

website Proposal

TOWANE CLOTHING



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1. **Organization’s name:**

* Towane Clothing
* Towane Clothing is a business that started in the early year of 2020 during the Covid-19 pandemic. This was when the pandemic led to many countries implementing lockdowns to limit the spread of the virus. Since people were locked up in their houses and not being allowed to go out, only deliveries were allowed.

This is when the Towane Clothing business was introduced to the markets because most people still wanted it to feel normal and not wanting to feel locked up. From seeing videos of people on doing fashion trends on TikTok to having an idea for a business.

* The mission of this website is to provide customers with a more convenient way of shopping without the need to stand in long lines.
* The target audience for this website is both male and female, who really love to stand out in front of people. People who pride themselves fashionably and are proud.

1. **Website goals and objectives:**

* The goal for this website is to help customers navigate through the online store to quickly find and purchase the latest merchandise to be added in the inventory. This website is to reach a wider range of customers online than physically because many people use the internet to shop for clothes. The goal is to create a safe and secure place for customers’ payments and create a reliable delivery platform to satisfy customers.

The objectives for the website are to increase online sales by providing them with the best possible quality clothing. To enhance the user experience by making sure the website runs according to the design and does not give customers a hard time using it. The website is to increase customer retention by providing discounts on the most bought clothing.

1. **Current Website Analysis:**

* The website is completely functional, and every web page runs
* The strength of this website is that the website allows the user to filter the products by selecting the brand they want to shop by clicking on the brand on the home page.

1. **Proposed Website Features and Functionality:**

* This website consists of 5 main web pages of which are home.html, about.html, products.html, news.html and contact.html. These web pages are called hyperlinks, what they do is that they appear on every other web page and when one is clicked, it leads the user to that page.

1. **Design and User Experience:**

* The color palette chosen for this website is white for the background, the buttons will be blue.
* The font used in the simple HTML structure is the italic font for some parts of the website, which is found in the contact.html web page.

1. **Technical Requirements:**

* For this website, the technical requirements are HTML for a simple structure, CSS for the design so that the website is interesting and looks good. The final touch to the website is JavaScript so that the website is fully functional and that the user can use the website without having problems.

1. **Timeline and Milestone:**

* Home.html – 2 days
* About.html – 1 day
* Products.html – 2 days
* News.html – 1 day
* Contact.html – 1 day

1. **Budget:**

* GoDaddy charges R89.00 per year for the domain.co.za
* Hosting this website on this Domain will cost another R85.00 per month
* The total budget is R174.00 for the Domain and Host

1. **References:**

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