

MODULE NAME: Web Development

MODULE CODE: WEDE5020/p/w

Student Name: THATO MALEKA

Student Number:ST10483413

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## 1. Project Proposal: The Lifestyle Barber

### 1.1. Organisation Overview

Name: The Lifestyle Barber

- **History:** Established in 2022, The Lifestyle Barber is a local barbershop located in Soweto. It has built a loyal clientele by specialising in classic clean cuts, razor shave, and beard grooming.
- **Mission:** To provide every client with a premium, aesthetic grooming experience in a relaxed environment.
- **Vision:** To be the neighbourhood's premier destination for classic and clean barbering services.
- **Target Audience(market):** male aged 5-65 who appreciate grooming, quality service, and a classic aesthetic.

### 1.2. Website Goals and Objectives

- **Primary Goal:** To convert website visitors into booking clients and increase walk-in traffic and online bookings.

Objectives:

To Showcase the shop's atmosphere and high-quality service through professional imagery.

To Streamline the booking process to reduce phone calls and no-shows and provide clear information on location, opening hours, and pricing.

- **Key Performance Indicators**

Increase in online bookings by 40% within 4 months of launch.

Reduction in phone call enquiries for basic information by 30%.

Increase in website traffic from local Google searches by 35%.

### 1.3. Current Website Analysis

Current Status: there is no website in exists currently. The business has a relies on word-of-mouth.

Strengths: NONE at the moment.

- **Weaknesses & Areas for Improvement:**

The business has no Digital Presence and has less booking as it relies on phone calls and walk ins which are often missed.

Also, Potential clients cannot see prices or service details beforehand.

#### 1.4. Proposed Website Features and Functionality

- Homepage: Image of the barbershop interior, brief intro, visible "Book Now" button.
- About Us: History of the shop, bios and photos of the barber highlighting their experience and work.
- Services: A detailed list of services such as images of Classic Cut, Beard Trim with clear pricing.
- Gallery: High-quality photos of the shop's interior, finished haircuts.
- Book Online: Integrated booking system showing real-time availability.
- Contact: Address with an embedded Google Map, phone number, email, and operating hours.

#### 1.5. Design and User Experience

- For the design it will be a Classic and warm.
- Colour Scheme: Rich burgundy, dark charcoal grey cream, and gold accents.
- Typography:
- Headings: Playfair Display of Serif to convey elegance.
- Body: Lato Sans-Serif for excellent readability on all devices.
- Layout and Design: Clean, spacious layout with large and clear imagery and the Navigation will be simple and intuitive in a fixed header.
- User Experience: The booking CTA will be visible on every page. The site will be fully responsive for mobile users.

### Low-Fidelity Wireframe (Homepage):

+-----+		
[Logo]	Nav: Home   Services   About   Gallery   Book   Contact	
+-----+		
	Barbershop Interior image	
	[ Welcome to The Lifestyle Barber]	
	[Your premium destination for traditional grooming]	
	[ [ BOOK YOUR APPOINTMENT ] Button ]	
+-----+		
[Services Preview]	[Meet Our Barbers]	
Icons + Short list with links	Photos + Names with link	
+-----+		
	[Opening Hours] [Location Map] [Phone]	
+-----+		
	Footer (copyright)	
+-----+		

### 1.6. Technical Requirements

- Hosting & Domain: t (R90-180 per month and R270 per year). Domain name: www thelifestylebarber.com.
- Languages: Core front-end technologies: HTML, CSS, and JavaScript. The booking system will be a third-party embed.

## 1. 7. Timeline and Milestones

- Week 1-2: Planning, Content Sourcing, and Design Finalisation.
- Week 3-4: Front-End Development (HTML/CSS/JS) of all pages.
- Week 5: Integration of Booking System and Testing.
- Week 6: Final Review, Debugging, and Deployment.

## 1.8. Budget

Item	Description	Estimated Cost
: ---	:---	:-----
Domain Name	Annual registration fee	R150.00
Hosting	Basic shared hosting (12 months)	R120.00
Booking System	subscription (annual)	R120.00
Development	Student project cost	R0.00
Total Estimated Cost per year R 390.00		

## 1.9. Reference

I found inspiration from the well-known barber branding shop called the Legendary barber  
<https://legends-barber.com>