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| Photo displaying partial image of two pie charts on a canvas-textured page |
| **Website Project Proposal**  **Gaza Kitchen** |
| |  |  |  | | --- | --- | --- | | **George Kinsman Matshebele ST 104776 32** | **8/13/25** | **Web development (WEDE5020)** | |

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# Organisation Overview

**Name: Gaza Kitchen**

**Brief History:** Gaza Kitchen is an individual owned Tsonga/traditional restaurant by Philani established in 2025 in freedom park, Johannesburg, south Africa. The founder, originally from Malamulele,Mkhomi,aim to share the authentic taste of traditional southern Africa with the local community. During the months it has been published it has become a popular spot for both dine in and takeaway.

**Mission:** To serve authentic, fresh, and flavour-rich Tsonga dishes while fostering cultural connection and community warmth.

**Vision:** To be the leading Tsonga traditional restaurant in South Africa known for authentic, hospitality, and quality.

**Target Audience:**

* Food lovers seeking authentic taste of traditional southern African
* Residents and workers in freedom park
* Tourists seeking unique dining experiences
* Event catering clients

# Website Goals and objectives

**Goals**

* Increase online visibility and reach new customers
* Enable online table reservations and food orders
* Showcase menu events and catering services
* Build brand loyalty through storytelling and cultural content

**Key performance Indicators (KPI’s)**

* Increase website traffic by 30% in 3 months
* Achieve at least 50 online orders/reservations per month
* Grow social media engagement by 40% through website

# Current Website Analysis

**Current Situation:** Gaza Kitchen currently has official website, but promotion is mainly via Facebook and Instagram.

**Weaknesses:**

* Lack of centralised menu and pricing online
* No online booking or ordering system
* Limited exposure to non-social-media users

# Proposed Website Features and Functionality

* Homepage: Hero image, welcome message, and the video of the restaurant.
* About Us: Restaurant story, mission, vision, team photo, chef photo
* Menu Page: Categorised menu with images, prices.
* Table Reservation Form: Real-time booking system with confirmation phone number
* Contact Page: Map, address, phone number, contact form

# Design and User Experience

**Colour Scheme:** Warm earthy tones (terracotta, olive green, cream) to reflect Middle Eastern culture

**Typography:**

* **Headings:** Playfair Display (elegant, classic)
* **Body Text:** Lato (modern, clean)

**Layout:** Minimalist, responsive design with high-quality food photography

**UX Considerations:** Easy navigation, mobile optimisation, clear calls to action

# Technical Requirements

**Hosting:** Managed WordPress hosting with SSL certificate

**Domain Name:** gazakitchen.co.za

Languages & Frameworks: HTML5, CSS3, JavaScript, WordPress CMS with WooCommerce plugin

# Timeline and Milestones

**Week Task**

1 Research & content collection

2 Wireframe & design approval

3–4 Development & integration

5 Testing & revisions

6 Launch

# Budget

* Domain & Hosting: R1,500/year
* Development & Design: R8,000 (one-time)
* Maintenance & Updates: R500/month

# References

* WooCommerce documentation (https://woocommerce.com)
* Free image resources: Pexels, Unsplash
* Design inspiration: Middle Eastern restaurant websites
* The Coca-Cola Company (no date), Coca-Cola Original Taste slim can [online image], Coca-Cola UK, viewed 26 August 2025, <https://www.coca-cola.com/gb/en/brands/coca-cola-original-taste>.
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* Spoon Fork Bacon (2016), Savory Breakfast Rolls drizzled with Béarnaise [online image], Spoon Fork Bacon, viewed 26 August 2025, <https://www.spoonforkbacon.com/savory-breakfast-rolls-drizzled-with-bearnaise/>.