

**DONE BY SEIURI NAIDOO
ST10479844**

**WEDE5112
PROPOSAL 1: SMALL
BUSINESS: GREEN
PULSE SOLAR
SOLUTION**



**GREEN PULSE
SOLAR SOLUTIONS**

TABLE OF CONTENTS

2025

Organisation Overview

03

Website objectives

05

Timeline and milestones

07

Project relevance and justification

06

wireframes

08

Project Summary

09

Future Plan

10

Organisation Overview:

Organisation Name: Green Pulse Solar Solutions:

Background: Established in 2020 in Cape Town, Green Pulse Solar Solutions was founded as a proactive response to South Africa's ongoing energy crisis and the growing need for clean, sustainable power alternatives. The company began by offering small-scale residential solar installations, targeting households frustrated by frequent load-shedding, unpredictable electricity tariffs, and environmental concerns.

[South African Photovoltaic Industry Association (SAPVIA). (2024) About solar PV in South Africa [Online]. SAPVIA. Available at: <https://www.sapvia.co.za/about-solar/> (Accessed: 14 August 2025).]

Over the years, Green Pulse Solar Solutions has expanded its expertise and service reach to support small businesses, educational institutions, and non-profit organizations throughout the Western Cape. Their client base ranges from urban homeowners eager to embrace energy independence, to rural schools looking to cut long-term operational costs while promoting environmental stewardship among students.

The company's reputation has been built on a commitment to delivering reliable, affordable, and environmentally responsible solutions. Green Pulse combines technical expertise, customer-focused service, and transparent communication to make solar adoption both simple and rewarding for its clients.

[Department of Mineral Resources and Energy (DMRE). (2023) Renewable energy policy [Online]. South African Government. Available at: <https://www.dmme.gov.za/renewable-energy/> (Accessed: 14 August 2025).]

Mission Statement: To power communities through innovative and affordable solar energy solutions.

Organisation Overview:

Vision Statement: To lead South Africa's transition to renewable energy by making solar power a household standard.

Target Audience:

- Increase in monthly quote requests submitted via the site.
- Small business owners aiming to reduce operational costs and secure consistent energy supply.
- Schools and NGOs focused on sustainable, long-term energy savings.
- Environmentally conscious consumers committed to reducing their carbon footprint and supporting eco-friendly innovation.

[South African Photovoltaic Industry Association (SAPVIA). (2024) About solar PV in South Africa [Online]. SAPVIA. Available at: <https://www.sapvia.co.za/about-solar/> (Accessed: 14 August 2025).]



Figure 1: <https://www.vecteezy.com>

Website Objectives:

The proposed website will serve as both an educational and commercial platform—positioning Green Pulse Solar Solutions as a trusted authority and go-to service provider for renewable energy. Its dual role is to inform visitors about the benefits and process of solar energy adoption, while also converting them into active clients.

Primary Objectives:

1. Educate visitors about solar energy, its environmental and financial benefits, and the step-by-step process of installation—from consultation to maintenance.

2. Showcase Core Services including solar installation, system maintenance, energy audits, and consulting packages tailored to individual needs.

3. Generate Leads through an intuitive quote request form and an interactive cost calculator that allows potential customers to estimate savings and return on investment.

4. Build Trust by highlighting verified customer testimonials, case studies, real-life project visuals, and independently verified ratings.

Key Performance Indicators: (KPI's):

- Increase in monthly quote requests submitted via the site.**
- Growth in average time spent on informational pages, signaling deeper engagement.**
- Reduction in bounce rate within the first six months after launch.**

Website Objectives:

- **Positive shifts in customer satisfaction scores and online review ratings.**

By focusing on education, transparency, and ease of engagement, the website will not only drive conversions but also reinforce Green Pulse's credibility as a reliable, professional, and approachable service provider.



Figure 2: <https://www.freepik.com>

Timeline and milestones:

Week 1 – Planning and content collection: Define the site's structure, gather brand visuals, case studies, and detailed service descriptions. Map customer journey to ensure a seamless user experience. [Chaffey, D. and Ellis-Chadwick, F., 2019. Digital Marketing. 7th ed. Harlow: Pearson. Accessed 16 August 2025].

Week 2 – UI/UX Design: Develop wireframes and design mockups with attention to mobile-first principles. Present to client for feedback and approval.

Week 3 – Front end development: Build responsive, cross-browser compatible web pages incorporating brand colors, typography, and optimized media.

Week 4 – Back-end development and testing: Integrate a Content Management System (CMS), implement the interactive cost calculator, and set up enquiry forms with automated response features. Conduct rigorous testing for speed, functionality, and security. [Garrett, J.J., 2010. The Elements of User Experience: User-Centered Design for the Web and Beyond. 2nd ed. Berkeley: New Riders. Accessed on 16 August 2025].

Week 5 – Website Launch & Team Training: Publish the completed website to the hosting platform, set up SSL security to protect user data and ensure safe browsing, and guide the client's team through a hands-on training session.

Week 6 – Launch & Monitoring: Official go-live. Begin performance monitoring using analytics tools, and implement a feedback loop for ongoing optimization based on user interaction data. [Smashing Magazine, 2022. A Comprehensive Website Planning Guide. [online] Available at: <https://www.smashingmagazine.com/> [Accessed 16 August 2025]

Budget:

- Domain registration & hosting (1 year): R1 500
- Website design & development: R12 000
- Payment gateway & loyalty program setup: R3 000
- SEO, analytics & social media integration: R1 500
- Post-launch support (3 months): R1 500
- Total Estimated Cost: R19 500



Figure 3: <https://www.vecteezy.com>

Project relevance and justification:

This website proposal is not just a technical upgrade, it is a strategic business enabler that directly supports Green Pulse Solar Solutions' mission to make renewable energy more accessible, affordable, and mainstream in South Africa. [TechRadar, 2023. How to Plan a Website: Tips and Best Practices. [online] Available at: <https://www.techradar.com/> [Accessed 18 August 2025].

The site will:

- Provide an accessible learning hub where potential customers can understand the benefits of solar, dispel common myths, and access practical guidance for adoption.**
- Increase customer engagement by offering interactive tools like a cost calculator, simplifying the decision-making process and empowering visitors with accurate information.**
- Build long-term trust and credibility through transparency—showing real-life installations, quantifiable savings, and authentic client testimonials.**
- Serve as a lead generation engine by making it easy for visitors to request quotes, schedule consultations, or download informational resources. [Beaird, J. and George, J., 2014. The Principles of Beautiful Web Design. 3rd ed. Burlington: SitePoint. Accessed on 18 August 2025].**
- Strengthen brand positioning by aligning the company's digital presence with its vision of becoming South Africa's leader in renewable energy transition. [Brown, D., 2011. Communicating Design: Developing Web Site Documentation for Design and Planning. 2nd ed. Berkeley: New Riders. Accessed on 18 August 2025].**

Project relevance and justification:

Why this matters:

The renewable energy sector is rapidly expanding, and digital presence is often the first point of contact between a customer and a service provider. A well-designed website is not only a reflection of Green Pulse's professionalism but also a driver of measurable growth.

The website will:

- increase conversion rates.
- Foster brand loyalty.
- Demonstrate leadership in the renewable energy sector.
- Support community outreach and advocacy for sustainable living.

This project will position Green Pulse Solar Solutions as not just another solar installer, but as a trusted partner in the journey toward a greener, more energy-independent South Africa.



Figure 4: <https://www.vecteezy.com>

Features and functionality:

Core Features and functions:

1.Responsive Design:

Mobile-first approach to ensure seamless viewing on smartphones, tablets, and desktops. Cooper, A., Reimann, R., Cronin, D. and Noessel, C., 2014. About Face: The Essentials of Interaction Design. 4th ed. Indianapolis: Wiley. (Accessed 18 August 2025)

2.Service Pages:

Dedicated pages for Installation, Consulting, and Maintenance with detailed descriptions, pricing guidance, and visuals of past projects. Clear call-to-action buttons to request quotes or book consultations.

3.Educational Content Hub:

FAQs, explaining solar benefits, technology, installation processes. Downloadable guides and fact sheets for offline reference.

4.Lead Generation Tools:

Automated email confirmation and follow-up process to keep potential clients engaged. .

5.Customer Testimonials & Case Studies:

Detailed project case studies showing before-and-after results, costs, and customer feedback.

6.Visual Media Gallery:

High-quality images of completed projects, community initiatives, and behind-the-scenes work.

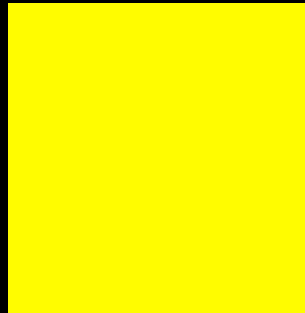
7.Contact & Support Features:

Easy-to-use contact page with location map, business hours, and multiple communication options (phone, email).

Colour Palet:



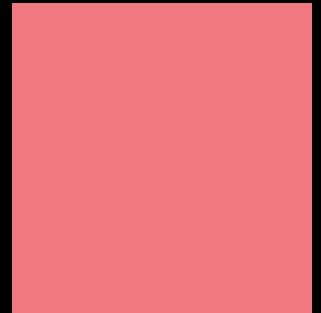
#00bfff



#fffc00



#39f88d



#f17781

Why I chose this colour palet:

#fffc00 (yellow):

Symbolism: Represents sunlight, energy, optimism, and warmth.

Significance: Perfect for highlighting solar power since it directly connects to the sun. Evokes positivity and trust, reassuring customers that solar is a bright solution.

#00bfff (blue):

Symbolism: Represents the sky, clean air, innovation, and reliability.

Significance: Communicates clean energy and a sustainable future. Inspires feelings of trust, professionalism, and clarity. Mollica, P. (2015) Basic Color Theory: An Introduction to Color for Beginning Artists. Cincinnati, OH: North Light Books. [Accessed on 19 August 2025].

#39f88d (green):

Symbolism: Nature, sustainability, renewal, and growth.

Significance: Reinforces the eco-friendly and environmental mission of my company. Gives a sense of freshness and health, making customers feel they're making a responsible choice.

Colour Palet:

#f17781 (Warm Pink):

Symbolism: Represents human warmth, approachability, passion, and energy.

Significance: Acts as a contrast color to balance the cooler tones (blue & green). Adds a friendly and modern touch, showing my website is not just technical but also customer focused.

[Elementor (2022) Color Theory in Web Design: A Complete Guide (2024), Elementor Blog, updated 11 January 2022. Available at: [Elementor website] (Accessed on 19 August 2025)].

How the colours work together:

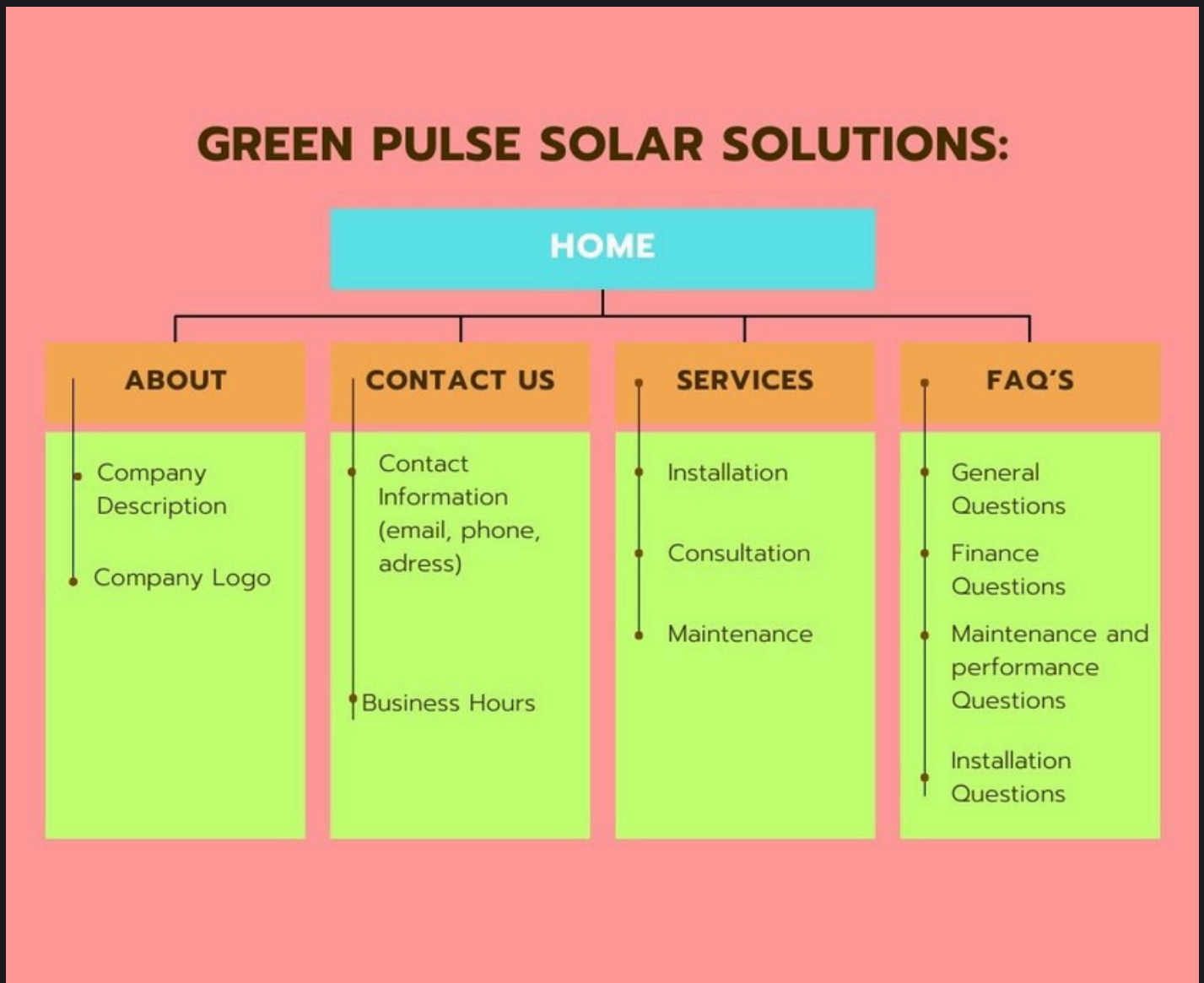
- #ffff00 (yellow): The websites identity.
- #00bfff (blue): Represents trust & reliability.
- #39f88d (green): Emphasizes eco-conscious solutions.
- #f17781 (Warm Pink): Adds contrast & personality.

Mollica, P. (2015) Basic Color Theory: An Introduction to Color for Beginning Artists. Cincinnati, OH: North Light Books. [Accessed on 19 August 2025].



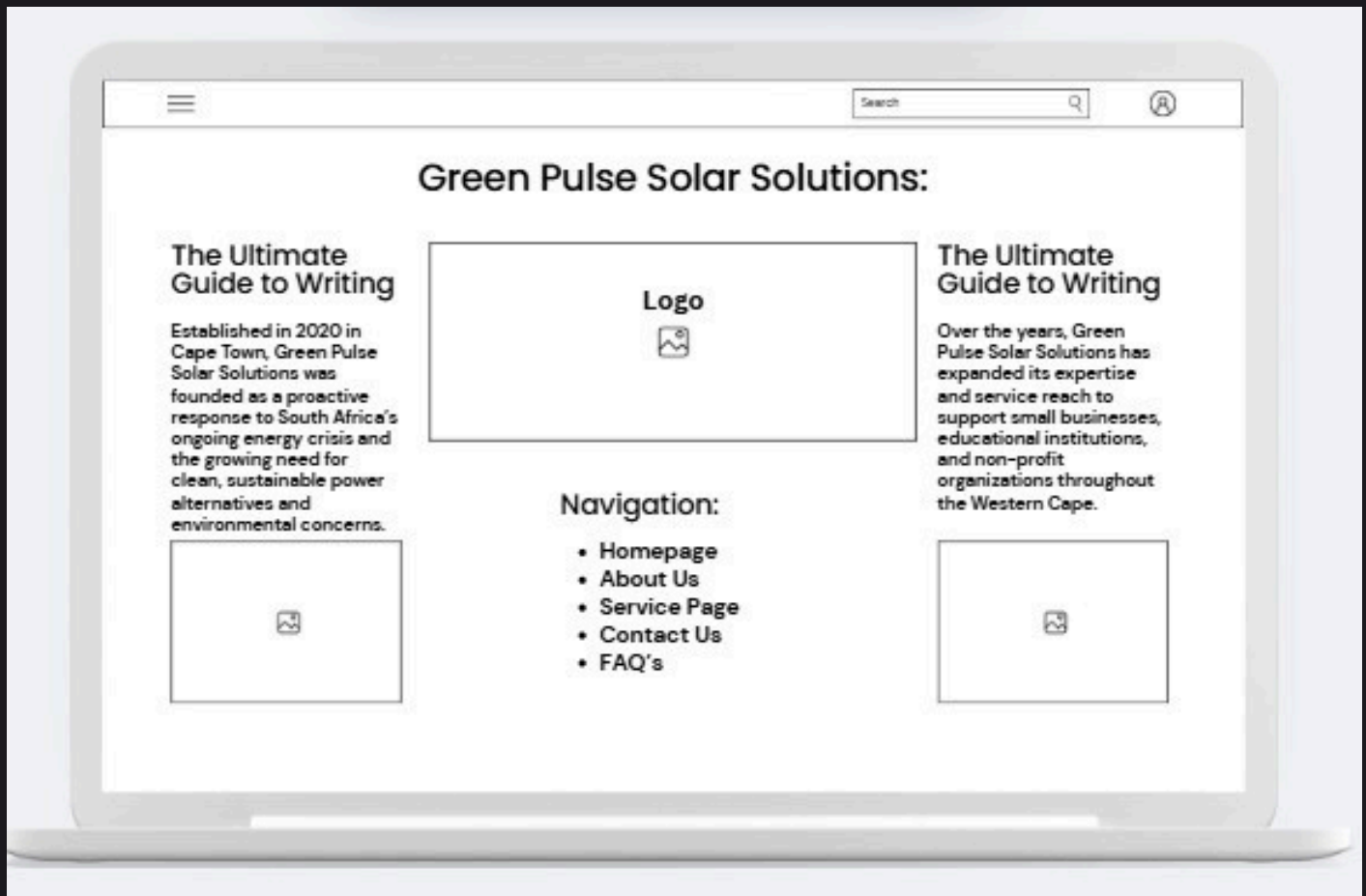
Figure 5: <https://www.pixabay.com>

Sitemap:



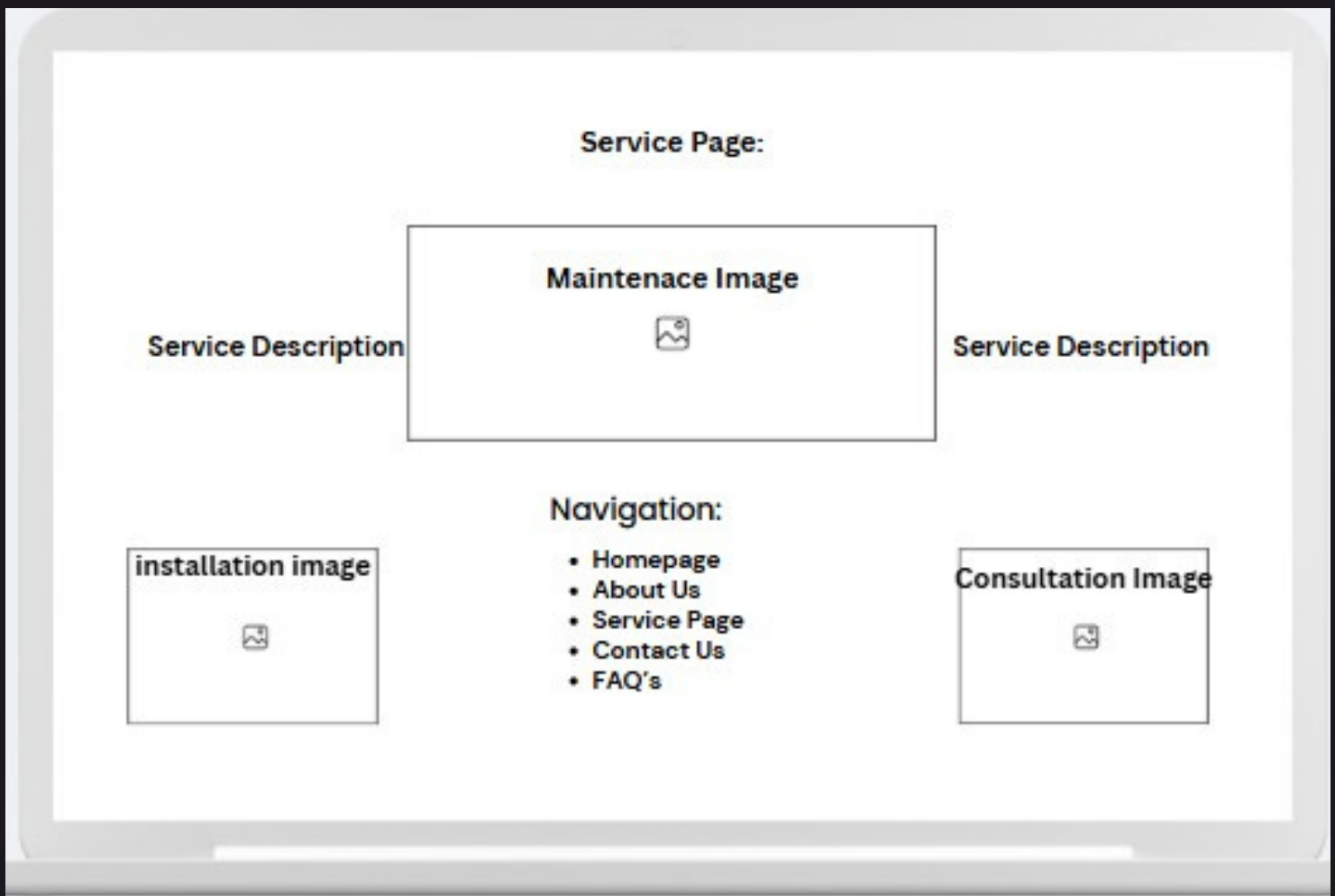
The above image (Created by the author) gives a basic layout of what my website will consist of. My website will have 5 pages: (Home page, About page, Contact Us page, services page and FAQ's page). On the home page you will have navigation that will allow you to navigate to the other 4 pages in the website. The about page consists of a brief description of the company and the logo. The contact us page has the business's contact information and trading hours. The service page has all the services that the business has to offer and finally, the FAQ's page has all the possible questions that could be asked by customers and all the answers to those questions.

Wireframes:



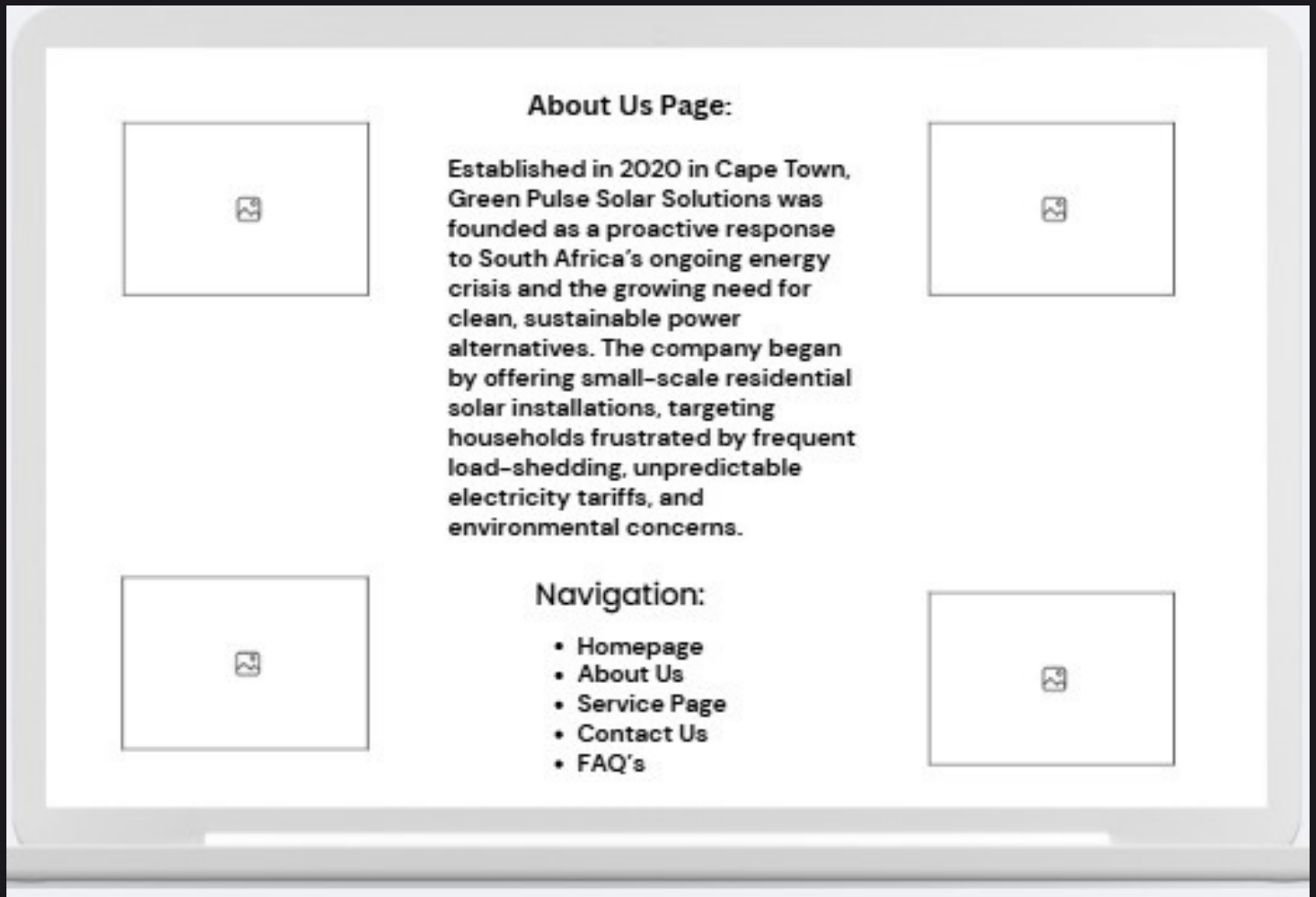
Wireframe 1 (Created by the author): Home page consisting of company logo, short description and navigation.

Wireframes:



Wireframe 2 (Created by the author): Service page with navigation, description and images of installation, consultation and maintenance being done.

Wireframes:



Wireframe 3 (Created by the author): About Us page giving a brief description of the business with navigation to the other webpages at the end of the page.

Wireframes:

Contact Us Page:

- Phone number: 012 345 6789
- Email address:
info@greenpulsesolarsolutions.co.za
- Business Address: 123
Mainstreet avenue

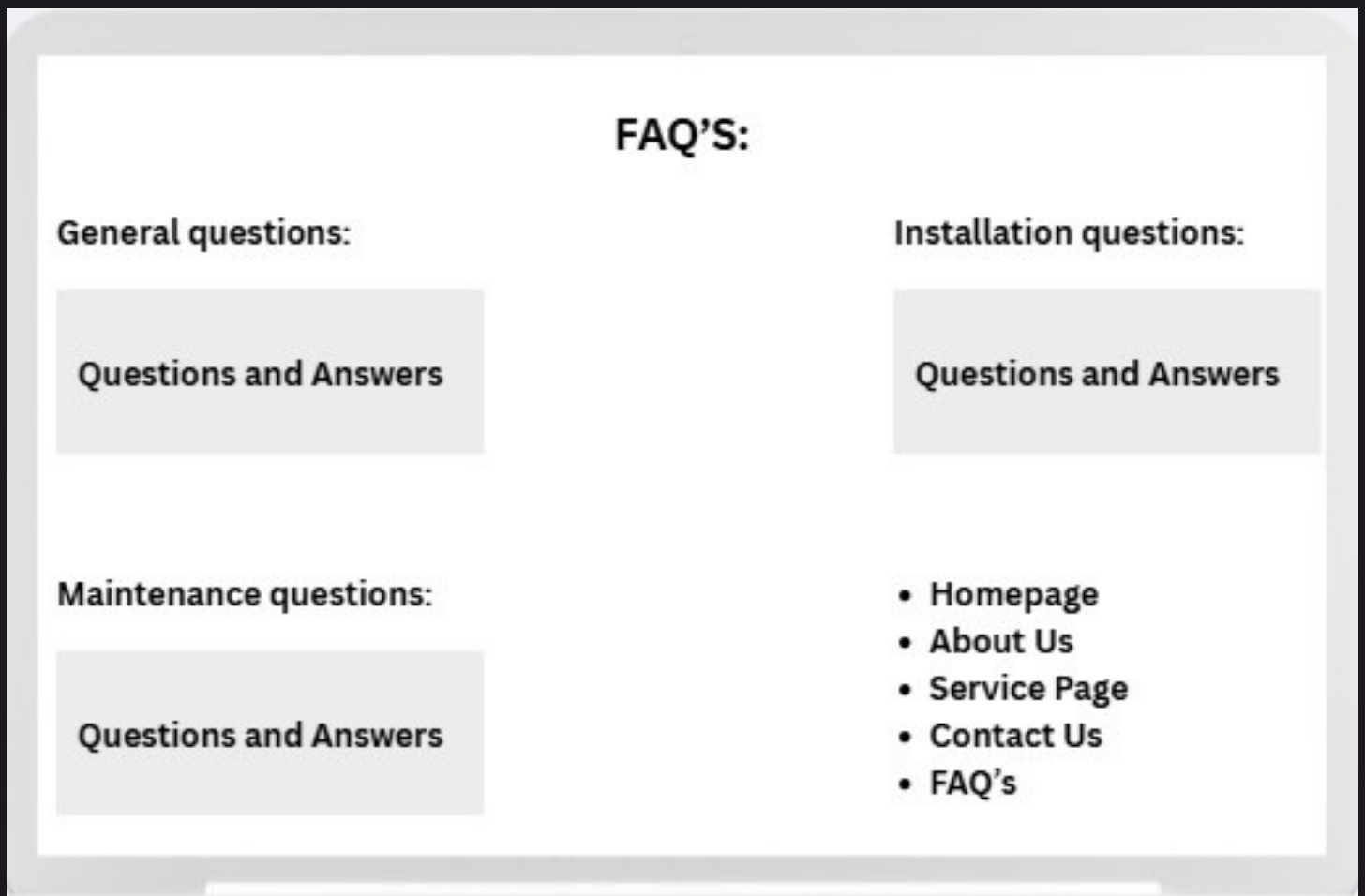
Trading Hours:

- Monday to Friday: 9am to 5 pm
- Weekends: 9am to 4pm

- Homepage
- About Us
- Service Page
- Contact Us
- FAQ's

Wireframe 4 (Created by the author): Contact page that consists of phone number, email address and the physical business address as well as the business trading hours with navigation at the end of the page.

Wireframes:



Wireframe 5 (Created by the author): The final page of my website which is the FAQ's page. This page has all the possible questions that customers may have and all the answers to them. The questions and answers are divided into 3 sections.

Reference List: (Document)

- **South African Photovoltaic Industry Association (SAPVIA). (2024) About solar PV in South Africa [Online]. SAPVIA. Available at: <https://www.sapvia.co.za/about-solar/>(Accessed: 14 August 2025)**
- **[Department of Mineral Resources and Energy (DMRE). (2023) Renewable energy policy [Online]. South African Government. Available at: <https://www.dmme.gov.za/renewable-energy/> (Accessed: 14 August 2025).]**
- **[South African Photovoltaic Industry Association (SAPVIA). (2024) About solar PV in South Africa [Online]. SAPVIA. Available at: <https://www.sapvia.co.za/about-solar/> (Accessed: 14 August 2025).**
- **Figure 1: <https://www.vecteezy.com> (Accessed 15 August 2025)**
- **Figure 2: <https://www.freepik.com> (Accessed 15 August 2025)**
- **[Chaffey, D. and Ellis-Chadwick, F., 2019. Digital Marketing. 7th ed. Harlow: Pearson. Accessed 16 August 2025].**
- **[Garrett, J.J., 2010. The Elements of User Experience: User-Centered Design for the Web and Beyond. 2nd ed. Berkeley: New Riders. Accessed on 16 August 2025].**
- **[Smashing Magazine, 2022. A Comprehensive Website Planning Guide. [online] Available at: <https://www.smashingmagazine.com/> [Accessed 16 August 2025]**
- **Figure 4: <https://www.vecteezy.com> (Accessed 17 August 2025)**
- **Cooper, A., Reimann, R., Cronin, D. and Noessel, C., 2014. About Face: The Essentials of Interaction Design. 4th ed. Indianapolis: Wiley. (Accessed 18 August 2025)**

Reference List: (Document)

- **Mollica, P. (2015) Basic Color Theory: An Introduction to Color for Beginning Artists. Cincinnati, OH: North Light Books. [Accessed on 19 August 2025].**
- **[Elementor (2022) Color Theory in Web Design: A Complete Guide (2024), Elementor Blog, updated 11 January 2022. Available at: [Elementor website] (Accessed on 19 August 2025)].**
- **Mollica, P. (2015) Basic Color Theory: An Introduction to Color for Beginning Artists. Cincinnati, OH: North Light Books. [Accessed on 19 August 2025].**
- **Figure 5: <https://www.pixabay.com> (Accessed 19 August 2025)**
- **Sitemap (Created by Author, August 2025)**
- **wireframe 1: (Created by Author on canva, August 2025)**
- **wireframe 2: (Created by Author on canva, August 2025)**
- **wireframe 3: (Created by Author on canva, August 2025)**
- **wireframe 4: (Created by Author, on canva August 2025)**
- **wireframe 5: (Created by Author on canva, August 2025)**
- **wireframe 6: (Created by Author on canva, August 2025)**

Reference List: (Actual Website):



**Green Pulse Solar Solutions Logo:
Created By Author on canva,
(August 2025)**



**Danielle La Rosa Messina (2024)
[Photograph] Unsplash. Available
at: <https://unsplash.com>. Published
10 July 2024. Accessed 26 August
2025.**



**Pramord Kumar Sharma (2024)
[Photograph] Unsplash. Available
at: <https://unsplash.com>. Published
23 March 2024. Accessed 26 August
2025.**



**Bill Mead (2021) [Photograph]
Unsplash. Available at:
<https://unsplash.com>. Published 22
June 2021). Accessed 26 August
2025.**

Reference List: (Actual Website):



Gustavo Fring (2020) [Photograph] Pexels. Available at: <https://pexels.com> Published 16 April 2020). Accessed 26 August 2025.



Stefan de Vries (2024) [Photograph] Pexels. Available at: <https://pexels.com> Published 1 November 2020). Accessed 26 August 2025.



Eugene Chystiakov (2023) [Photograph] Unsplash. Available at: <https://unsplash.com> Published 15 September 2023). Accessed 26 August 2025.

Git Hub Repo Link:

<https://github.com/ST10479844-seiurinaidoo/wede-poe-part-1>