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GROUP 4

## PROPOSAL

### HOUSE AND HOME

#### 1. Description of clients needs

##### >Target Audience

People who are looking for a high quality homeware at competitive prices, with a wide selection of affordable, exclusive and well known brands. The store aims to attract customers who are interested in furnishing and equipping their homes with both local and imported ranges.

##### >Purpose

The purpose is to provide quality products at affordable prices to help customers create a home, a place of comfort, relaxation not just a physical house. A website provides a foundational online presence, allowing customers to find information about the shop, its product/services, location and contact details through search engines. Websites are optimized for search engines, increasing visibility and attracting new customers through organic search. The mobile app offers more tailored, intuitive, and faster experience optimized for customers in their mobile devices. Customers can access the shop's offerings anytime, anywhere, with just a tap on their mobile devices. The app can store user preferences and purchase history to deliver highly personalized recommendations and content.

##### >Functions of the app

#### THE WEBSITE

Displays a wide array of furniture with detailed descriptions, images, dimensions, materials and pricing. Facilitates online purchases with secure payment gateways, shopping cart functionality and order management. Builds trust and credibility by featuring customer feedback.

#### THE MOBILE APP

Delivers personalized alerts for promotions, sales, order update, and new arrivals. Allows users to visualize furniture pieces in their own space using their devices. Simplifies repeat purchases and allows users to save favorite items. Helps users find nearby store locations or receive location specific offers. Provides immediate customer assistance within the app.

Both website and mobile app offer online shopping which delivers the package straight to your door. It also accommodates people who are introverted and don't want to go to physical stores or don't like going out in public.

## 2 User-centered Design

#### **>User Research and Personas**

Understand who the users are (e.g., budget-conscious families, interior decorators, online-first shoppers). Use surveys, interviews, and analytics to build accurate personas and identify their shopping habits and needs.

#### **>Simple and Intuitive Navigation**

Ensure the website and app are easy to navigate. Group furniture categories logically (e.g., Bedroom > Beds > Queen Size). Use filters like price, color, brand, and size to help users find items quickly.

#### **>Mobile Optimization and Accessibility**

Design for all devices, especially mobile. Use large buttons, responsive layouts, and fast-loading pages. Ensure accessibility for users with disabilities (e.g., screen reader support, contrast settings).

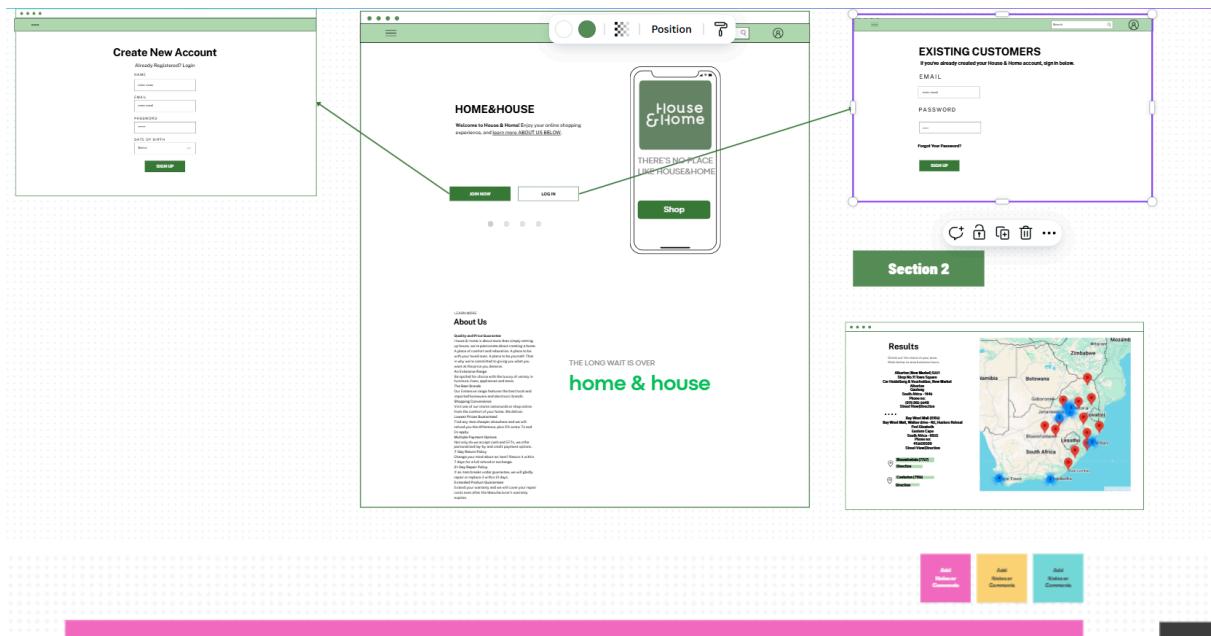
#### **>Personalization Features**

Allow users to save favorites, get product recommendations, and receive alerts about promotions or stock availability. Use browsing and purchase history to make suggestions tailored to individual preferences.

#### **>Clear Product Information and Support**

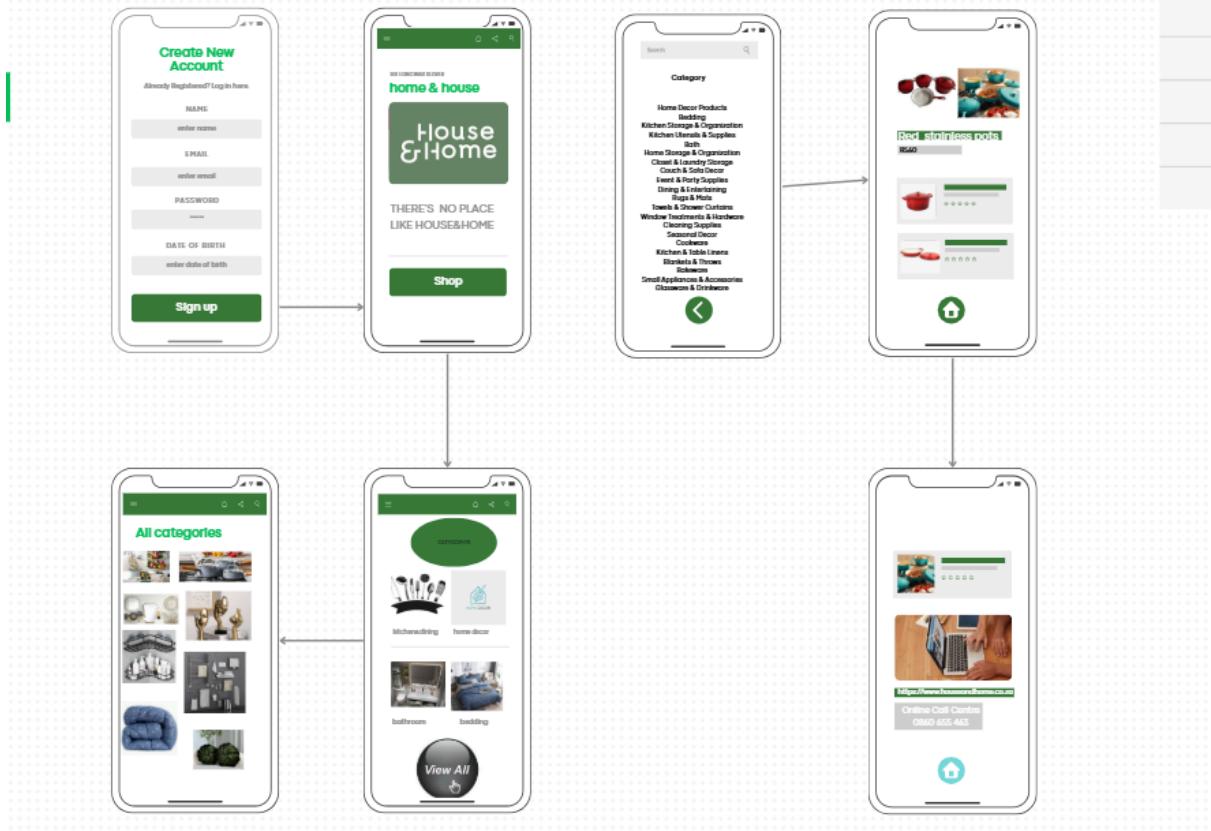
Provide detailed descriptions, pricing, materials, sizes, reviews, and delivery options for each product. Include easy access to support (e.g., live chat, FAQs, or WhatsApp support) to guide users when needed.

3 website and mobile app wireframes



## Screen Flow

Let's map out what users will see on their screens as they use our platform.



4 Logo Design



House  
& Home