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WEDE DEVELOPMENT

**TABLE OF CONTENTS:**

|  |  |  |  |
| --- | --- | --- | --- |
| **WEDE proposal for new and creative website** |  |  |  |
| 1. **History of smile foundation.** |  |  |  |
| 1. **Goals for the new website.** |  |  |  |
| 1. **Current website anaylsis.** |  |  |  |
| **4. Essential feature and desired functionality.** |  |  |  |
| **5. Technical requirements.** |  |  |  |
| **6. Key preformance indicators** |  |  |  |
| **7. Website Layout.** |  |  |  |

**WEDE WEDSITE PROPOSAL**

I'm proposing to design A WEDSITE FOR A NGO called Smile Foundation

Smile Foundation is based on providing smiles back to those who have lost their smiles due to uncontrollable reasons/incidents. It works towards providing the unfortunate the opportunity to smile again by providing them the services that allows them to have new opportunities and smile again.

Founded in 2002 by Vikas Ranjan and a group of like-minded individuals with the goal of promoting education, healthcare, and sustainable livelihoods.

**History of Smile Foundation:**

**1. 2002- Foundation Established:** Smile foundation was founded with a vision to bridge the gap between urban and rural communities and empower them through education, healthcare, and livelihood programs.

**2. Early Focus Education:** The organization began its work by focusing on education for underprivileged children, running programs to provide quality education in remote areas, particularly focusing on government schools and children who had little to no access to formal education.

**3. Healthcare and Nutrition:** Along with education, Smile Foundation expanded its programs to include healthcare and nutrition for children and families. They launched initiatives to provide essentials medical care, including health camps and nutritional support.

**GOALS FOR THE WEBSITE:**

When doing research about the organization, it was brought to my attention that not too many people are aware of the organization and as a result of that information , my biggest goal when creating this website is to attract more people to the website by increasing the website traffic and providing more valuable information about the different programs on the organization and the impact each program has on the less fortunate.

**CURRENT WEBSITE ANALYSIS:**

1. The home page even while showing the name of the organization, it doesn't show the purpose of the organization nore does it show the contents of what is program is about.
2. The website takes too much time to load the prefered page.
3. It doesn’t show any pictures of how the programs of the organization, which would help newcomers to the website feel more confident about the work done by the organization.
4. Website doesn’t provide clear goal or the motivation of what the organization is based on.

**ESSENTIAL FEATURE AND DESIRED FUNCTIONALITY:**

**1.Home Page**

A brief description of the organization with the purpose of the organization.

Consistent with the organizations theme to make the homepage visually appealing.

**2.About us Page**

A concise description of what the organization does, should quickly convey the purpose, mission, and values of the organization.

A statement that explains why the organization is different or better than competitors, focusing on key strengths.

Share the story of how the organization started, including key milestones, challenges, and successes.

**3.** **Contact us Page**

Phone Number: Provide a organization number for direct communication

Email Address: Offer an contact email address for enquiries

**TECHNICAL REQUIREMENTS:**

For this website I will be using the following languages

1.HTML

2.CSS

3.JAVASCRIPT

**KEY PREFORMANCE INDICATORS:**

1. Traffic: the amount of people interacting with the website and the educating people about the foundation.
2. Page Views: the amount of different page interactions .
3. Average Session Duration: the average amount of time the people are on the website.
4. Bounce Rate: the average percentage of people who leave the website after only viewing one page.

**REFERENCES:**

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