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STUDENT NUMBER: 10459620

COURSE NAME: Higher Certificate in Mobile Application and Web Development

MODULE NAME: Wed Development (Introduction)

MODULE CODE: WEDE5121

INSTITUTION: The Independent Institute of Education (IIE MSA)

PROJECT OF EVIDENCE (POE)

Part 1: building the foundation

Sweet Manna

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WESITE PROJECT PROPOSAL ONE

1. ORGANISATION OVERVIEW

Name- Clawed by Ruvi

History- My name is Ruvimbo Muchaonyerwa, I'm 22 years old, and I'm the founder of Clawed by Ruvi. my little dream turned into a business.

For as long as I can remember, I've loved beauty, colour, and the little details that make something feel special. Nails have always been my favourite way to express myself. Whether it's a classic nude, a soft pastel, a bold, or even sparkly set. I started doing nails just for fun, painting mine and my friends' while we chatted, laughed, and caught up you know. Honestly, it never felt like "work." It was my happy place. Then something happened. My friends would show off their nails, and people I didn't even know started asking, "Who did your nails?" That's when I realised this wasn't just a cute little hobby... it was my thing. It made me happy, it made others happy, and I thought... why not turn it into something real?

In 2018, I started small, literally from my bedroom, with just a little table, a few polishes, and a big dream. Every single set I did, I poured my heart into. I loved seeing my clients' faces light up when they saw the final look. That moment of, "Oh my gosh, I love them!" was and is still priceless to me. By early 2022, I decided to give my dream a name, and that's how Clawed by Ruvi was born. My motto/slogan is "Your Nails, My Art" because I believe nails are like little canvases... tiny works of art you get to carry with you every day.

Now, Clawed by Ruvi is all about more than just nails. It's about creating a cosy, friendly space where every client feels pampered, valued, and beautiful. Whether it's a simple gel manicure, detailed nail art, or a luxury treatment, I want you to leave feeling confident and maybe even a little extra. I hope to grow Clawed by Ruvi into a well-known beauty brand, maybe even launch my own nail care line and teach other girls who share the same passion.

Mission statement- My mission is to create beautiful, highly quality nail designs that make every client feel confident, pampered, and valued. I believe nails are more than just beauty accessories. They are tiny works of art and a form of self experience. Every set I do is crafted and made with love, creative, and attention to detail. Turning each appointment into a fun and relaxing experience.

Vision Statement- My vision for Clawed by Ruvi is to grow it to a well - known beauty brand that in spires self - love, creativity, and confidence in women. I dream of opening multiple studios, launching my own nail care product line, and offering training to young women who want to start their own journey in the nail industry.

Target Audience- *Clawed by Ruvi* is for women and girls. Who love expressing themselves through their nails. Appreciate creativity, detail, and high-quality nail work. Enjoy a friendly, cosy, and pampering salon experience. Want nails that make them feel confident, stylish, and a little extra. My main clients are aged 16 to 35, but I welcome anyone who loves beautiful nails.

WEBSITE GOALS AND OBJECTIVES

My goal for Clawed by Ruvi is to become a trusted and loved nail brand known for creativity, quality, and a warm, welcoming client experience, a place where every woman leaves feeling more confident and beautiful than when she arrived.

- 1. <u>Deliver High-Quality Service</u> Provide flawless, long-lasting nail designs using safe and quality products.
- 2. <u>Build a Loyal Client Base</u> Create strong relationships with clients by offering excellent customer service and a friendly yet personal experience.
- 3. Stay on Trend Keep up with the latest nail art techniques, colours, and designs to keep clients excited and inspired.
- <u>4.</u> <u>Grow Brand Awareness</u> Use social media, referrals, and creative marketing to make Clawed by Ruvi a recognizable name in the beauty community.
- <u>5.</u> Expand Services Introduce additional beauty treatments and possibly launch a custom nail care product line, over time.
- <u>6.</u> <u>Empower Others</u> Eventually offer nail artistry workshops or training programs to help other young women start their own beauty journeys.

KEY PERFOMANCE INDICATORS

Client Retention Rate

- Measures how many clients return for repeat appointments.
- Why it matters: Because a high retention rate means clients are happy with the service and experience.

Monthly Client Bookings

Tracks the number of appointments booked each month.

Why it matters: Because it shows growth and demand for the business.

Social Media Engagement

- Measures all the likes, comments, shares, and followers on social media platforms like Instagram and TikTok.
- Why it matters: Well because a strong online presence helps attract new clients and builds brand awareness.

Average Revenue per Client

- Calculates the average amount each client spends per visit.
- Why it matters: Because it helps understand spending habits and opportunities for upselling.

Customer Satisfaction Score

- Based on reviews, feedback forms, or ratings.
- Why it matters: Positive feedback reflects quality service and happy clients.

Product Usage Efficiency

- Tracks how effectively nail products are used to reduce waste.
- Why it matters: Because It Helps control costs and improve profitability.

PROPOSED WEBSITE FEATURES AND FUNCTIONALITY

The *Clawed by Ruvi* website will be designed to reflect the brand's girly, creative, and professional personality while providing visitors with an easy and enjoyable browsing experience. The following are the essential features and desired functionality:

<u>Homepage</u>

Features:

Eye-catching banner showcasing nail designs and services.

Tagline ("Your Nails, My Art") and a short welcome message.

Featured services or promotions.

Quick navigation menu to other pages.

Functionality:

Responsive design for mobile, tablet, and desktop.

Slideshow or video gallery for visual impact.

About Us Page

Features:

Personal introduction of the founder

Story of how Clawed by Ruvi started.

Brand values, mission, and vision.

Functionality:

Photo gallery of the workspace and nail art.

Option to read in short or long format.

Services Page

Features:

Detailed list of services (gel nails, acrylics, nail art, treatments).

Pricing table.

High-quality images of each service.

Functionality:

Service filter by type (e.g., bridal, classic, trendy).

"Book Now" button for each service.

Contact Page

Features:

Contact form for inquiries.

Business phone number and email.

Map with the studio location.

Functionality:

Click-to-call and click-to-email buttons for mobile users.

Embedded Google Maps for directions.

Client Reviews Page

Features:

Testimonials from happy clients.

Star rating system.

Functionality:

Form for clients to leave a review or even questions.

DESIGN AND USER EXPERIENCE

The Clawed by Ruvi website will have a soft, feminine, and elegant aesthetic that reflects the brand's personality... Girly, welcoming, creative, and stylish. The design will prioritise easy navigation, mobile responsiveness, and a clean layout to ensure visitors have a pleasant browsing experience.

Colour Scheme

The colour palette will be inspired by a feminine, beauty-inspired theme:

- Blush Pink main background colour for a soft, feminine feel.
- Rose Gold accent colour for headings, borders, and call-to-action buttons.
- White for clean sections and text contrast.
- Charcoal Grey for readable body text.

Typography

- Headings: *Playfair Display* elegant serif font for a sophisticated feel.
- Subheadings: *Poppins* clean and modern sans-serif for balance.
- Body Text: Open Sans highly readable for longer text.

Layout and Design

- Header: Logo on the centre, navigation menu on the right.
- Homepage: Large hero image of nail designs with a "Book Now" button.
- Consistent Branding: Colours, fonts, and button styles remain consistent throughout the site.

 Whitespace Use: Plenty of breathing room so the design feels airy and not squeaked together.

User Experience Considerations

- Easy Navigation: Clear menu at the top with visible links to Home, About, Services, Gallery, and Contact.
- Mobile-Friendly: Fully responsive design for phones, tablets, and desktops.
- Accessible Design: Good contrast between text and background; alt text for images.
- Fast Loading: Optimised images to ensure quick page load.
- Call-to-Action Buttons: "Book Now" buttons are visible on multiple pages.

TECHNICAL REQUIREMENTS FOR SWEET MANNA WEBSITE

- Domain name- I would choose a domain name like <u>www.clawedbyruvi.co.za</u>, because it gives the bakery a more professional look and it also is easy to remember.
- Web Hosting-I would like to use a more reliable hosting provider like Wix maybe, since Hosting is where the website files are stored so people can find or access the site more easily and anytime.
- Custom Email- Our business email can be created via the hosting provider for a more professional touch and look. For example, hello@clawedbyruvi.com.
- HTML- Using HTML will make the foundation of the website. Why? Well... it structures the content well, for example text, images, and links.
- CSS- We will be using it to style our website in any way we like. For example, setting all the colours, fronts, layouts and just making it look pretty.
- JavaScript- We will need this to add interactions through out the whole site. Like the clickable buttons
- Responsive Framework- framework helps the site look good on both mobile phones and computers easily. I think the best one here is Bootstrap.

TIMELINE AND MILESTONES

WEEK	TASK/MILESTONE	DETAILS
Week one	Project Planning	~Choose a name for the
		business
		~Choose the concept
		~Target audience
		~Goals

		~Basic Website ideas
Week two	Research and content	~Write the business' story
	creating	~Vision
		~Mission
		~Target Audience
		~Goals for the business
		and website
		~Gather the colour
		palette
		~Fronts
		~Design ideas
Week three	Wireframes and Design	~Create or stretch
	plans	wireframes for each page
		~Make your logo
		~Finalise the colours and
		fonts
Week four	Technical Setup	~Choose a domain name
		~Decide on the hosting
		~List the programming
		languages and platforms
		~Prepare basic HTML,
		CSS template
Week five	Development Phase	Create website pages
		Apply the styles
		Add images
Week six	Testing and correction	Check if website is
		working on both mobile
		phones and computer
		Test links
		Test buttons
14/	Finally	Fix any issues
Week seven	Final Improvement	Check spelling and
		grammar
		Ensure the brand is
Wook sight	aub maio aio m	consistent at all times
Week eight	submission	Submit the project

ESTIMATION BUDGET FOR SWEET MANNA WEBSITE

ITEM	DETAILS	ESTIMATED COST (ZAR)
Domain Name	Registration for Sweet	R120-R200 per year
	Manna (annual cost)	

Web Hosting	Basic hosting plan with	R50-R150 per month
	provider	R600-R1800 per year
Website Design and	Self-built using HTML,	R0-R500 (DEPENDING
development	CSS, AND JavaScript	ON THE TOOLS I USE)
images	It depends if I use free	R0-R300
	pictures from websites or	
	not	
Logo Design	Created on Canva (free	R0
	version)	
Maintenance and	Small yearly cost for	R200- R500 per year
updates	renewing hosting,	
	domain	
	Updating site content	

Minimum Budget: R720 (using free design tools and only paying for hosting + domain)

Maximum Budget: around about R3,300 (if using some paid images and better hosting plan)

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WESITE PROJECT PROPOSAL TWO

1. ORGANISATION OVERVIEW

Name- Sweet Manna

are loved.

History- Hi, I'm Ruvimbo Muchaonyerwa, the heart behind Sweet Manna. A bakery that's all about sharing joy through sweet treats. I created Sweet Manna as a place where every bite reminds you of comfort, warmth, and God's love. From soft cupcakes to gooey brownies and melt in your mouth cookies, each treat is made with care, creativity, and a little bit of faith. My goal is to make people smile with every slice, spoon or sprinkle, because sometimes, a sweet treat is all you need to brighten your day. The inspiration behind Sweet Manna came from one of my favourite stories in the Bible. The story of how God provided manna from heaven to feed the hungry and hopeless Israelites in the wilderness (Exodus 16). That manna was a sign of God's love and provision, and I wanted my bakery to carry that same message. I've always loved baking. Especially on weekends and special occasions with my family, mainly my little sister. Starting Sweet Manna as a school project gives me the chance to mix my passion for baking with my faith. I wanted this to be more than just a bakery. I want it to feel like a little taste of heaven. For me, Sweet Manna is a reminder that God cares about the little things... even cupcakes. Whether you're having a tough day or celebrating something special, I hope every treat from Sweet Manna brings you happiness and reminds you that you

Mission Statement- My mission is simple actually. It's to bake with love and serve with purpose. Through Sweet Manna, I want to create homemade treats that bring joy to people's hearts and comfort to their souls. Every cookie, cupcake, and slice of cake is made with care... not just to taste good, but to carry a message of faith, warmth, and hope. Baking will be my way of sharing God's goodness with the world. Vision Statement- A dream I have for Sweet Manna is becoming more than just a bakery. I want it to be a little light in the world — a place that reminds people of God's love and kindness, any time. Whether someone is having a rough day or just needs a reason to smile, Sweet Manna can be that sweet reminder that they are seen, loved, and cared for.

Target Audience- Sweet Manna is for anyone who loves a good treat and a little bit of joy in their day. Whether it's kids with sweet tooths. Moms picking up something special for family time. Students needing a study snack. Even someone looking for

a comforting bite after a long day, you know. This bakery is for them all. I especially want to reach people who appreciate homemade, heartfelt baking and those who connect with the message of faith and love. Like our church members after a Sunday service, to young people who just want something sweet and uplifting. Sweet Manna is here to serve. This bakery is for people who believe that food can bring people together, lift spirits, and even remind us of God's goodness in our everyday lives simple.

2. WEBSITE GOALS AND OBJECTIVES

As part of Sweet Manna, I want the website to do more than just look pretty. I want it to actually serve people, you know and help the business grow. These are the specific goals I've set for the website:

1. Share Our Story and Faith:

I want people to understand the heart behind Sweet Manna... to know where it came from, why I started it, and how it's inspired by my faith and love for baking.

2. Showcase Our Treats:

I'll use the website to display beautiful photos and descriptions of our cookies, cupcakes, and other goodies so customers can see what we offer and get excited to order very quickly.

3. Sell Products Online:

I want to make it easy for people to order their favourite treats right from the website, whether it's for delivery or just special occasions.

4. Reach More People:

I hope the website helps Sweet Manna reach new customers by showing up on Google and social media everywhere, which will help increase website traffic and grow our community, which would be great.

5. Share Uplifting Messages:

I'd love to include short Bible verses or encouraging quotes that match the heart of Sweet Manna... giving visitors a little sweetness for the soul, not just the tastebuds.

6. Answer Common Questions and Make Contact Easy:

The website will have a simple contact section where people can reach out with questions, feedback, or to find out more about *Sweet Manna*. This will help build trust and keep communication open without the pressure of handling complex orders.

Determine and present key performance indicators (KPIs)- <u>Website Visitors (Traffic):</u> I'll track how many people visit the website. If the numbers keep growing, it means more people are finding Sweet Manna and are interested in it and what it offers.

Time Spent on the Site:

If people stay on the website for more than a few seconds, it shows they're actually

exploring you know, maybe reading the story, looking at the treats, or enjoying the verses and pictures.

Number of Orders or Messages Sent:

If visitors start reaching out with questions or placing simple orders that shows the website is doing its job by turning visitors into real customers or supporters.

Positive Feedback:

Any kind words, compliments, or encouragement through the contact form or in-person comments about the website will count as a success, because it means people like the look what I've built.

Social media Clicks from the Website:

If people click through to my Instagram or Facebook page from the site, it means they want to stay connected, which helps grow Sweet Manna.

Returning Visitors:

If people come back to the website again, that means they loved it the first time — and that's a very big win for me.

3. PROPOSED WEBSITE FEATURES AND FUNCTIONILITY

Since Sweet Manna is all about faith, love, and sweet treats as it should be, I want the website to reflect that warm, welcoming feeling just like that. It should be simple, easy to use, and beautiful... like a virtual bakery, filled with joy. Since it is also an online store. Here are the pages and features I plan to include:

1. Homepage

Purpose: First impression of Sweet Manna

Features:

- A big, beautiful image of baked treats
- Short welcome message ("A Taste of Heaven in Every Bite")
- Quick links to other pages (About, Products, Contact)
- Bible verse of the week

Functionality:

- Smooth scrolling
- Mobile-friendly layout
- Button to follow us on Instagram

2. About Us Page

Purpose: Share the story behind Sweet Manna and who I am and how the store came to be.

Features:

- My name and personal story
- Why I started the bakery
- Vision and mission statements
- Faith-based inspiration (Exodus 16 manna from heaven)
 Functionality:
- Scrollable text and image section
- Optional "Meet the Baker" photo
 - 3. Products Page (Our Sweet Treats)

Purpose: Show what baked goods are available and selling.

Features:

- Pictures and names of treats (cupcakes, cookies, brownies, etc)
- Short descriptions ("Soft vanilla cupcakes with a creamy swirl")
- Prices

Functionality:

Organised sections (e.g. Cupcakes • Cookies • Brownies)

4. Contact Page

Purpose: Make it easy for people to get in touch with us.

Features:

- Simple contact form (Name, Email, Message)
- Email address and phone number (this is for the business)
- Link to Instagram or Facebook page

Functionality:

- Auto-send confirmation (e.g. "Thank you! We'll get back to you soon!")
- Mobile-friendly form that's easy to fill out

4. DESIGN AND USER EXPERIENCE

1. Colour Scheme – Proposed Colour Palette

The colour palette for *Sweet Manna* will reflect warmth, sweetness, and calm. Just like the feeling of biting into a soft cupcake. Here's the proposed colour scheme:

COLOUR	PURPOSE	
Soft Pink	Background/ warm, sweet tone	
Cream/ Beige	Content background	
Chocolate Brown	Text/ Logo/Sweet Treat	
Light Gold	Accent/ Buttons/ Highlights	

White Just more clarity	white	Just more clarity
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5. Typography - front Choices and Hierarchy

FRONT USE	FRONT NAMES	STYLES
Heading	Playfair Display	Elegant, Classic, Serif font
Body Text	Poppins or Open Sans	Clean and Easy to Read
Buttons/Quotes	Pacifico or Caveat	Handwritten like, Friendly

6. Layout and Design Approach

The layout will be **clean, organised, and soft**, just like the brand:

- We will use lots of white/cream space to avoid clutter
- We will use product images placed in grids for easy viewing
- We will use Buttons rounded and soft in colour like pink or gold.
- We will use Bible verses or encouragements displayed in gentle script fonts
- Logo will be at the top centre

7. User Experience Considerations

USER EXPERIENCE ELEMENTS	DESCRIPTION	
Simple Navigation	Menu bar with all the pages, like Home,	
	Products, Contact, and Uplift	
Responsive Design	Make sure it will work and look the	
	same on both Mobile and Desktop, all	
	the Images, and the Texts	
Consistent Colours	Soft sweet palette used acrossed all	
	pages to build a recognition in the	
	brand	
Fast Loading	We will have light images and fewer	
	animation to none to ensure quick page	
	loading	
Accessibility	We will have Clear fonts, Proper	
	contrast, and ALT text on images for	
	easy reading and browsing	

5. TECHNICAL REQUIREMENTS FOR SWEET MANNA WEBSITE

Domain name- I would choose a domain name like <u>www.sweetmanna.co.za</u>, because it gives the bakery a more professional look and it also is easy to remember.

Web Hosting-I would like to use a more reliable hosting provider like Wix maybe, since Hosting is where the website files are stored so people can find or access the site more easily and anytime.

Custom Email- Our business email can be created via the hosting provider for a more professional touch and look. For example, hello@sweetmanna.com.

HTML- Using HTML will make the foundation of the website. Why? Well... it structures the content well, for example text, images, and links.

CSS- We will be using it to style our website in any way we like. For example, setting all the colours, fronts, layouts and just making it look pretty.

JavaScript- We will need this to add interactions through out the whole site. Like the clickable buttons

Responsive Framework- framework helps the site look good on both mobile phones and computers easily. I think the best one here is Bootstrap

TIMELINE AND MILESTONES

WEEK	TASK/MILESTONE	DETAILS
Week one	Project Planning	~Choose a name for the business ~Choose the concept ~Target audience ~Goals ~Basic Website ideas
Week two	Research and content creating	~Write the business' story ~Vision ~Mission ~Target Audience ~Goals for the business and website ~Gather the colour palette ~Fronts ~Design ideas
Week three	Wireframes and Design plans	~Create or stretch wireframes for each page ~Make your logo ~Finalise the colours and fonts
Week four	Technical Setup	~Choose a domain name ~Decide on the hosting ~List the programming languages and platforms ~Prepare basic HTML, CSS template
Week five	Development Phase	Create website pages

		Apply the styles
		Add images
Week six	Testing and correction	Check if website is working
		on both mobile phones and
		computer
		Test links
		Test buttons
		Fix any issues
Week seven	Final Improvement	Check spelling and
		grammar
		Ensure the brand is
		consistent at all times
Week eight	submission	Submit the project

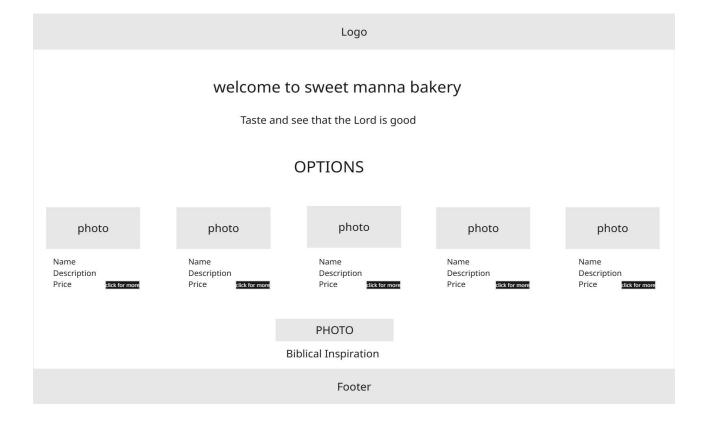
6. ESTIMATION BUDGET FOR SWEET MANNA WEBSITE

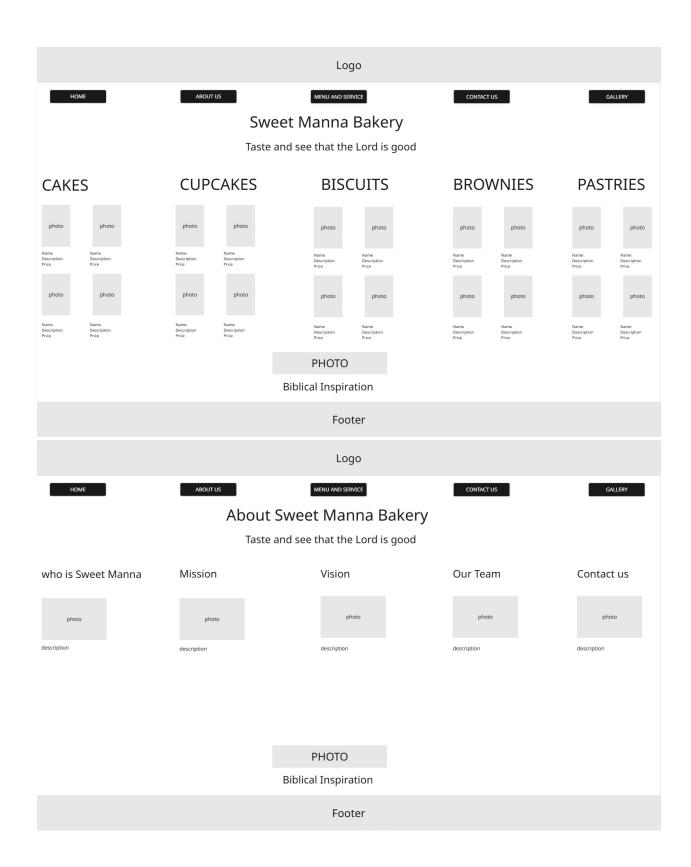
ITEM	DETAILS	ESTIMATED COST (ZAR)
Domain Name	Registration for Sweet	R120-R200 per year
	Manna (annual cost)	
Web Hosting	Basic hosting plan with	R50-R150 per month
	provider	R600-R1800 per year
Website Design and	Self-built using HTML,	R0-R500 (DEPENDING
development	CSS, AND JavaScript	ON THE TOOLS I USE)
images	It depends if I use free	R0-R300
	pictures from websites or	
	not	
Logo Design	Created on Canva (free	R0
	version)	
Maintenance and	Small yearly cost for	R200- R500 per year
updates	renewing hosting,	
	domain	
	Updating site content	

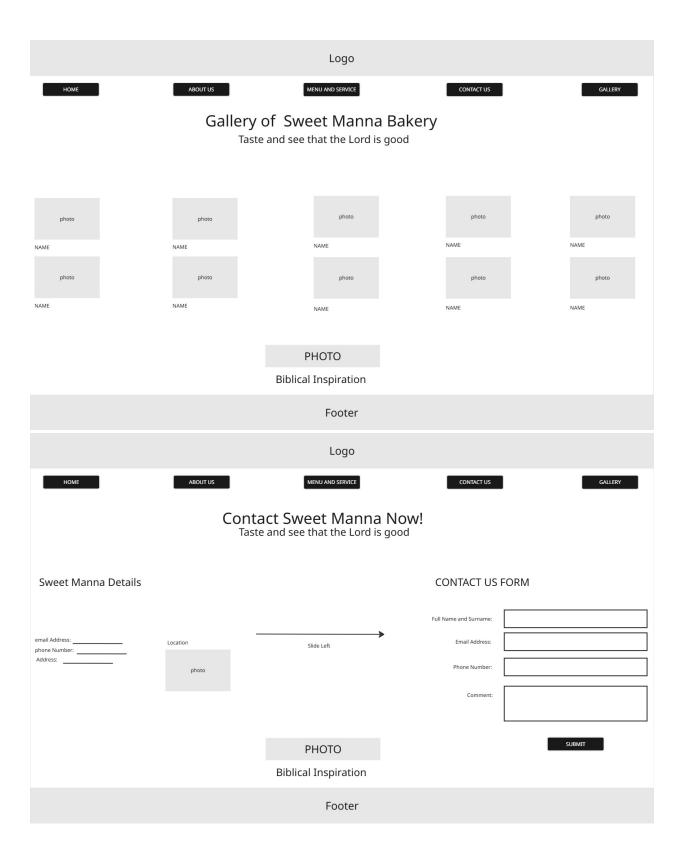
Minimum Budget: R720 (using free design tools and only paying for hosting + domain)

Maximum Budget: around about R3,300 (if using some paid images and better hosting plan)

WIREFRAMES







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SITEMAP OF SWEET MANNA BUSINESS

HOMEPAGE

Introduction to Sweet Manna

Options and description we have and serve

Pictures of options

Logo

navigation

About Page

Logo

Navigation

Cakes section

Cupcakes section

Biscuits section

Brownies section

Pastries section

Pictures on each section

Menu/Service page

Logo

Navigation

Types of cakes with descri, and prices in that section

Types of cupcakes with descri, and prices in that section

Types of biscuits with descri, and prices in that section

Types of brownies with descri, and prices in that section

Types of pastries with descri, and prices in that section

Contact Us page

Logo

Navigation

Email

Phone number

address

Location

pictures

Gallery page

Logo

Navigation

Pictures from menu/service

Checkout and Delivery

Information of customer

Done button

FILE/FOLDER STRUCTURE

```
sweet-manna-bakery/
— index.html
                     # Homepage
— about.html
                     # About Us page
- products.html
                         # Menu/serve page (cakes, cupcakes, biscuits, brownies,
pastries,) (checkout and delivery)
— gallery.html
                     # gallery page
— contact.html
                      # Contact Us page
--- assets/
                   # Folder for media & styling
    --- css/
     L style.css
                    # stylesheet
   ├— js/
      — script.js
                   # JavaScript
                    # All images for cakes, cookies, etc.
   ├— images/
     --- cakes/
     ├— cupcakes/
     -- biscuits/
     ├— brownies/
     - pastries/
     ├— cross/
     └─ logo.png
     - fonts/
                  # custom fonts
⊢— docs/
                  # Business-related documents
   — business-plan.word
   --- Project Of Evidence-WEDE.pdf
  - README.md
                      # Project description
```

DESCRIPTION OF PAGES

Home Page

On the Home page, users will be welcomed with a warm introduction to Sweet Manna. The navigation menu will be clearly displayed at the top so visitors can easily move between pages such as Menu, About Us, Contact, Gallery, and more. The page will feature a hero image of our freshly baked treats to immediately grab attention. There will also be call-to-action buttons like "Order Now" and "View Menu". This page benefits the customer by giving them a quick first impression of our bakery, our values, and direct access to explore or order.

Menu and Service Page

The Menu page is structured into clear categories: Cakes, Cupcakes, Pastries, Biscuits, Brownies, and Delivery/Checkout. Each item will have a picture, description, and price listed in Rand (R). For example, cupcakes will have their own section with different flavors explained individually. This page allows customers to browse all our offerings in one place, making their choice easier. The layout is neat and organized for quick access.

Delivery and Checkout is linked directly from the menu for customers who want to place an order. It explains our delivery options, areas covered, estimated times, and costs. Below that, there is a Checkout section where customers can confirm their orders. The benefit of this page is that it provides transparency about how they will receive their order while also giving them an easy way to finalize their purchase.

About Us Page

The About page introduces Sweet Manna's story, values, and what makes us unique. It will also include a section about the team behind the bakery, with pictures and short descriptions of roles. This page gives customers a personal connection to the brand, showing that behind every product there are passionate people who care about quality and customer happiness.

Gallery Page

The Gallery page will showcase high-quality images of our cakes, cupcakes, biscuits, brownies, and pastries. This will give visitors visual proof of our creativity, presentation, and product quality. Customers benefit by seeing exactly what they can expect before ordering.

Contact Us Page

On this page, customers can find our bakery's contact details such as phone number, email, and physical address. There will also be a contact form where they can leave a message directly. A map will also be included to show the location. The benefit is that customers have multiple ways to easily reach us, ask questions, or place custom orders.

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