

# NDL Contract – Professional Construction & Development Services

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## Part 1 — Building the Foundation: Project Initiation and Planning

### 1.1 Target Organisation

**Organisation:** NDL Contract (Construction & Development Company)

**Brief History:** NDL Contract has been delivering high-quality construction projects since 1999. The company operates across commercial, residential, and industrial sectors.

**Mission:** To build safe, modern, and innovative structures that exceed client expectations.

**Vision:** Become a leading provider of sustainable and reliable construction services.

**Target Audience:** Businesses, property developers, homeowners, and industrial clients looking for professional construction services.

### 1.2 Project Proposals

#### 1.2.1 Proposal 1: NDL Contract Website

**Website Goals and Objectives:**

- Showcase NDL Contract's portfolio of completed projects.
- Provide information about services and expertise.
- Facilitate client inquiries and project consultations online.

**KPIs:** Website visits, contact form submissions, portfolio engagement.

**Current Website Analysis:**

- No prior online presence; the business operates mostly offline.
- Need to establish a professional, modern website to attract clients.

**Proposed Website Features:**

- Homepage with hero section and featured projects.
- About page detailing company history, mission, and team.

- Services page listing commercial, residential, and industrial offerings.
- Donate page for CSR or community projects.
- Contact page with map, contact form, and business info.

#### **Design & User Experience:**

- Colour Scheme: Blue (#0d47a1), White (#ffffff), Light Grey accents.
- Typography: Poppins and Inter from Google Fonts.
- Layout: Clean, responsive, modern grid design.
- Interactive hero sections and card animations for engagement.

#### **Technical Requirements:**

- HTML5, CSS3, JavaScript.
- Fully responsive and accessible (ARIA attributes, skip links).

**Timeline:** See section 1.7 Timeline and Milestones.

**Budget Estimate:** R5,000 for hosting, design, and development.

**References:** Stock images, company branding, Google Fonts.

## **1.3 Content Research and Sourcing**

- Gathered images for construction projects, team members, and hero sections.
- Text content sourced from company documents and service descriptions.

#### **File organisation:**

/images → all images

/css → stylesheets

/js → JavaScript files

**HTML pages named:** index.html, about.html, services.html, donate.html, contact.html

## **1.4 Website Structure and Planning**

### **1.4.1 Sitemap**

**Homepage (index.html):** Hero section, featured projects, call-to-action.

**About (about.html):** Company history, mission, vision, team.

**Services (services.html):** Detailed services in commercial, residential, industrial construction.

**Donate (donate.html):** Community and CSR donation options.

**Contact (contact.html):** Contact information, map, form submission.

### **1.4.2 File and Folder Structure**

```
root/
■ ■ index.html
■ ■ about.html
■ ■ services.html
■ ■ donate.html
■ ■ contact.html
■ ■ css/
■ ■ ■ style.css
■ ■ js/
■ ■ ■ script.js
■ ■ images/
```

## **1.5 HTML Structure and Basic Content**

- Semantic HTML5 elements used: <header>, <nav>, <main>, <section>, <footer>.
- Navigation links to all pages included.
- Forms integrated in contact and donate pages.
- Hero sections, cards, and stats sections implemented for engaging layout.

## 1.6 Testing and Debugging

- Tested across modern browsers: Chrome, Firefox, Edge.
- Debugged responsive design issues, navigation links, and form validations.
- Ensured accessibility with ARIA roles and skip links.

## 1.7 Timeline and Milestones

Task	Start Date	End Date
Project Planning	01-Aug-2025	03-Aug-2025
Research & Content	04-Aug-2025	07-Aug-2025
Wireframes & Design Mockups	08-Aug-2025	10-Aug-2025
HTML/CSS/JS Development	11-Aug-2025	17-Aug-2025
Testing & Debugging	18-Aug-2025	20-Aug-2025
Final Review & Submission	21-Aug-2025	22-Aug-2025

## 1.8 Budget Estimate

- **Hosting & Domain:** R1,500
- **Design & Development:** R3,000
- **Maintenance & Miscellaneous:** R500

**Total Estimated Budget:** R5,000

## 1.9 References

- Company internal documents and branding guidelines.
- Stock images from Unsplash and Pixabay.
- Google Fonts (Poppins and Inter).
- W3Schools and MDN Web Docs for HTML, CSS, and JavaScript reference.