WEDE

ASSIGNMENT

1

ST NUMBER : ST10471198

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WEDE 5020

ACADEMIC HONESTY DECLARATION

Please complete the Academic Honesty Declaration below.

Please note that your assessment will not be marked, and you will receive 0% if you have not completed ALL aspects of this declaration.

Declaration

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

Table of contents

1.Organization Overview

Name: Beauty Glow

Business Description

Beauty Glow is a black female-owned business that offers quality Skincare products, and educates young individuals about the pros and cons of different skincare. We aim to assist clients with all their questions regarding face routines and, skincare . It was founded in January 2024. Lufuno founded the company at the age of 17 as a representation of her talent and skills in the skincare Industry, with an ethos of independence, excellence, innovation, creative thinking, trend setting and quality offering.

Brief History:

In [2024] ,Lufuno founded [Beauty Glow] with a powerful yet simple belief , that skincare should be effective ,natural, and accessible to all . Inspired by skincare struggle and the immense passion for ingredients . The brand began with a single moisturizing face lotion and later on more products were added . A lot of young teenagers struggle with acne , which mainly causes loss of confidence but with Beauty Glow we make sure that our NUMBER 1 goal is to bring back people's confidence with glowing and radiant skin. We believe that our brand brings smiles on young girls faces , which is a milestone to us .

Mission and vision statements

Mission Statement:

Our mission is to help young and middle aged individuals bring their smile and confidence back through healthy and clear skin , with our Dermatologically tested products.

Vision Statement:

To revamp beauty by making skin-positive products for all skin types , concerns and tones .Because every person deserves to feel seen .

Target Audience

We target young individuals and middle aged woman suffering from acne and damaged skin. People who are educated about ingredients and willing to invest in quality skincare.

1. Website goals and Objectives

To establish Beauty Glow as a trusted authority in clean , effective skincare and become the primary digital destination for customer education , and conversion.

GOAL : Our goal is to position Beauty glow as a thought leader and educate consumers on the "why" behind our products . We aim to bring people's smiles back , through skincare .

OBJECTIVES : (SMART)

. Specific : Increase organic traffic to our educational blog section ,"Lufuno's skin secrets."

. Measurable : Achieve a 30% increase in unique page views to the blog section in the next 5 months

. Achievable : This will be done by publishing two evidence -based articles per week focussing on the

  Main ingredients used and all the skincare myths.

. Relevant : Educated buyers are more loyal and have a higher customer Lifetime Value.

. Time-Bound : we will make sure to release everything on time .

Key Performance Indicators (KPIs)

< Traffic : Sessions, Users , Traffic Sources

< Marketing : Email Sign-up Rate , Cost per Acquisition (CPA), Return on Ad spend (ROAS)

< Conversion : Conversion Rate , Number of transactions , revenue .

< Sales : Average order value , Customer Lifetime Value

< Engagement : Bounce rate , Average session duration , pages per session .

VALUES

At Beauty Glow we believe that our values-based approach will ensures that we provide quality services at all times whilst ensuring that our customers benefit of the values in which we conduct our business:

1. Honesty
2. Respect
3. Integrity
4. Diligence

5. Accountability
6. Customer Satisfaction
7. Health and safety

3.Proposed website features and Functionality

Homepage: An eye-catching landing page that makes its value proposition obvious.

Functionality: Hero segment featuring a slider of high-quality images or videos highlighting the textures and natural ingredients of the product. prominent calls-to-action (CTAs) that say "Learn More" and "Shop Now" A blog preview, a little excerpt of client endorsements, and quick links to best-selling items.

About Us: For skincare, which depends on trust and brand narrative, this is essential.

Functionality: Explain the history of your brand and its creation. The founder is who? Emphasize your values (such as "Clean, science-backed, sustainable"). To make the brand more relatable, include team images. A real-life community can be seen through an embedded Instagram feed.

Contact Page: Make it simple for clients to get in touch with you.

Features include a straightforward contact form, your email address, social media profile connections, and a frequently asked questions area to cut down on repetitive questions.

5.Design and user experience

Colour Scheme:

Primary: Off-whites and soft, clean whites. conveys a sense of clinical reliability, cleanliness, and purity.

Secondary: Earthy hues, such as soft beige, warm terracotta, and sage green. recommends harmony, sustainability, and natural elements. Design and Layout:

Overall Strategy: Image-driven, roomy, and minimalist. To create the illusion of a neat,

uncluttered spa, use a lot of white space. The products become the hero as a result. Since the majority of consumers will shop on their phones, the design should be completely responsive (mobile-first).

Imagery: Make use of expert, high-quality photographs. Display natural product settings, texture close-ups, and a range of models with radiant, healthy skin. For a skincare brand, this is a must.

Considerations for the User Experience:

Navigation: Easy to use and clear. Clear menu items with a sticky header: | About us | gallery | Contact | Home | News.

6.Technical Requirements:

Languages and Frameworks for Programming:

Front-end: JavaScript, HTML5, CSS3, and a framework such as React or Vue.js for a more dynamic, app-like appearance. On the other hand, less custom coding is needed when utilizing a pre-built theme on WordPress or Shopify.

Back-end: Python (with Django) or PHP (with Laravel), if custom-built. However, a content management system (CMS) like as WordPress with WooCommerce or Shopify is highly recommended for this project. The majority of small firms adopt this since it is practical and controllable. It's possible to say: "We will use WordPress with a custom-built theme to maintain design control while leveraging the powerful WooCommerce plugin for e-commerce functionality."

7 Timeline and milestones

Week 1: Planning & Discovery: Complete the content strategy, wireframes, and sitemap.

Weeks two and three: Design Phase: Make high-fidelity mockups of important pages (product page, home page) and obtain approval. (MILESTONE: Approved Design)

Weeks 4-5: Phase of Development: Configure domain and hosting. Create the framework for the website, put the design into practice, and add the essential features. (MILESTONE: Functional Core Website)

Week 6: Content & E-commerce Integration: Configure the payment gateway and add all product photos, blog entries, and copy.

Week 7: Testing and Review: Extensive testing across many browsers and devices. Examine all forms, links, and the checkout procedure. Ask your peers for their opinions.

Week 8: Submission & Launch: Last-minute pre-launch inspections. The website launches. The report and project documents were turned in. (MILESTONE: Project submitted and website launched)

8. Budget

Item	Description	Cost (ZAR)	Justification
One-Time Costs			
Domain Registration	`Beautyglow.co.za` for 1 year	R 150	Standard cost for .co.za domain.
Website Development	60 hours of development @ R450/hr	R 27,000	Based on market rates for a skilled freelance developer in SA to build a custom WooCommerce site.
Premium Plugins & Extensions	WooCommerce extensions, security, forms	R 2,500	One-time cost for essential premium plugins for functionality and security.
Recurring Annual Costs			

Item	Description	Cost (ZAR)	Justification
Hosting	Managed WordPress Hosting	R 1,200	Reliable local hosting with support and backups.
Domain Renewal	Annual renewal fee	R 150	Standard annual fee.
SSL Certificate	Security Certificate	R 0	Often included for free with hosting plans.
Maintenance & Support	2 hours/month for updates & fixes @ R450/hr	R 10,800	Critical for security updates, software patches, and minor content changes.
Total First-Year Investment		**R 41,800**	
Total Subsequent Years		**R 12,150**	
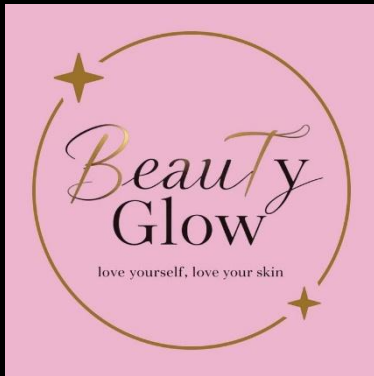
Picture 1: Beauty Glow (2024) Logo

About Us

This page tells you more about Beauty Glow and explains to people how the company was founded and how the skincare products aim to make our goals reality . We engage with our customers through this page they get to know our mission , vision ,and our aims.

Contact us

This is were you get to know how you can communicate with us and how to find us in our different platforms .You get to engage with us and ask any questions that may be there.

Our Products

The founder , Chief Executive Officer of Beauty Glow .

Ms Lufuno Ramasuvha

REFERENCE

1.Pinterest (2025) *Bottle and jar on pink background* [image]. Available at: https://i.pinimg.com/1200x/36/ce/5d/36ce5da44ebe03ceabcca5578a515094.jpg (Accessed: 26 August 2025).

2. Pinterest (2025) *Assorted skincare products on a marble surface* [image]. Available at: https://i.pinimg.com/1200x/35/fb/07/35fb07bf7820299935cae4c1f9326b00.jpg (Accessed: 26 August 2025).

3. Pinterest (2025) *Minimalist flat lay of skincare products with a neutral colour palette* [image]. Available

at: https://i.pinimg.com/736x/c4/c6/37/c4c63764463f858fdc507f667e679900.jpg (Accessed: 26 August 2025).

4. Pinterest (2025) *Skincare products with green leaves and aesthetic composition* [image]. Available
at: https://i.pinimg.com/736x/5e/66/5a/5e665aeac35d7d567a67ec05d48cdd7e.jpg (Accessed: 26 August 2025).

5.Pinterest (2025) *Skincare products with green leaves and aesthetic composition* [image]. Available
at: https://i.pinimg.com/736x/5e/66/5a/5e665aeac35d7d567a67ec05d48cdd7e.jpg (Accessed: 26 August 2025).

6. Pinterest (2025) *Serene skincare flat lay with soft lighting and natural textures* [image]. Available
at: https://i.pinimg.com/736x/af/a3/5d/afa35d12f70d54f94fa3ef78c0ba42b4.jpg (Accessed: 26 August 2025).

7. Pinterest (2025) *Organic skincare products with botanical elements and muted tones* [image]. Available
at: https://i.pinimg.com/736x/6c/87/45/6c87454e2026cd4a515b901a143b2c41.jpg (Accessed: 26 August 2025).

8. Pinterest (2025) *Skincare products with desert plants and warm natural lighting* [image]. Available
at: https://i.pinimg.com/1200x/81/e2/38/81e238c7d55e56dd14198b0df4da44b0.jpg (Accessed: 26 Pinterest (2025)

 9. Pinterest (2025) *Luxury skincare products with gold accents and minimalist aesthetic* [image]. Available
at: https://i.pinimg.com/1200x/25/db/9d/25db9d7e96e9c7a2e41856300aec031c.jpg (Accessed: 26 August 2025).

PART 1					
Marking Criteria	Does not meet the required standard	Meets the required standard	Partially exceeds the required standard	Greatly exceeds the required standard.	Feedback
Knowledge: Website Project Proposal: Goals and Objectives [3 Marks]	• No goals and objectives provided. 0 Marks	• Goals and objectives are vague or incomplete. 1 Mark	• Goals and objectives are clear but lack detail. 2 Marks	• Goals and objectives are clear, detailed, and well-aligned with the project. 3 Marks	
Knowledge: Website Project Proposal: Current Analysis [3 Marks]	• No analysis provided. 0 Marks	• Analysis is superficial or incomplete. 1 Mark	• Analysis is adequate but lacks depth. 2 Marks	• Analysis is thorough and insightful. 3 Marks	
Knowledge: Website Project Proposal: Proposed Website Features and Functionality [3 Marks]	• No features and functionality proposed. 0 Marks	• Proposed features and functionality are vague or incomplete. 1 Mark	• Proposed features and functionality are clear but lack detail. 2 Marks	• Proposed features and functionality are comprehensive and well-detailed. 3 Marks	
Knowledge: Website Project Proposal: Design Aesthetic [2 Marks]	• No design aesthetic provided. 0 Marks	• Design aesthetic is vague or lacks coherence. 1 Mark		• Design aesthetic is clear and well-defined. 2 Marks	
Knowledge: Website Project Proposal: Wireframes [2 Marks]	• No wireframes provided. 0 Marks	• Wireframes are incomplete or lack detail. 1 Mark		• Wireframes are complete and well-detailed. 2 Marks	
Knowledge: Website Project Proposal: Technical Requirements [2 Marks]	• No technical requirements provided. 0 Marks	• Technical requirements are vague or incomplete. 1 Mark		• Technical requirements are clear and well-defined. 2 Marks	
Knowledge: Website Project Proposal: Timeline [2 Marks]	• No timeline provided. 0 Marks	• Timeline is vague or unrealistic. 1 Mark		• Timeline is clear and realistic. 2 Marks	

Knowledge: Website Project Proposal: Budget [3 Marks]	• No budget provided.	• Budget is vague or unrealistic.	• Budget is clear but lacks detail.	• Budget is detailed and realistic.	
	0 Marks	**1 Mark**	**2 Marks**	**3 Marks**	
Skill: Website Project Proposal Two Proposals [5 Marks]	• Two proposals were not submitted before the due-date of Part 1	• Only 1 proposal was submitted.	• 2 proposals were submitted but lacked content	• 2 proposals were submitted with complete content as instructed	
	0 Marks	**1 - 2 Marks**	**3 – 4 Marks**	**5 Marks**	
Skill: Content Research and Sourcing [10 Marks]	• Content is missing or irrelevant.	• Content is somewhat relevant but incomplete.	• Content is relevant and mostly complete.	• Content is highly relevant, comprehensive, and well-organised.	
	0 – 4 Marks	**5 Marks**	**6 – 7 Marks**	**8 – 10 Marks**	
Skill: Website Structure and Planning [5 Marks]	• No sitemap provided.	• Sitemap is incomplete or lacks detail.	• Sitemap is complete but could be more detailed.	• Sitemap is comprehensive and well-detailed.	
	0 Marks	**1 - 2 Marks**	**3 – 4 Marks**	**5 Marks**	
Skill: File and Folder Structure [5 Marks]	• No file and folder structure provided.	• File and folder structure is disorganised or incomplete.	• File and folder structure is organised but could be improved.	• File and folder structure is well-organised and logical.	
	0 Marks	**1 - 2 Marks**	**3 – 4 Marks**	**5 Marks**	
Skill: HTML Structure and Basic Content: HTML Tags for Layout [10 Marks]	• Layout is missing or incorrect. The structure does not follow HTML5 semantic elements (e.g., using `<div>` instead of `<header>`, `<footer>`, `<main>`, etc.). • The page is not organised logically, and elements are misplaced.	• Layout is present but incomplete or incorrect. • Some HTML5 semantic elements are used, but there are significant errors or omissions. • The structure is somewhat logical but has noticeable issues.	• Layout is mostly correct but has some issues. • Most HTML5 semantic elements are used correctly, but there are minor errors or inconsistencies. • The structure is logical and mostly organised.	• Layout is correct, complete, and well-structured. • All HTML5 semantic elements are used appropriately, and the structure is logical, organised, and easy to navigate.	
	0 – 4 Marks	**5 Marks**	**6 – 7 Marks**	**8 – 10 Marks**	
Skill: HTML Structure and Basic Content:	• Content tags are missing or incorrect. Essential tags like `<h1>`, `<p>`, `<img>`, `<a>`, etc., are not used or are	• Content tags are present but incomplete or incorrect. Some essential tags are used, but there are	• Content tags are mostly correct but have some issues. Most essential tags are used correctly, but there are minor	• Content tags are correct, complete, and well-structured. All essential tags are used appropriately, and the content is	

Skill: File and Folder Structure [5 Marks]	• No file and folder structure provided.	• File and folder structure is disorganised or incomplete.	• File and folder structure is organised but could be improved.	• File and folder structure is well-organised and logical.	
	0 Marks	**1 - 2 Marks**	**3 – 4 Marks**	**5 Marks**	
Skill: HTML Structure and Basic Content: HTML Tags for Layout [10 Marks]	• Layout is missing or incorrect. The structure does not follow HTML5 semantic elements (e.g., using `<div>` instead of `<header>`, `<footer>`, `<main>`, etc.). • • The page is not organised logically, and elements are misplaced.	• Layout is present but incomplete or incorrect. • Some HTML5 semantic elements are used, but there are significant errors or omissions. • The structure is somewhat logical but has noticeable issues.	• Layout is mostly correct but has some issues. • Most HTML5 semantic elements are used correctly, but there are minor errors or inconsistencies. • The structure is logical and mostly organised.	• Layout is correct, complete, and well-structured. • All HTML5 semantic elements are used appropriately, and the structure is logical, organised, and easy to navigate.	
	0 – 4 Marks	**5 Marks**	**6 – 7 Marks**	**8 – 10 Marks**	
Skill: HTML Structure and Basic Content: HTML Tags for Layout	• Content tags are missing or incorrect. Essential tags like `<h1>`, `<p>`, `<img>`, `<a>`, etc., are not used or are used incorrectly. • The content is not properly structured.	• Content tags are present but incomplete or incorrect. Some essential tags are used, but there are	• Content tags are mostly correct but have some issues. Most essential tags are used correctly, but there are minor	• Content tags are correct, complete, and well-structured. • All essential tags are used appropriately, and the content is logically structured and easy to read.	
[10 Marks]		significant errors or omissions. • The content structure is somewhat logical but has noticeable issues.	errors or inconsistencies. • The content structure is logical and mostly organised.		
	0 – 4 Marks	**5 Marks**	**6 – 7 Marks**	**8 – 10 Marks**	
Skill: HTML Structure and Basic Content: Sufficient Content Added to the Website [5 Marks]	• No content added. • The pages are empty or contain placeholder text.	• Content is insufficient or irrelevant. • The pages have minimal content that does not align with the website's purpose.	• Content is sufficient but could be improved. • The pages have relevant content, but it may lack depth or detail.	• Content is comprehensive and relevant. • The pages are filled with detailed, relevant content that aligns with the website's purpose.	
	0 Marks	**1 - 2 Marks**	**3 – 4 Marks**	**5 Marks**	
Skill: HTML Structure and Basic Content: Menu/Links to Navigate Through the Website [5 Marks]	• No navigation menu provided. Users cannot navigate between pages.	• Navigation menu is incomplete or incorrect. • Some links are missing or broken, making navigation difficult.	• Navigation menu is present but could be improved. • All links are functional, but the menu may lack clarity or usability.	• Navigation menu is complete, functional, and user-friendly. • All links are functional, and the menu is easy to use and enhances the user experience.	
	0 Marks	**1 - 2 Marks**	**3 – 4 Marks**	**5 Marks**	

Skill: HTML Structure and Basic Content: Comments [5 Marks]	• No comments added to code	• Some vague comments added but does not explain fully	• Comments made, but not enough for code that is developed/written	• Comments made fully explain the code that is developed/written.	
	0 Marks	1 - 2 Marks	3 – 4 Marks	5 Marks	
Skill: GitHub: Project Pushed with Multiple Descriptive Commits [5 Marks]	• No commits made.	• Few commits made, lacking descriptions.	• Commits are made but lack detail.	• Multiple descriptive commits made regularly.	
	0 Marks	1 - 2 Marks	3 – 4 Marks	5 Marks	
Skill: GitHub: README Document Contains All Relevant Information [5 Marks]	• No README document provided.	• README document is incomplete or lacks detail.	• README document is present but could be improved.	• README document is comprehensive and well-detailed.	
	0 Marks	1 - 2 Marks	3 – 4 Marks	5 Marks	
Skill: GitHub: Changelog Section Contains a Record of Development [5 Marks]	• No changelog provided.	• Changelog is incomplete or lacks detail.	• Changelog is present but could be improved.	• Changelog is comprehensive and well-detailed.	
	0 Marks	1 - 2 Marks	3 – 4 Marks	5 Marks	
Skill: References [5 Marks]	• No references provided.	• References are incomplete or incorrectly formatted.	• References are present but could be improved.	• References are comprehensive and correctly formatted.	
	0 Marks	1 - 2 Marks	3 – 4 Marks	5 Marks	

TOTAL (100)	
REFERENCING DEDUCTIONS	
GENERAL FEEDBACK	