loyal customer base by sharing the bakery's narrative, and streamline customer interactions for queries and orders, resulting in increased revenue.

- KPIs:

Boost online sales revenue through the website.

Website Conversion Rate: The percentage of visitors who do a desired action, such as placing a purchase or filling out an order form.

Online Sales Revenue: The entire revenue generated from website orders.

3)Current Website Analysis :

- -There is no current website for this business; they currently operate from a WhatsApp business account.

4)Proposed Website Features and Functionality:

The feature of the website will contain a navigation bar; there will be 5 website pages.

The main page will be the homepage,, contain the navigation bar and the important information,, and also showcase the goods. There will be an about us page that will contain information about the company and give a brief history summary of how the business started.

The contact page will have their email, TikTok, and WhatsApp Business's account. Their product page will display the goods that the bakery will sell.

5)Designer and User Experience:

The aesthetic of the website page will be pink and yellow.

Colour Scheme – the colour scheme of the website will be yellow and brown.

Typography - main headings will be Peristyle Semibold, subheadings will be Peristyle Book, and descriptions will be Math Sans.

Layout and design – the homepage will have a layout that links all 5 pages of the website. [It](#) will contain a navigation bar that will display the homepage, contact us, about us, product page and enquiries.

User experience entails making the site useable, accessible, and findable, which means users can quickly browse, find information, and accomplish tasks.

6)Technical Requirements:

- **Hosting and domain** - To make a website available online, it requires web hosting, which involves renting space on a server to store website data. A domain name is the unique address for a website on the internet. It's acquired from a domain registrar and connected to the web hosting server using DNS.

- **TML (HyperText Markup Language):** Specifies the basic structure and content of web pages.
- **CSS (Cascading Style Sheets):** Controls the visual appearance and styling of HTML elements, such as layout, colours, and fonts.
- **JavaScript:** Enhances web sites' interactivity and dynamic functioning by enabling features such as animations, form validation, and real-time updates.

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- **Week 6-7 - Final Review** Make final revisions depending on comments, and finalise the content and design.

- Week 8 - Submission Submit the entire website for final evaluation.

8)Budget:

- There are no website development fees.

9)References:

Canva (2023) *Brown and Pink Minimal Icons Icon Set*. [Online image]. Available at: <https://www.canva.com/design/DAGxN96Qnao/PnaptJk9Vk2IHfSh0WtGVA/editg> (Accessed: 24 August 2025).

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