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| Phiri’s Whiskful Treats  WEDE5020 |
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## Organization Overview

**Brief history:**

Founded in 2024, Phiri's whiskful treats is a family-run bakery that began as a small kitchen project supplying cupcakes and pastries to loved ones. It has since grown into a full bakery specializing in cakes, cookies, artisanal bread and desserts.

**Mission:**

Our mission is to create moments of happiness by serving freshly baked goods made with love, creativity and passion.

**Vision:**

Our vision is to become the most loved bakery in South Africa through great recipes, friendly service and community spirit.

**Target audience:**

The bakery serves a broad market, including:

* Families and couples
* Parents and children
* health-conscious individuals
* Tourists and café visitors
* young professionals and students
* event planners and catering clients

Website Goals and objectives  
Increase visits by advertising products online.

Generate leads for catering and bulk orders.

Enable online sales for baked goods.

Share recipes, baking tips and blog posts to build customer loyalty

**Key Performance Indicators – KPIs:**  
Reach a minimum of 2,000 monthly website visitors within the initial 6 months.  
Create 500 internet sales orders in the initial year.  
Create a mailing list of no fewer than 1,000 clients using newsletters.  
Obtain at least a 4.5-star rating based on customer feedback

## Current website analysis

**Strengths:**

Targeted Customer Groups, online ordering, simple product range, visually appealing goods, and a relatable family brand story.

**Weaknesses:**

Limited product information, weak SEO, basic layout, lack of engagement features, and ineffective calls-to-action.

## Proposed website features and functionality

* Homepage with featured products.
* About Us page sharing brand values.
* Products & Services page with categories (cakes, bread, cookies, catering).
* Online ordering system with secure checkout.
* Contact page with map and details.
* Blog for recipes and baking tips.
* Customer reviews and integrated social media.

## Design and user experience

* Color Scheme: Soft pastel tones (pink, cream, brown, mint)
* Typography: Playful handwritten-style font for headings with modern sans-serif body text.
* Layout and Design: Clean, grid-based with high-quality photos.
* Factors affecting the user experience: Mobile-friendly, simple navigation, fast checkout, and accessible features.
* Wireframe Concept: Homepage, product, and order pages will reflect the user flow from browsing to purchase.
* **Domain:** [www.phiriswhiskfultreats.co.za](https://www.phiriswhiskfultreats.co.za)
* **Hosting:** Afrihost/GoDaddy.
* **Frontend:** HTML5, CSS3, JavaScript.
* **Backend:** PHP or Node.js with MySQL database.
* **CMS:** WordPress + WooCommerce for easy updates and e-commerce.

## Timeline and milestones

* **Weeks 1–2:** Research & planning.
* **Weeks 3–4:** Design sketches & wireframes.
* **Weeks 5–6:** Homepage, About, and Products pages.
* **Week 7:** Payment gateway & e-commerce setup.
* **Week 8:** Testing across devices.
* **Week 9:** Marketing launch.
* **Weeks 10–12:** Monitoring, client feedback, improvements.

## Budget

* Domain & hosting: R1,200/year
* Website development: R18,000 (once-off)
* E-commerce integration: R7,000
* Content production: R3,500
* Maintenance: R1,500/month
* Marketing & SEO: R4,000/month (optional)

## References

Lambrechts, A. (n.d.) *Why your home bakery needs a website*, Philosophy of Yum. Available at: [Free Resource Library for Home Bakers and Home Bakery Businesses - Philosophy Of Yum Blog](https://philosophyofyum.com/free-resource-library-for-home-bakers-and-home-baking-businesses/) (Accessed: 17 August 2025).