MODULE NAME: Web Development

MODULE CODE: WEDE5020

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Part 1: Building the foundation(html)

1. Organization overview

> Organization name
- Agristream

> Brief history
- Agristream was founded in 2023 by Shirilele Lufuno Chester in Tshivhulana Vuwani. It focuses on eggs, livestock, fruits and vegetables. Over the years agristream has grown significantly and continues to grow.

> 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
- Sell products online
- Showcase the quality of products
- Provide up to date information
- Provide clear directions and contact information
- Attract wholesales customers

> 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, high quality content
- Weaknesses: outdated information, poor mobile responsiveness

> Areas of improvement
- Optimize images and minify code. If the site lacks clear calls-to-action, resign buttons and links to be more prominent.

4. Proposed website features and functionability

> Homepage
- Features: a welcoming hero image, a clear headline and tagline, a brief overview on the farm, links to key pages, 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, mission, vision, history, images of the team, and a statement about the farming practices
- Functionalities: should be an emotional connection and trust with visitors

> Products page
- Features: clear categories for products, high quality images and descriptions for each item
- Must be easy to browse. If a product is sold out it must 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

- Functionalities: 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. Images of the farm and its products

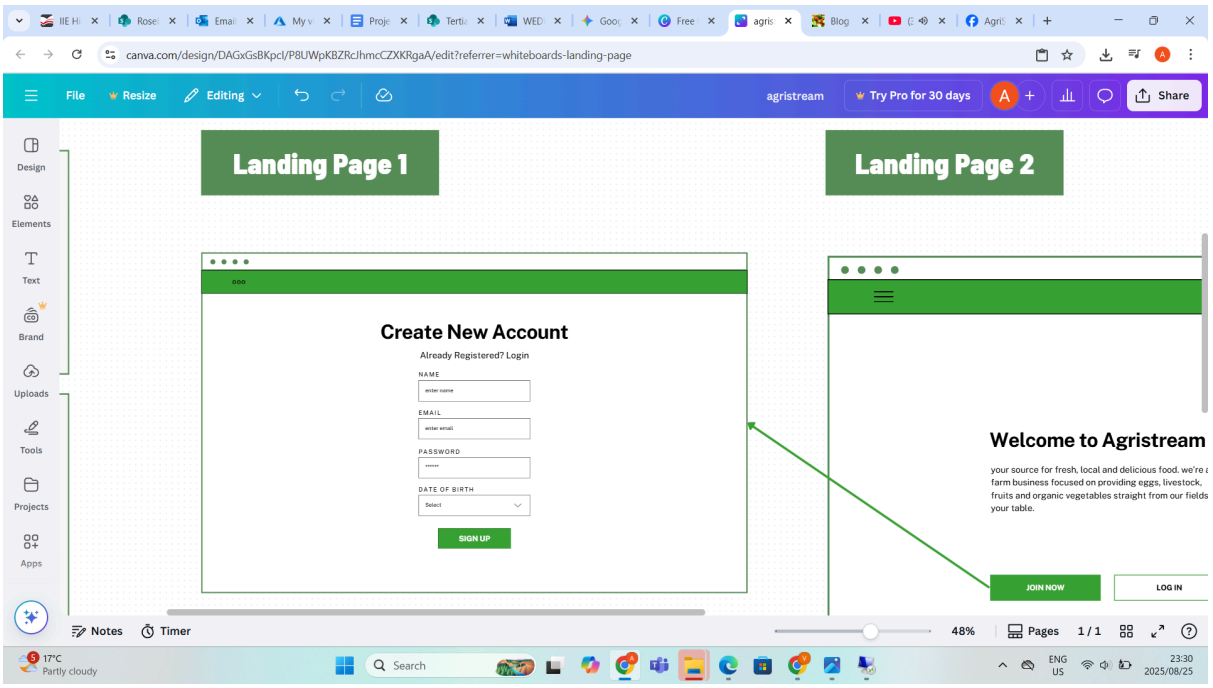
- User experience considerations

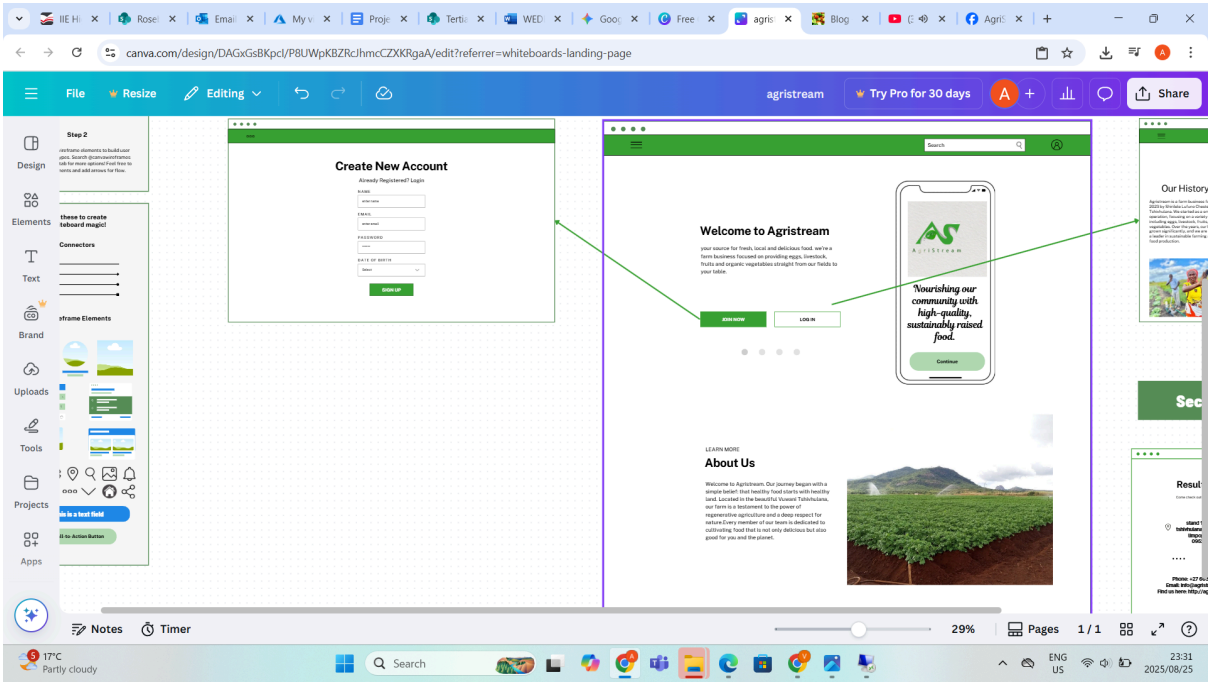
> Navigation
- the menu should be simple and clear, with intuitive labels

> Layout
- a grid based layout to organize content neatly. Plenty of white space to make the design feel open and clean

> Colour
- proposed colour scheme consistently to create a cohesive brand identity and guide the users eye

> Wireframes

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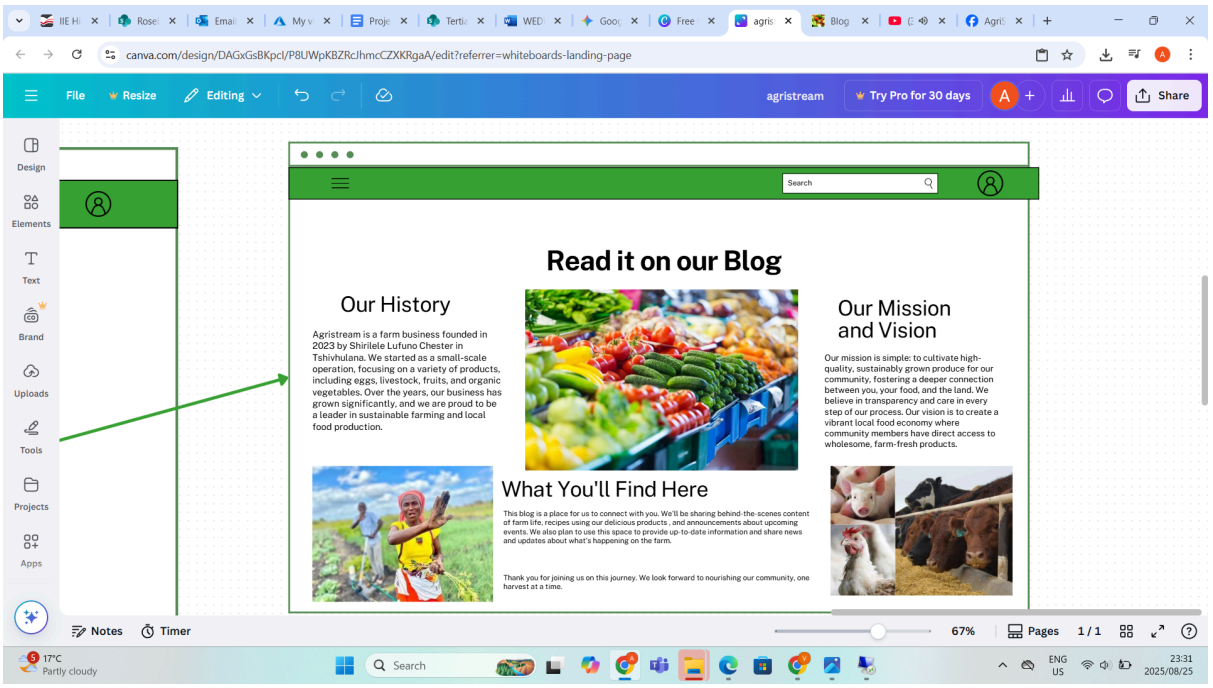
File
Resize
Editing
agristream
Try Pro for 30 days
Share
Create New Account
Welcome to Agristream
Nourishing our community with high-quality, sustainably raised food.
About Us
Our History
Notes
Timer
29%
Pages
1 / 1
17°C
Partly cloudy
Search
ENG
US
23:31
2025/08/25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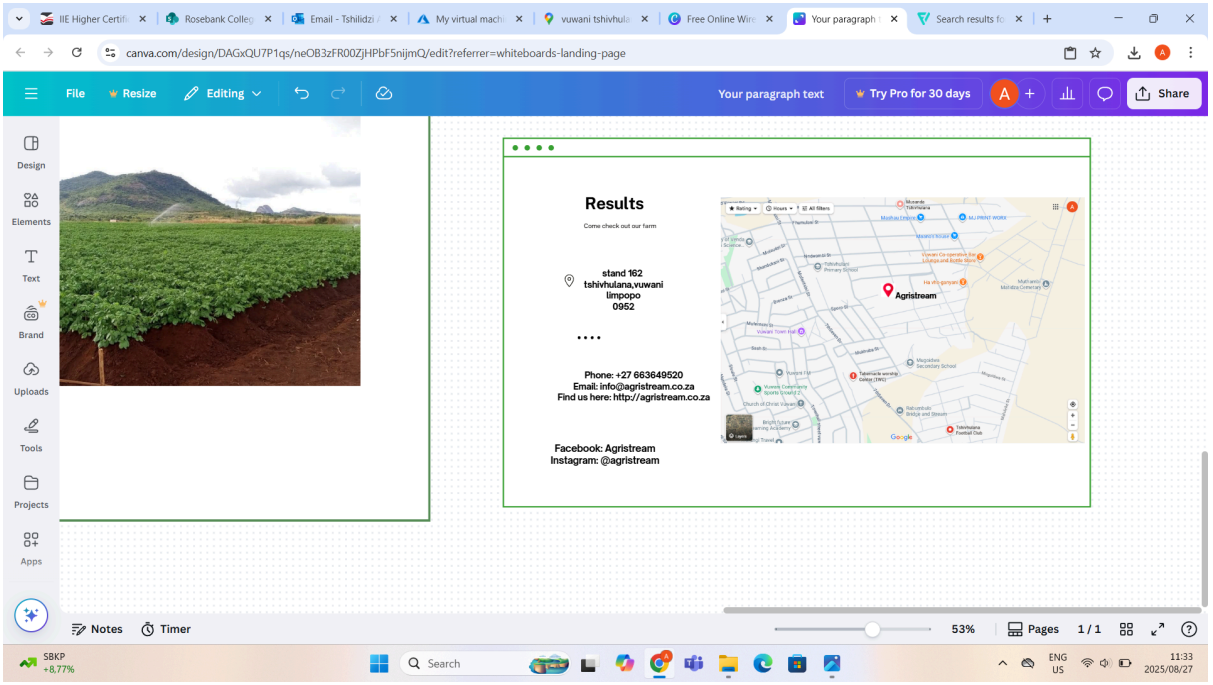
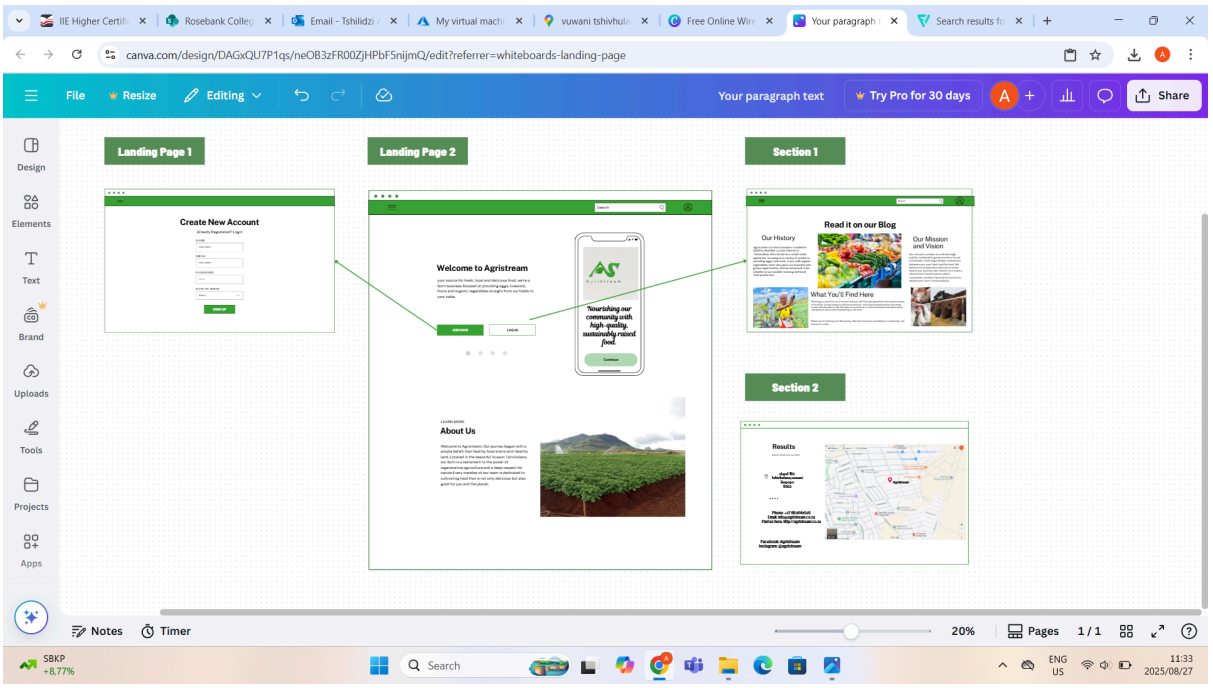
File
Resize
Editing
agristream
Try Pro for 30 days
Share
Read it on our Blog
Our History
Agristream is a farm business founded in 2023 by Shirilele Lufuno Chester in Tshivhulana. We started as a small-scale operation, focusing on a variety of products, including eggs, livestock, fruits, and organic vegetables. Over the years, our business has grown significantly, and we are proud to be a leader in sustainable farming and local food production.
Our Mission and Vision
Our mission is simple: to cultivate high-quality, sustainably grown produce for our community, fostering a deeper connection between you, your food, and the land. We believe in transparency and care in every step of our process. Our vision is to create a vibrant local food economy where community members have direct access to wholesome, farm-fresh products.
What You'll Find Here
This blog is a place for us to connect with you. We'll be sharing behind-the-scenes content of farm life, recipes using our delicious products , and announcements about upcoming events. We also plan to use this space to provide up-to-date information and share news and updates about what's happening on the farm.
Thank you for joining us on this journey. We look forward to nourishing our community, one harvest at a time.
Notes
Timer
67%
Pages
1 / 1
17°C
Partly cloudy
Search
ENG
US
23:31
2025/08/25





6. Technical requirements

> Hosting

- SSD-HOSTAFRICA

> Domain

- http://agristream.co.za

> Programming languages and framework

- HTML, CSS and JavaScript.Shopify for custom E-commerce solution

7. Timeline and milestone

> phase 1: (week 1)
- Research and planning

> phase 2: (week 2)
- Website structure and planning

> phase 3:(week 3)
- Content research and sourcing

> phase 4:(week 3-5)
- HTML structure and basic content

> phase 5:(week 6)
- Github repository
- Submission

8. Budget

- Domain name: R10000-150000
- Hosting: R15000-20000
- Website design/development:
  > DIY: R50000-R100000
  >Hiring a freelance developer:R15000-R20000
  > Web agency: R10000-15000
- Maintenance: R10000-R20000

9. References

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World Bank. (2023) *Sustainable agriculture and food systems*. Washington, DC: World Bank Publications.

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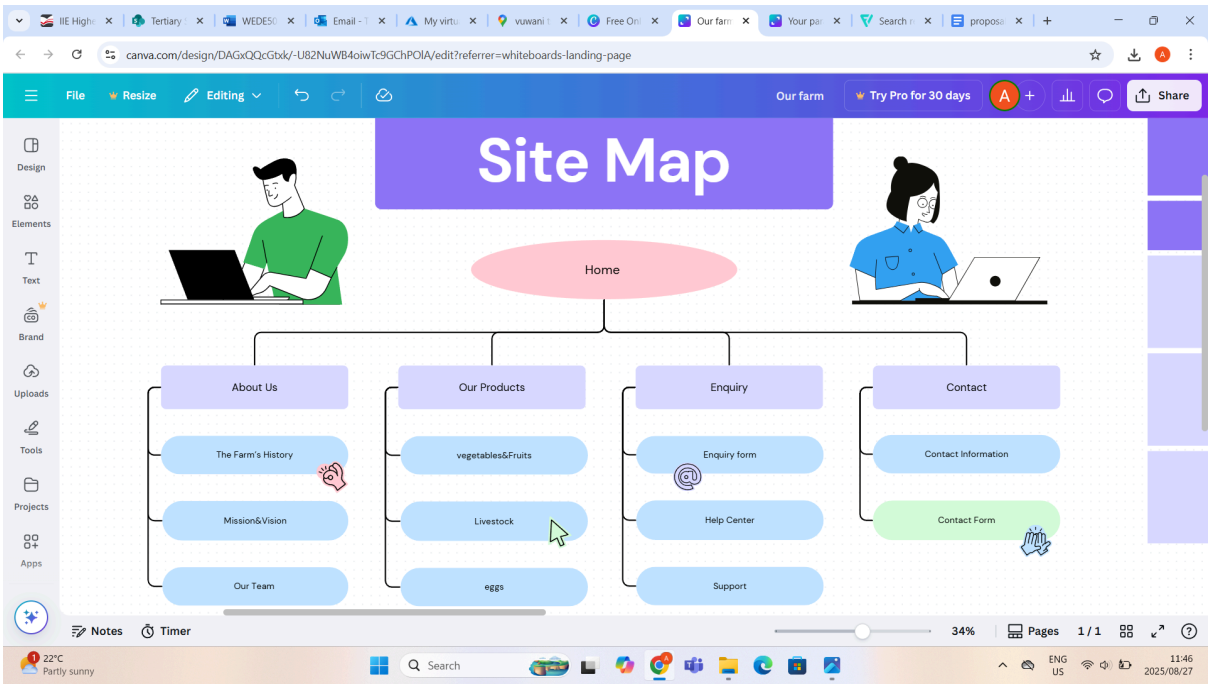
10. Sitemap


Site Map
Home
About Us
The Farm's History
Mission&Vision
Our Team
Our Products
vegetables&Fruits
Livestock
eggs
Enquiry
Enquiry form
Help Center
Support
Contact
Contact Information
Contact Form