

MODULE NAME: Web Development

MODULE CODE: WEDE5020

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## Part 1: Building the Foundation (HTML)

### **SMALL BUSINESS:AGRISTREAM**

#### 1. Organization overview

##### > Organisation name

- Agristream

##### > Brief history

- Agristream is a farm business founded in 2023 by Shirilele Lufuno Chester in Tshivhulana. Starting as a small-scale operation, it focused on eggs, livestock, fruits and organic vegetables. Over the years, the business has grown significantly. Today, Agristream is a leader in sustainable farming and local food production and continues to innovate to meet the needs of its customers and the environment.

##### > Mission and Vision

- Mission>To cultivate high-quality, sustainably grown produce for our community, fostering a deeper connection to our food and the land.
- Vision>We envision a vibrant local food economy where community members have direct access to wholesome, farm-fresh products

##### > Target audience

- Restaurants and chefs
- Families and home cooks
- Online shoppers
- Suppliers and partners
- Local market business owners

## 2. Website goals and adjectives

### > Goals

- Financial goals
- Operational goals
- Marketing and customer goals
- Sustainability and community goals
- Sell product online
- Showcase the quality of products
- Provide up to date information
- Share news and updates
- Provide clear directions and contact information
- Attract wholesales clients

### > KPIs

- Financial KPIs
- Production and efficiency KPIs
- Resource management and sustainability KPIs
- Market and customer KPIs

## 3. Current website analysis

### • Strength and weaknesses

> strength: a user-friendly design, fast loading speed and high-quality content.

>Weaknesses: outdated information, poor mobile responsiveness and slow performance.

### • Areas of improvement

> the improvement is to optimize images and minify code. If the site lacks clear calls-to-action, redesign buttons and links to be more prominent.

## 4. Proposed website features and functionality

### • Homepage:

>Features: A welcoming hero image, a clear headline and tagline, a brief overview of the farm, links to key pages (e.g., "About Us," ), and customer testimonials.

>Functionality: Should immediately convey the farm's essence and guide visitors to the most important parts of the site.

### • About Us Page:

>Features: the farm's story, values, history, photos of the team, and a statement about the farming practices (e.g., regenerative, organic).

>Functionality: Should build an emotional connection and trust with visitors.

- Products Page:

>Features: Clear categories for the products (e.g., "Vegetables," "livestock," "eggs"), high-quality photos and descriptions for each item.

>Functionality: Must be easy to browse. If a product is sold out, it should be clearly marked.

- Contact page:

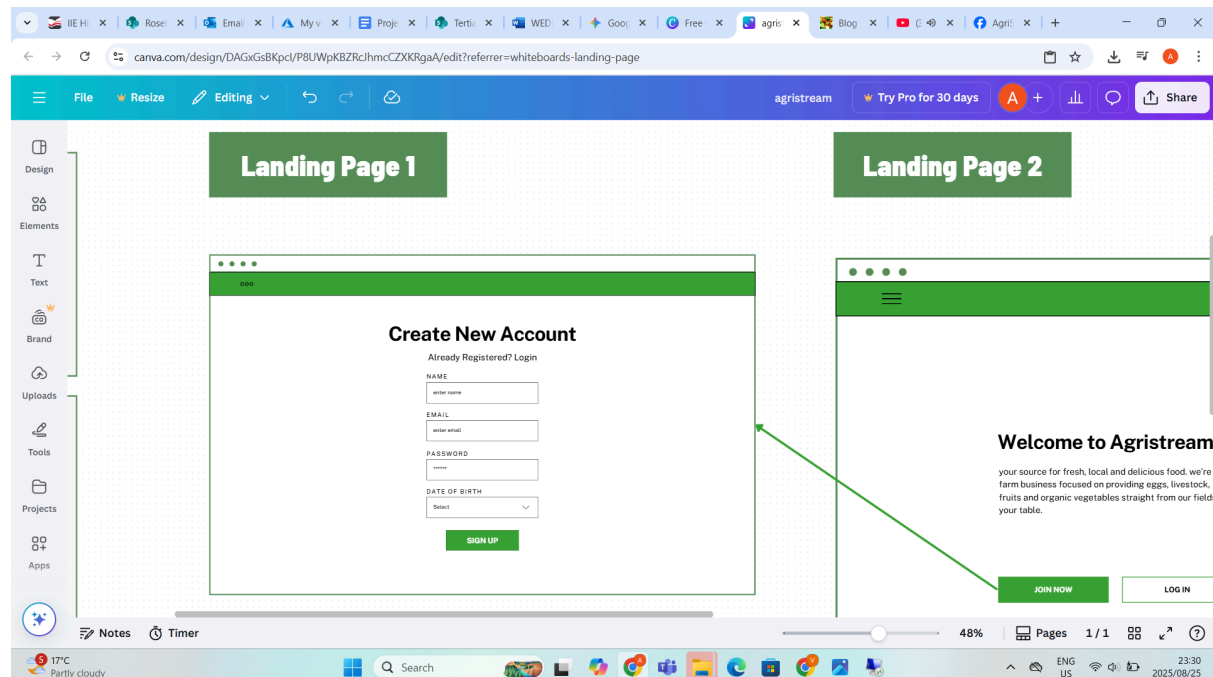
>Features: Physical address, phone number, email address, a contact form, a map with directions, and links to the social media profiles.

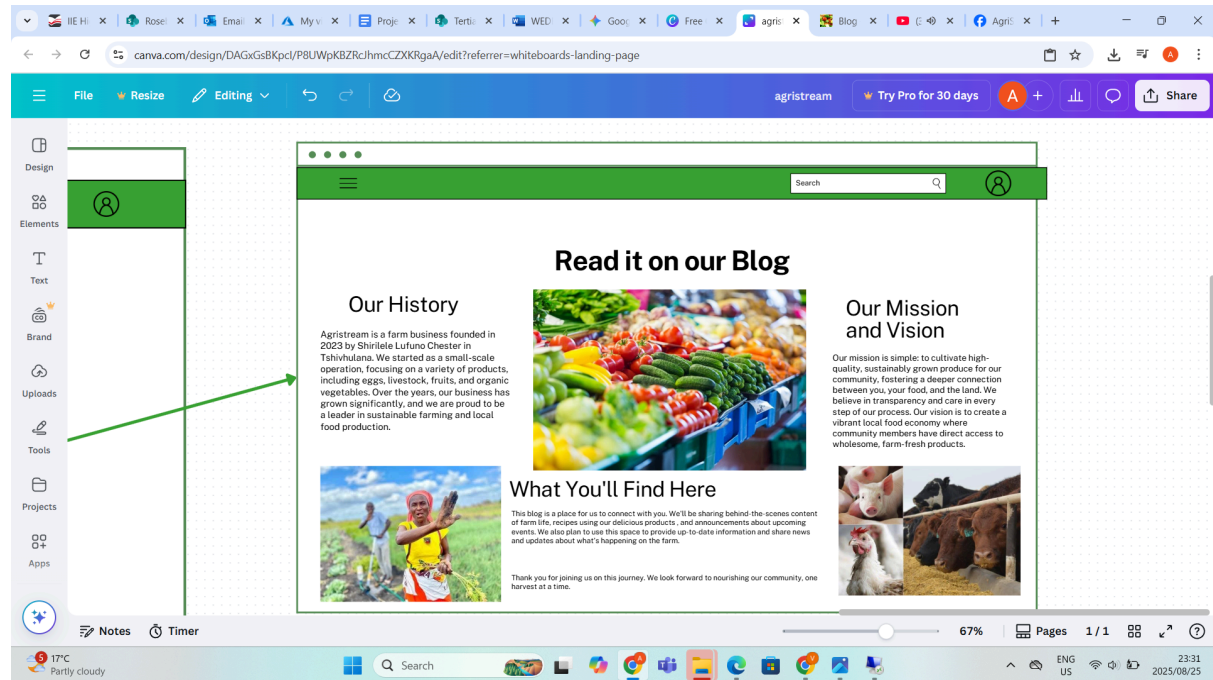
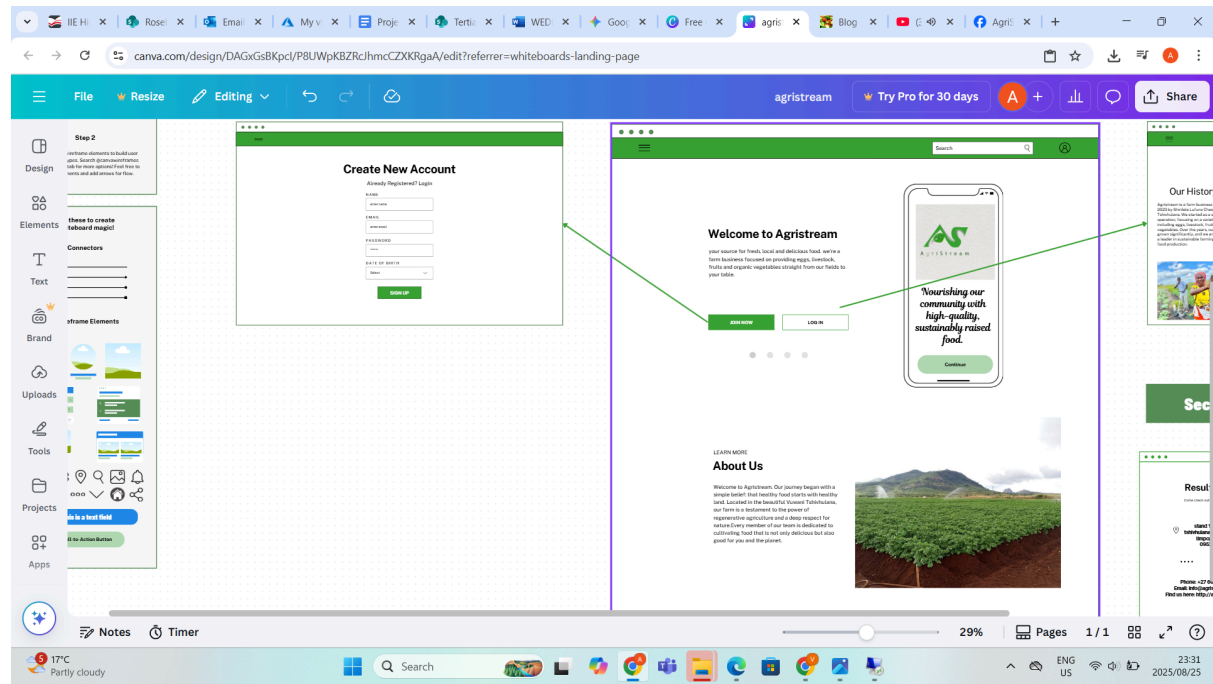
>Functionality: Should provide multiple, easy ways for customers to get in touch

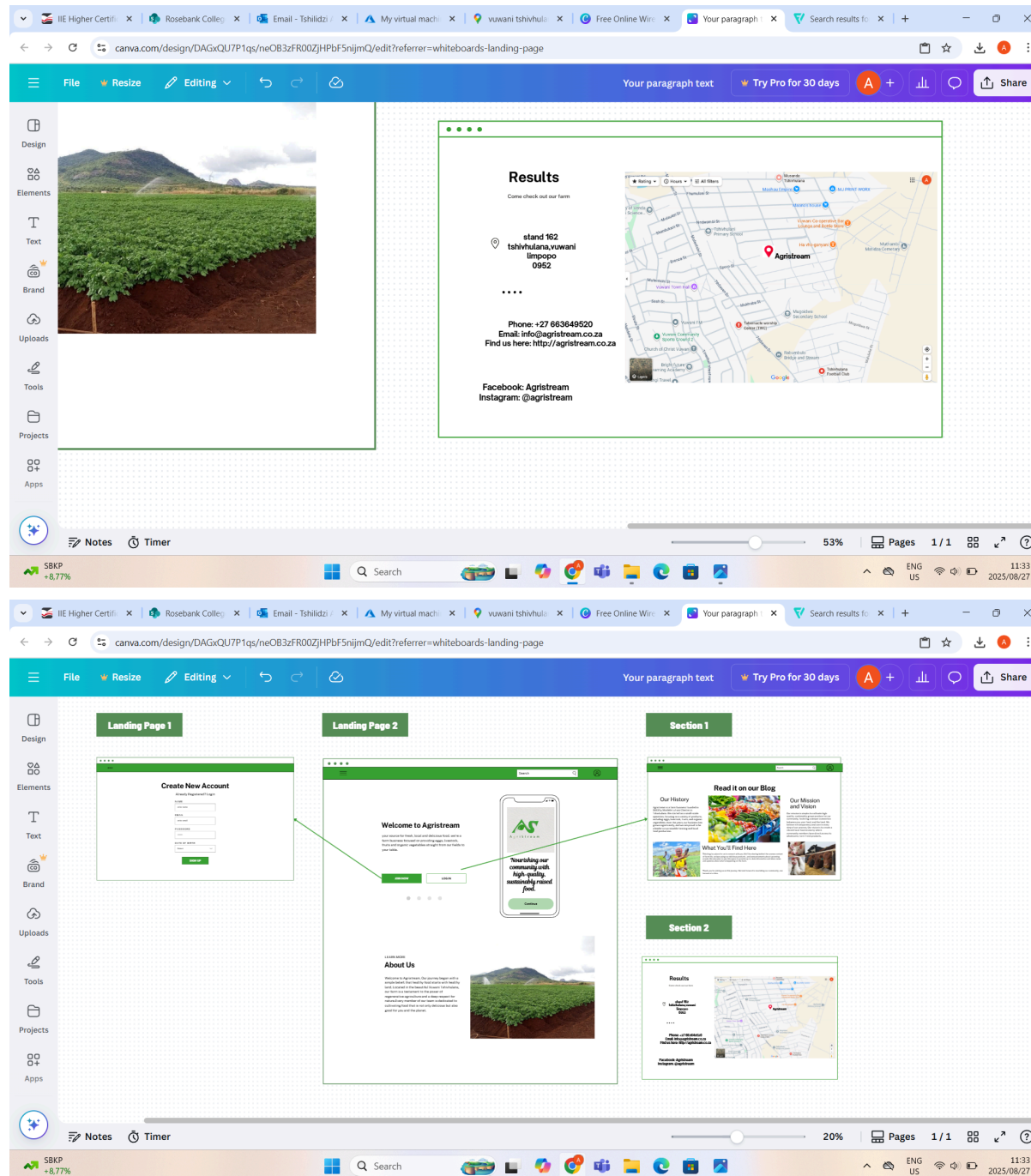
## 5. Design and user experience

- Colour scheme: A deep forest green to represent plants and nature
- Typography: Arial font for the body text for readability. For headings, a slab-serif font
- Layout and Design: The design should be clean, spacious and image driven. Photos of the farm. The user interface should be minimalist to avoid clutter and focus the users attention on the content and products
- User experience considerations:
  - > Navigation: The menu should be simple and clear, with intuitive labels like home, about us, our products, enquiry and contact
  - > Layout: A grid based layout to organize content neatly. Plenty of white space to make the design feel open and clean
  - > Colour scheme: proposed colour scheme consistently to create a cohesive brand identity and guide the users eye

- Wireframes







## 6. Technical requirements

- Hosting: SSD-HOSTAFRICA
- Domain: <http://agristream.co.za>
- Programming languages and frameworks: The website will be built using standard web languages like HTML, CSS and JAVASCRIPT. shopify for custom e-commerce solution

## 7. Timeline and milestone

- Phase 1: Planning and Research (Weeks 1-2):

> Define mission, vision, and KPIs.

- >Conduct website analysis.
- >Finalize design and UX plan.
- Phase 2: Development and Design (Weeks 3-6):
  - >Design wireframes and mockups.
  - >Acquire a domain and set up hosting.
  - >Develop the core website pages (Homepage, About, Contact).
  - >Integrate e-commerce functionality.
- Phase 3: Content and Testing (Weeks 7-8):
  - >Write and upload all content (text, images, product descriptions).
  - >Test the website for functionality, speed, and mobile responsiveness.
  - >Get feedback from a few test users.
- Phase 4: Launch and Post-Launch (Week 9 onwards):
  - >Launch the website.
  - >Implement SEO strategies.
  - >Begin promoting the site on social media.
  - >Set up analytics to track KPIs.

## 8. Budget

- Domain name: R10000-20000 per year
- Hosting: R5000-R10000 per month
- Website design/development:
  - > DIY(using a service like squarespace or wix): R15000-R20000 per month
  - > Hiring a freelance developer: R50000-R100000+(depending on the complexity)
  - > Web agency:R5000-R20000
- Maintenance: R10000-15000

## 9. Reference

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Ellis-Chadwick, F. and Doherty, N.F. (2012) 'Web advertising: The role of e-mail marketing', *Journal of Business Research*, 65(6), pp. 843–848.



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## 10. Sitemap

