This Photo Was taken on the internet

MODULE NAME:	WEB DEVELOPMENT (INTRODUCTION)
MODULE CODE:	WEDE5020/P/W
STUDENT NAME:	MONGEZI NXUMALO
STUDENT NUMBER:	10483436
DUE DATE:	31 August 2025

Table of contents

1. Organisation Overview

1.1 Name.....5

1.2 Brief History.....5

1.3 Mission and Vision Statements.....5

1.4 Target Audience.....5

2. Website Goals and Objectives

2.1 Website Goals.....5

2.2 Key Performance Indicators.....5

2.3 Website Objectives.....5

3. Current Website Analysis

3.1 Strength and weakness.....5

3.2 Areas of improvement.....5

4. Proposed website features and functionality

4.1 Website Pages.....5-6

4.2 Functionality.....6

5. Design and user Experience

5.1 Colour Scheme.....6

5.2 Typography.....6

5.3 Layout.....6

5.4 UX Considerations.....6

5.5 Wireframe.....6

6. Technical Requirements

6.1 Hosting.....6

6.2 Domain.....6

6.3 Development.....6

7. Timeline and milestones

7.1 Weeks.....6

8. Budgets

8.1 Development.....6

8.2 Domain and Hosting.....6

8.3 maintenance (Annual)..... 7

9. Reference 8-9

Youth Sports Academy (YSA)

1). Organisation Overview

*** Name:** YOUTH SPORTS ACADEMY (YSA)

*** Brief History:** Established in 2018, YSA was founded by a group of passionate coaches & community leaders aiming to provide affordable, accessible sports for young people aged 8-20 years. It began with just two sports soccer and athletics and included basketball.

***Mission Statement:** To empower youth through sports, fostering teamwork discipline and confidence. The youth get well trained and find new skills & grows as players.

***Vision:** Creating opportunities in sports by giving our best professional environment where all can meet their fully potential. Making sure that community receives a quality support regardless of their background by promoting healthy lifestyles. With sports we are building future leaders who will uplift the communities.

***Target Audience:** School sports teams, community youth organisations parent of school aged children, and other potential stakeholders (local business, community organisation). Or children who are interested in developing their athletic skills and participating in organisation.

2). Website Goals and objectives

***Goals: -** Increase enrolments for sports program (25%) with the 12 months.

-Provide accessible online registration & payments.

-Promote upcoming events, tournaments and the training camps.

***Objectives: -** Attract, inform & engage potential athletes, their families.

-Build strong online presence & provide information resources

(training philosophy).

***KPIs: -** Number of online registrations, website traffic& engagements rate

Events pages.

3). Current Website Analysis: Currently found on (Youth Sports Academy (YSA)). Weakness includes limited visibility, lack of structured information. And online registration system.

4). Proposed website Features & Functionality:

Pages:

*Homepage**:** Overview, call-to-action buttons.

*About Us: History, offered, mission, coaches' profiles.

*Products: Sports offered, schedules.

*Gallery: photos and videos from training competitions.

*News page: Sponsorship interests & registration.

*Contact Page: Multiple locations with embedded google maps.

***Functionality:** -Mobile responsive design.

-social media integration.

5). Design and User Experience

***Colour Scheme:** Blue(trust), Green(growth), White(clean).

***Typography: ***HEADING-bold

*****BODY- Open Sans Regular.

***Layout:** Clean grid layout with large visuals, easy navigation.

***UX considerations:** Simple menu structure, clear labels, high contrast

Design for accessibility

***Wireframe:** low fidelity with the outline the home page section.

6). Technical Requirements

*****Hosting: Reliable shared hosting with SSL.

*****Domain: YouthSportsAcademy.co.za

*****Development: HTML, CSS and JavaScript.

7). Timeline and Milestones

***Week1:** Research and content gathering.

***Week2:** Wireframes and design mock-ups.

***Week3:** Website development.

***Week4:** Testing and feedback

***Week5:** Launch

8). Budgets

*****Development: R6,000

*Hosting & Domain (annual): R1,200

*Maintenance(annual): R4,000

***Total:** R11,200

Bibliography

Anon., n.d. *ProjectPlay.org*. [Online]
Available at:
https://www.google.co.za/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwiplcTA8ZyPAxVW8LsIHSgIA80QFnoECB0QAQ&url=https%3A%2F%2Fprojectplay.org%2Fyouth-sports%2Fplaybook%2Fdesign-for-development&usg=AOvVaw2lhu6_lhrYvPncBhCrXjVI&opi=89978
[Accessed 22 August 2025].

Cojocariu, I., 2023. *ResearchGate*. [Online]
Available at:
https://www.google.co.za/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKEwia-tv765yPAxU-9LsIHZ-fMfQQFnoECB8QAQ&url=https%3A%2F%2Fconference.pixel-online.net%2Ffiles%2Ffoe%2Fed0013%2FFP%2F8447-MATH6155-FP-FOE13.pdf&usg=AOvVaw3ChWv9WYyufyHYS9aePndy&opi=89
[Accessed 14 August 2025].

diego, S., 2015. *Youth Sports Academy*. [Online]
Available at:
https://lh3.googleusercontent.com/69FSIt82ZvBIS5T9HwU8TZBc_qBVffxDcD5e5qPoOboTeqB0MZ6pyPU6EQ-ppImKdstxjufvVUqBdHFL4DTWPDd3XEFTbr1Ut9rKxEV6WmizMALWbp1acax_DsFsx1NU9r_v-YzP0nHR5nt44sV42RvmhmOTH4wQ1qpT=w1280
[Accessed 17 August 2025].

Gusweiler, T., 2023. *Jersey watch*. [Online]
Available at:
https://www.google.co.za/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKEwih7KH875yPAxV7hv0HHVuTB0QQFnoECB0QAQ&url=https%3A%2F%2Fwww.jerseywatch.com%2Fblog%2Fbuild-youth-sports-website&usg=AOvVaw1FtGtnOtJo_gE69XgXE523&opi=89978449
[Accessed 19 August 2025].

Job Maseko, K. M. P., 2019. *Basketball clinics for the under-13 at KwaThema Sports Complex*. [Online]
Available at: https://africanreporter.co.za/wp-content/uploads/sites/32/2019/10/40afsptbasketbal_58692.jpg
[Accessed 19 August 2025].

Maps, G., 2025. *Mapetla Park*. [Online]
Available at: https://maps.app.goo.gl/xAite1LxG7tfGWtx7
[Accessed 21 August 2025].

Maps, G., 2025. *Nike Football Training Center Soweto*. [Online]
Available at: https://maps.app.goo.gl/Z4chehUNdh6ZMoRP8
[Accessed 20 August 2025].

Mmagawo, G., 2019. *Academy-Training4Changes*. [Online]
Available at: https://th.bing.com/th/id/OIP.u3s1-F4vYjQRO06bRPfN5gHaE8?w=259&h=180&c=7&r=0&o=7&pid=1.7&rm=3
[Accessed 18 August 2025].

Nxumalo, M., 2025. Personal photograph.

[Accessed 19 August 2025]

Sarah, D., 1993. *Youth Charter*. [Online]
Available at: https://www.google.co.za/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKEwiwnuqf5pyPAxXSU0EAHU2ROdcQFnoECCEQAQ&url=https%3A%2F%2Fwww.youthcharter.org%2Fmission&usg=AOvVaw2aMRCLaoos9_tz88PNgYYc&opi=89978449
[Accessed 17 August 2025].

Schaitz, J., 2021. *Community Rec Magazine*. [Online]
Available at: https://www.google.co.za/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKEwi6vKOY6pyPAxUmVEEAHaQdFsMQFnoECBgQAQ&url=https%3A%2F%2Fcommunityrecmag.com%2F8-goals-for-youth-sports-programs%2F&usg=AOvVaw2_ZRm5cicREQbH-IIRipzK&opi=89978449
[Accessed 11 August 2025].

Sithole, S., 2025. Sent via WhatsApp.

[Accessed 19 August 2025]