



Varsity College – Pretoria

WEDE5020

-POE-

PART 1

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Declaration

	SIGN
I have read the assessment rules provided in this declaration.	<i>G. Tharratt</i>
This assessment is my own work.	<i>G. Tharratt</i>
I have not copied any other student's work in this assessment.	<i>G. Tharratt</i>
I have not uploaded the assessment question to any website or App offering, assessment assistance.	<i>G. Tharratt</i>
I have not downloaded my assessment response from a website.	<i>G. Tharratt</i>
I have not used any AI tool without reviewing, re-writing, and re-working this information, and referencing any AI tools in my work.	<i>G. Tharratt</i>
I have not shared this assessment with any other student.	<i>G. Tharratt</i>
I have not presented the work of published sources as my own work.	<i>G. Tharratt</i>
I have correctly cited all my sources of information.	<i>G. Tharratt</i>
My referencing is technically correct, consistent, and congruent.	<i>G. Tharratt</i>
I have acted in an academically honest way in this assessment.	<i>G. Tharratt</i>

Website Choice

The Color Tech website is designed to be extensive where it showcases and promotes the business, and what they have to offer such as specialized paint mixing and products. The main goal is to develop a colorful and interactive platform, where the business can present their diverse range of products; these products include PVA paint, Quick Dry pain, Enamel, Epoxy, Automotive paint, Tapes, Wood Finish, Road marking paint, Soaps, and Tinter Bottles. The website will serve as a one-stop for companies and individuals which are seeking high-quality color solutions for paint or coating needs which are durable.

The website will have a modern, colorful design with a layout which users will be able to navigate with ease. The Home Page will capture attention as it will be colorful as high-resolution images with vivid visual assets will put the spotlight on the bold characteristics of the business and later on the what they offer. The user will throughout the website encounter the colorful theme as it relates to paints mainly.

Users experience will benefit, as the website will be well organized with accessible sections. The products will be under a dedicated pages of "Products and Services", with detailing information about the products, and images, it will allow users to make informed decisions.

The business manufactures and supplies products, therefore user engagement will be encouraged by users reading more about how the business started and what the goals are for the business on the "About Us" sections on the website. Further user will also be able to contact the business, through provided with emails, contact numbers and the physical address. There will be a form so users can enquire by the business. There will be a pre-determined section where users can get frequently asked questions answered, which proves efficient.

The website will fully function on all devices, from desktops to all smartphones. The navigation will be smooth as the menu will be well-structured. Accessibility features will be integrated for all users to comfortably use the website. The website will also use SEO strategies, as well as social media integration. Which will further encourage user engagement and broader the business reach, as links to platforms will be available.

In summary, the website for Color Tech will be a colorful and well-designed, user-centric platform that will showcase our range of paints and coatings. By combining a colorful appealing design, extensive content, and advanced functionality, Color Tech will serve as a valuable resource for our customers, helping them find the perfect colorant solutions needs.

[419 words]

Website Assets



*Figure 1: Color Tech Logo.
[s.a.].
(colortech, 2019)*



*Figure 2: techmachine-life, Ai generated paint splash liquid. 2023.
(Pixabay, 2023)*



Figure 3: Jovanov, M. 2019. orange white and gray concrete building. (Unsplash, 2019).



Figure 4: Victor. [s.a.]. 2018. gold pipes. (Unsplash, 2018)



Figure 5: jcomp. [s.a.]. workers use black steel paint brushes. (Freepik, 2024)

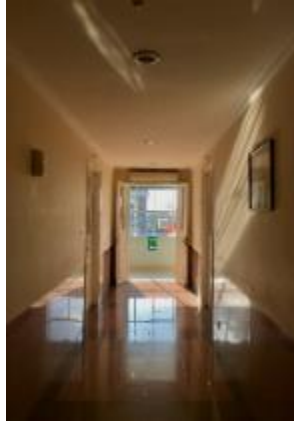


Figure 6: Nugraha, D. 2022. a hallwy with a glass door. (Unsplash, 2022)



Figure 7: Rezwan, A. 2013. Red and Yellow heavy equitement at Daytime. (Pexels, 2013).



Figure 8: Freepik. [s.a.]. High angle desk arrangement with colorful tape. (Freepik, 2024).



Figure 9: Freepik. [s.a.]. Person varnishing the wood with big brush. {Freepik, 2024}.



Figure 10: Rosati, F. 2022. Sign on the street. (Pexels, 2022)



Figure 11: cottonbro studio. 2020. Person holding round soap bars. (Pexels, 2020).



Figure 12: Freepik. [s.a.]. Bottles with bright paints. (Freepik, 2024).



Figure 13: Colorful Paint Brushes. [s.a.]. (StockCake, 2024).



Figure 14: Promac Paints. 2019. GP2 Coarse Textured Matt Coat pdf Header. (Promac Paints, 2019).



Figure 15: Vibrant Community Work. [s.a.]. (StockCake, 2024).



Figure 16: Container Port. 2018. (Pixabay, 2018).



Figure 17: colortech. [s.a.]. Enamel photo. (colortech, 2024).



Figure 18: aleksanderlittlewolf. [s.a.]. Empty garage with parking lots with concrete ceiling and flooring and pillars marked with numbers. (Freepik, 2024).



Figure 19: Mortier, T. 2020. yellow and black heavy equipment. (Unspalsh, 2020).



Figure 20: Colorful Tape Rolls. [s.a.]. (StockCake, 2024)



Figure 21: Applying Wood Finish. [s.a.]. (StockCake, 2024)



Figure 22: wal_172619. 2020. Crossing crossroad transition road. (Pixabay, 2020).



Figure 23: Colorful Soap Dispensers. [s.a.]. (StockCake, 2024).



Figure 24: Colorful Paint Bottles. [s.a.]. (StockCake, 2024).



Figure 26: Colorful Paint cans. [s.a.]. (StockCake, 2024)



Figure 27: Baumeister, M. 2020. Pantone test charts. You use them to check the colors of printed papers / paintwork et cetera. (Unspalsh, 2020).



Figure 3: The photograph depicts the delivery ready order at Color Tech. (Tharratt, 2024)



Figure 4: Colorful Paint Brushes. [s.a.]. (StockCake, 2024)

Website Pages and Content

a. Homepage

- i. Logo.
- ii. Links to the other pages.
- iii. The full-width photo (description with photo).
- iv. Strapline/ Slogan on photo, with a brief backstory (why the owner began the business).
- v. Grayed text box.
- vi. Text Box; Future Goals of the business.
- vii. Slider of services the business provides, text on top.
- viii. Contact section, button to navigate to contact us page.
- ix. Supplier bar (logo's).
- x. Basic contact info.
- xi. Links to other social media platform.
- xii. Copyright/ Year.

b. Products

- i. Logo.
- ii. Links to the other pages.
- iii. The full-width photo (description with photo).
- iv. Header of Page.
- v. List of products.
- vi. Mud Spots.
 - i. Description of what the product actually is used for.
 - ii. Photos under mud spots of examples.
- vii. Basic contact info.
- viii. Links to other social media platform.
- ix. Copyright/ Year.

c. About Us

- i. Logo.
- ii. Links to the other pages.
- iii. The full-width photo (description with photo).
- iv. Description of the business goals.
- v. Paint cans photo to the right.
- vi. Description further.
- vii. Paint color chart to the left.
- viii. Further description.
- ix. Photo of order ready paint cans to the right.
- x. Last part of the description.
- xi. Paint Brushes photo to the left.
- xii. Contact section, button to navigate to contact us page.
- xiii. Basic contact info.
- xiv. Links to other social media platform.
- xv. Copyright/ Year.

d. FAQ

- i. Logo.
- ii. Links to the other pages.
- iii. The full-width photo (description with photo).
- iv. List display question with drop-down option.
- v. Can expand each with the answers.
- vi. Basic contact info.
- vii. Links to other social media platform.
- viii. Copyright/ Year.

e. Contact Us

- i. Logo.
- ii. Links to the other pages.
- iii. The full-width photo (description with photo).
- iv. Email Contact information.
- v. Physical address information.
- vi. Form where customers can get fill in to receive a free quote for the business.
- vii. Map of where the business physically is.
- viii. Basic contact info.
- ix. Links to other social media platform.
- x. Copyright/ Year.

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