Web Development

Course Code: WEDE5020

POE PART1

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# PROPOSAL 2: The Plug Plumbers

## 1. Organisation Overview

Name: The Plug Plumbers  
  
Brief History:  
The Plug Plumbers was founded in 2017 as a family-run business operating in Johannesburg. It started with a single van and now operates multiple teams providing 24/7 emergency and scheduled plumbing services. Their reputation for fast, reliable, and customer-friendly service has earned them a loyal base of homeowners and property managers.  
  
Mission Statement:  
To provide fast, reliable, and affordable plumbing solutions while maintaining exceptional customer service.  
  
Vision Statement:  
To become Gauteng’s most trusted plumbing brand, known for quality workmanship and excellent client experiences.  
  
Target Audience:  
- Homeowners  
- Landlords  
- Property managers  
- Small businesses

## 2. Website Goals and Objectives

Website Goals:  
- Promote plumbing services and build brand awareness  
- Allow customers to request quotes or book appointments online  
- Highlight customer reviews and completed projects  
  
Website Objectives:  
- Increase online bookings by 40% within 6 months  
- Reduce customer inquiry response times  
- Showcase 20+ client testimonials within 3 months  
  
Key Performance Indicators (KPIs):  
- Number of online booking submissions  
- Page views on service-specific pages  
- Conversion rate from visitors to leads  
- Bounce rate and average session time

## 3. Current Website Analysis

The Plug Plumbers currently operates through a Facebook page and WhatsApp Business account.

Strengths and Weaknesses Table:

|  |  |
| --- | --- |
| Strengths | Weaknesses |
| Active on social media; Quick customer response; Strong client trust | No website; Limited service info; No booking functionality; Lack of professionalism |

Areas for Improvement:  
- Create a full website with service pages and quote request form  
- Add a booking calendar or scheduling system  
- Build a brand identity online

## 4. Proposed Website Features and Functionality

Essential Pages:  
- Homepage: Overview of services, key benefits, contact info  
- Services: Detailed list of plumbing services with pricing estimates  
- Booking Form: Simple form with date/time and service type  
- Testimonials: Display customer feedback with star ratings  
- Contact Page: Map, WhatsApp chat button, phone and email  
- FAQ: Answers to common customer questions  
  
Functionality:  
- Mobile-friendly responsive design  
- Google Maps integration  
- Real-time contact form  
- Booking system with confirmation email  
- Live chat or chatbot integration

## 5. Design and User Experience

Design Aesthetic:  
- Clean, modern layout with simple navigation  
  
Colour Scheme:  
- Blue (#007BFF): Trust and professionalism  
- Orange (#FFA500): Energy and responsiveness  
- White background: Clean and modern look  
  
Typography:  
- Font: Aptos (Sans-serif)  
- Bold headings with readable body text  
  
UX Considerations:  
- Fast-loading pages  
- Accessible design for all users  
- Prominent call-to-action buttons  
- Sticky navigation bar  
- Visual hierarchy for easy scanning

## 6. Technical Requirements

Hosting and Domain:  
- Domain: theplugplumbers.co.za  
- Hosting: Local hosting provider (e.g., Afrihost)  
- SSL Certificate for secure browsing  
  
Tech Stack:  
- HTML5, CSS3, JavaScript  
- WordPress or Wix for ease of management  
- Google Analytics for performance tracking

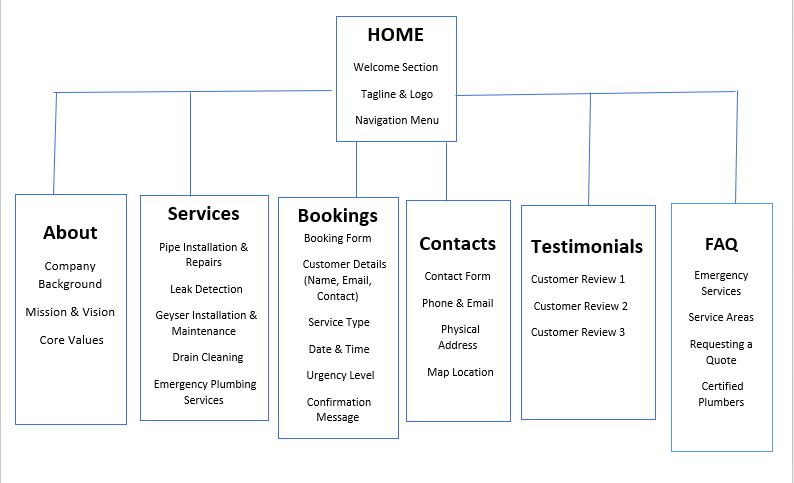
## 7. Timeline and Milestones

Week 1: Research & content collection  
Week 2: Design wireframes and mockups  
Week 3–4: Website development (homepage, services, booking form)  
Week 5: Testing and feedback gathering  
Week 6: Launch website  
Week 7: Promote on social media  
Week 8–10: Monitor, evaluate KPIs, and update content

## 8. Budget

|  |  |  |
| --- | --- | --- |
| Category | item | Estimated Cost |
| Domain | | theplugplumbers.co.za | R180/year |
| Hosting | | Shared Hosting | R720/year |
| Website Development | Freelancer/DIY | R4,000 (once-off) |
| SSl Cetificate | included in Hosting | R0 |
| Booking Tool | Free plugin or basic tool | R0–R500 |
| Maintenance | Updates and support | R800/year |
| Marketing | Social Media Ads | R800/year |
| Total Estimated Budget: R6,700 – R7,200 | | |

# Sitemap



# GitHub Link

<https://github.com/ST10475000/Wep-Development-Part1>

# Second Proposal

Web Development (Introduction)

Course Code: WEDE5020

ICE Tasks 1 and 2: Website Project Proposal

Name: Vernon

Student Number: ST10475000

# 1. Organisation Overview

**Name:** Future Bright Youth Foundation

**Brief History:**  
Future Bright Youth Foundation was established in 2018 in Soweto by a group of young educators and social workers who were passionate about breaking the cycle of poverty through education. Initially starting with weekend tutoring programs at a community centre, the organisation has grown to offer mentorship programs, bursary application assistance, and career workshops for youth between the ages of 13 and 21.

**Mission Statement:**  
To empower underprivileged youth in South Africa by providing access to quality education, mentorship, and career guidance.

**Vision Statement:**  
A future where every young person has the tools, support, and opportunity to succeed—regardless of their background.

**Target Audience:**

* Primary: Teenagers (13–21 years old) in underserved communities
* Secondary: Parents, teachers, donors, volunteers, and corporate sponsors

# 2. Website Goals and Objectives

**Website Goals:**  
The Future Bright Youth Foundation website will serve as a central platform to:

* Promote the foundation’s mission, programs, and success stories
* Encourage donations from individuals and corporate sponsors
* Recruit volunteers and mentors
* Provide resources and event updates for students and parents

**Website Objectives:**

* Increase online visibility and engagement through search engines and social media
* Raise monthly online donations by at least 30% over the next 6 months
* Get 100+ new newsletter sign-ups within 3 months of launch
* Add 50+ new volunteer sign-ups within the first quarter

**Key Performance Indicators (KPIs):**

* Website traffic (unique visitors per month)
* Number of online donations received
* Number of volunteer and mentorship applications
* Newsletter sign-ups
* Time spent on key pages (e.g., Programs, Get Involved)

# 3. Current Website Analysis

Since **Future Bright Youth Foundation** currently **does not have an official website**, this section will focus on identifying why that’s a gap and how a website will solve existing challenges.

You can word it like this:

# Current Website Status:

The organisation currently relies on **social media platforms** (mainly Facebook and WhatsApp) to communicate with its audience. While these platforms offer some reach, they are **limited in terms of functionality, structure, and credibility**.

# Strengths and Weaknesses Table (Based on Current Setup):

| **Strengths** | **Weaknesses** |
| --- | --- |
| Active community on Facebook | No central hub for information |
| Direct messaging via WhatsApp | No donation or volunteer sign-up functionality |
| Good engagement with existing followers | Limited ability to showcase programs or success stories |
| Accessible for mobile users | Lack of professionalism and trust for potential sponsors |

# Areas for Improvement:

* Create a professional, centralised platform that reflects the foundation’s mission
* Enable secure donation processing
* Provide an easy-to-navigate portal for volunteers and students
*  Display success stories and impact metrics to attract more sponsor

# 4. Proposed Website Features and Functionality

# Essential Website Pages & Sections:

* **Homepage:**  
  Eye-catching welcome message with the foundation’s mission, featured stories, latest events, and call-to-action buttons (e.g., “Donate Now”, “Become a Mentor”).
* **About Us:**  
  Background story, team bios, and vision/mission statements.
* **Programs Page:**  
  Details of all active programs (e.g., tutoring, mentorship, bursary help) with images and success stats.
* **Get Involved Page:**
  + Volunteer sign-up form
  + Donation section with secure payment gateway
  + Partner with us (for corporate sponsors)
* **Student Resources:**  
  Downloadable materials, event schedules, and study tips.
* **Blog / Stories of Impact:**  
  Regular updates on student success stories, community outreach, and events.
* **Contact Page:**  
  Contact form, email, phone, and a map showing physical location if available.

# Functionality Features:

* **Online Donation System** with multiple payment options (card, EFT, mobile wallet)
* **Volunteer Application Form** with role selection
* **Responsive Design** (fully functional on mobile & tablet)
* **Newsletter Sign-Up** integrated with email marketing tool
* **Search Bar** for easy navigation
* **Social Media Integration** (Facebook, Instagram, LinkedIn)

**Design and User Experience (UX)**

# Overall Design Aesthetic and Branding:

The design of the Future Bright Youth Foundation website will be clean, inspiring, and youth focused. It will reflect the energy and potential of young people while maintaining professionalism to appeal to donors and sponsors.

# Colour Scheme:

| **Colour** | **Purpose** |
| --- | --- |
| Soft Blue (#4A90E2) | Represents trust, calm, and intelligence |
| Gold/Yellow (#F5A623) | Symbolizes hope, positivity, and opportunity |
| White (#FFFFFF) | Clean background to maintain clarity and contrast |

# Typography:

| **Font** | **Use** |
| --- | --- |
| Aptos (Sans-serif) | Primary font for body text – easy to read |
| Aptos Bold | For headings and call-to-action buttons |
| Italic styles | For quotes and impact statements |

# Layout and Design Approach:

* **Layout:** Structured grid system with large visuals and clean spacing
* **Header:** Sticky navigation bar with quick access to key sections
* **Footer:** Contact info, newsletter sign-up, and social links
* **Images:** High-quality, real photos of youth, events, and volunteers

# User Experience (UX) Considerations:

* **Mobile Responsiveness:** Optimized for all devices
* **Easy Navigation:** Intuitive menu with clear labels
* **Accessibility:** High contrast, alt text for images, keyboard-friendly
* **Calls-to-Action:** Strategically placed buttons (e.g., “Donate Now”, “Join Us”)
* **Information Hierarchy:** Important content appears higher on the page

# 6. Technical Requirements

# Hosting and Domain Requirements:

* **Domain Name:** futurebright.org.za (local .org domain for South African NPO)
* **Hosting Provider:** Affordable shared hosting from a local provider such as Afrihost or Host Africa
* **SSL Certificate:** Required for secure donations and safe user experience

# Development Tools & Tech Stack:

| **Technology** | **Purpose** |
| --- | --- |
| **HTML5** | Structure of the website |
| **CSS3** | Styling and responsive design |
| **JavaScript** | Interactive features (e.g., forms, sliders) |
| **WordPress (CMS)** | For content management and blog updates |
| **PHP** | Backend logic (used with WordPress) |
| **MySQL** | Database management (if needed for advanced features) |

# Other Technical Considerations:

* Mobile-first design principles
* Fast loading speed using image optimization and caching
* Basic SEO setup to improve visibility on search engines
* Integration with email platforms like Mailchimp for newsletters
* Payment gateway integration (e.g., Pay Fast or Pay Gate) for donations

# 7. Timeline and Milestones

* Here’s a realistic weekly timeline that lines up with the type of work expected in your course:

| **Week** | **Milestone** | **Description** |
| --- | --- | --- |
| Week 1 | Project Planning & Research | Finalize project goals, audience, features, and gather references |
| Week 2 | Content Collection | Gather text, photos, program details, and impact stories |
| Week 3 | Wireframes & Initial Design Concepts | Create low-fidelity wireframes and mock-ups for key pages |
| Week 4 | Development Begins (Homepage & About Us) | Start building front-end using HTML/CSS/JS or WordPress |
| Week 5 | Build Functional Pages (Programs, Get Involved) | Implement donation form, volunteer sign-up, blog structure |
| Week 6 | Final Touches & Mobile Optimization | Ensure mobile responsiveness and test navigation |
| Week 7 | Testing & Debugging | Check for errors, broken links, performance issues |
| Week 8 | Go Live & Collect Feedback | Launch the website and gather feedback from target users |
| Week 9 | Adjustments & Improvements | Fix anything based on feedback, polish the final version |
| Week 10 | Final Submission and Documentation | Submit project report and document updates for PoE |

# 8. Budget

# Estimated Budget for Website Development

| **Category** | **Item** | **Estimated Cost (ZAR)** |
| --- | --- | --- |
| **Domain Registration** | futurebright.org.za (.org domain) | R150/year |
| **Hosting** | Shared hosting (Afrihost/Host Africa) | R600/year |
| **Website Design & Dev** | Freelance developer OR DIY | R5,000 (once-off) |
| **SSL Certificate** | For secure donations | Included in hosting |
| **Content Creation** | Photos, graphics, writing | R1,000 (stock & editing) |
| **Maintenance** | Updates, backups, plugin renewals | R1,200/year |
| **Marketing/Promotion** | Social media ads & SEO setup | R1,000 |
| **Email Marketing Tool** | Mailchimp (basic plan) | R0 (free tier) |

# Total Estimated Budget:

**R8,950 (Year 1)**  
This estimate provides a balance between quality and affordability, with most costs being once-off or annual. Future donations and partnerships could reduce or eliminate some of these expenses.

# References

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