Section 1: The proposal:

1. Choose a Target Organisation:

1.1 Select a target organisation (real or hypothetical) for your website project. Consider the following options:

· Non-Profit Organisation: A local charity, community group, or non-profit organisation.

· Small Business: A small business owner, such as a plumber, electrician, carpenter, or baker.

 · Retail Store: A local retail store that sells products online or in-store. Project Goals: The primary goal of this project is to create a functional and visually appealing website that meets the needs of your target organisation. Your website should be easy to navigate, informative, and engaging.

2. Research and Planning

 2.1. Website Project Proposal To help you plan your project effectively, create a detailed project proposal. You are required to demonstrate your ability to think critically and creatively and, therefore, will need to submit two different project proposals for two different target organisations. Each proposal should be approximately 300-500 words. Formatting Guidelines:

· Use a clear and consistent font (Aptos) and font size (11).

· Line-spacing should be set to 1.5.

· The cover page should include: the subject name and code, your full name, student number, and group (if applicable).

· A formatted Table of Contents. · Use headings and subheadings to organise the document.

· Use bullet points and numbered lists to structure information.

· Use screenshots or diagrams to illustrate complex concepts.

· Proofread carefully to ensure accuracy and clarity. Proposal Content: if the storyline is fictional, you would still be required to present realistic content for the fictional client. 1. Organisation Overview:

· Name: [Organisation Name]

· Provide a brief history of the organisation.

· Mission and vision statements.

· Target audience.

2. Website Goals and Objectives:

· Define specific goals for the website (e.g., increase website traffic, generate leads, sell products, or provide valuable information).

· Determine and present key performance indicators (KPIs) to measure success.

3. Current Website Analysis (if applicable):

· Analyse strengths and weaknesses of the existing website.

· Identify areas for improvement based on the weaknesses identified.

4. Proposed Website Features and Functionality:

· Outline essential features (e.g., homepage, about us, contact page, products/services page) and the desired functionality.

5. Design and User Experience:

· Discuss the overall design aesthetic and branding, highlighting the following:

· Colour Scheme: [Proposed Colour Palette]

· Typography: [Font Choices and Hierarchy]

· Layout and Design: [Overall Design Approach]

· User experience considerations (e.g., navigation, layout, colour scheme).

· Develop low-fidelity wireframes to visualise the website's layout and information hierarchy.

 6. Technical Requirements: · Identify hosting and domain name requirements and programming languages and frameworks (e.g., HTML, CSS, JavaScript).

7. Timeline and Milestones:

· Create a realistic project timeline with key milestones that follow the timeline during the subject's submission dates.

8. Budget:

· Estimate the budget for development, hosting, and maintenance (while this is a series of assignments, the budget should reflect realistic amounts based on your research).

9. References:

· References listed here are unique to the chosen organisation and the researched documentation of the Website Project Proposal. The references listed in this document and the general references used to complete Part 1 will be compiled in the README.md document in the repository for the entire PoE.

2.2. Submit Two Project Proposals Present these proposals to the lecturer for approval on one or both organisations. This process must happen before the due date for Part 1, as you seek your lecturer's approval. Following communications, you will then take the responsibility to choose and decide to move forward with one. If none are approved, you must resubmit the Website Project Proposal and seek approval again.

3. Content Research and Sourcing:

3.1. Conduct thorough research on the chosen organisation, identifying relevant content for each web page.

· Gather information from various content sources:

o Organisation's Website (if applicable): Use existing content as a starting point.

o Social media: Gather information from the organisation’s social media profiles.

o Public Domain and Creative Commons Resources: Utilise free images, icons, and fonts from reputable sources.

o Original Content: Create original content, such as product descriptions, event information, etc.

· File Organisation:

o Create a separate folder for the project.

o Organise content for each of the pages into subfolders (e.g., images, documents, text).

o Use clear and consistent file naming conventions.

4. Website Structure and Planning

4.1. Sitemap:

· Create a visual representation of the website's structure, including the main pages and their hierarchical relationships.

· Common Page Structure:

o Homepage (index.html): Hero image, brief introduction, call to action, navigation menu.

o About Us (about.html): Organisation's history, mission, vision, team members.

o Services/Products (services.html or products.html): Detailed information about the organisation’s offerings.

 o Enquiry (enquiry.html): Form for product/service enquiries. If the chosen organisation is an NPO, the form should allow the visitor to enquire about being a volunteer or becoming a sponsor.

o Contact (contact.html): Contact information, map (assignment should contain more than 1 location), and contact form.

4.2. File and Folder Structure:

 · Create a well-organised file structure.

· Root Folder:

o Files: index.html, about.html, services.html

**Subject Name & Code:** Web Development & Design – Wede5020

**Student Name:** Rearabetsoe Tsautse

**Student Number:** ST10475029

**📑 Table of Contents**

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3. Current Website Analysis
4. Proposed Website Features and Functionality
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9. References

**1. Organisation Overview**

* **Name:** SheStrong Fitness Studio
* **History:** Founded in 2023 in Johannesburg, SheStrong began as a grassroots initiative offering weekend bootcamps for women. It has since grown into a community-focused wellness brand.
* **Mission:** To empower women through fitness, fostering strength, self-love, and community.
* **Vision:** To become South Africa’s leading women-only fitness brand, expanding into underserved communities.
* **Target Audience:** Women aged 18–45 seeking inclusive fitness and wellness experiences.

**2. Website Goals and Objectives**

* **Goals:**
  + Increase awareness of SheStrong’s mission
  + Enable class bookings and membership sign-ups
  + Attract sponsors and volunteers
  + Share wellness resources and blog content
* **KPIs:**
  + Website traffic growth (monthly)
  + Number of enquiries submitted
  + Newsletter subscriptions
  + Class booking conversions

**3. Current Website Analysis**

* **Strengths:**
  + Clear branding and empowering tone
  + Consistent navigation and layout
* **Weaknesses:**
  + No dynamic booking system
  + Limited interactivity and mobile responsiveness
* **Improvements:**
  + Add booking functionality
  + Optimize for mobile devices
  + Expand blog and resources section

**4. Proposed Website Features and Functionality**

* Homepage (index.html)
* About Us (about.html)
* Services (services.html)
* Enquiry (enquiry.html)
* Contact (contact.html)
* Newsletter subscription
* Embedded map with multiple locations
* Responsive design

**5. Design and User Experience**

* **Colour Scheme:**
  + Soft Pink #FADADD
  + Navy Blue #1A1F4A
  + Cream #FDF6EC
* **Typography:**
  + Font: Aptos, size 11
  + Hierarchy: Bold headings, clean body text
* **Layout:**
  + Centered content blocks
  + Rounded containers for warmth
  + Consistent navigation bar
* **Wireframes:**
  + Low-fidelity sketches showing homepage, enquiry form, and services layout

**6. Technical Requirements**

* **Hosting:** Shared hosting via Bluehost
* **Domain:** www.shestrongfitness.co.za
* **Languages:** HTML, CSS, JavaScript
* **Frameworks:** Bootstrap (optional for responsiveness)

**7. Timeline and Milestone**

| **Week** | **Milestone** |
| --- | --- |
| 1 | Research & Planning |
| 2 | Wireframe Development |
| 3 | HTML/CSS Structure |
| 4 | Content Integration |
| 5 | Testing & Feedback |
| 6 | Final Submission |

**8. Budget**

* Domain: R200/year
* Hosting: R600/year
* Maintenance: R300/year
* **Total:** R1100

**9. References**

* SheStrong HTML codebase
* Instagram: @shestrongfitness
* Creative Commons image libraries
* Public domain fitness resources
* <https://www.pinterest.com>