

Web Development (Introduction)

WEDE5020

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Group 2

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# Proposal 1: Gift of the Givers Foundation

## Organisation Overview

The Gift of the Givers Foundation is a South African humanitarian NGO founded in 1992. It is the largest disaster response non-governmental organisation of African origin on the continent. Its mission is to unite people “For the greater good” by providing unconditional aid to anyone in need. The organisation’s guiding philosophy is that “best among people are those who benefit humankind” and works to bring “hope and dignity to the most vulnerable”. Since inception, Gift of Givers has delivered life-saving goods and support valued at 6 billion across 47 countries. Its target audience includes philanthropic donors (individuals and corporate), volunteers, partner organisation and communities affected by disasters.

## Website Goals and Objectives

- **Increase Awareness:** Clearly convey the NGO’s mission, history and impact to build credibility and trust. As one expert note that a non-profit website “must clearly state its mission, purpose, vision and values” and highlight why the work matters.
- **Attract Donors:** showcase impact and ensure easy giving. Potential donors want to know the organisation mission and the funds that will go towards the project. The site will provide donations options prominently
- **Recruit Volunteers:** Provide information on volunteer work and simple sign up. Feature stories of volunteer work to inspire engagement.
- **Engage Community:** offer channels of support to stay connected (website, newspapers and social media). Highlight successes stories and updates to encourage sharing.
- **Fundraising Campaigns:** Support current appeals (e.g. disaster relief) with dedicated pages and call –to-action.

## Current Website Analysis

The existing site has strengths: it boldly states Gift of Giver's scale and mission (e.g. largest diesters response NGO ... bring hope and restore dignity) and displays impactful metrices on the homepage (such as R6 billion in aid for 47 countries, 32 years of service). The “make a difference” donate button is prominent. The site organizes by program areas (diester response,hunger,water ,etc.) which helps segment information.

A cluttered and repetitive design (multiple identical slide banners) poses potential issues with streamlined load times. Key calls-to-action (e.g. Donate, Volunteer) are too simplistic and are not designed to engage users. The site’s performance may be limited by the all-at-once loading of content images. The provided alt text and high-contrast text does not need modification, but the overall mobile optimization needs improvement. Given that 60 percent of web traffic is mobile, the site should be responsive and load quickly on mobile devices. Moreover, there are no visible trackers provided, which means analytics are not accessible, and thus content discovery is complicated.

## Proposed Website Features and Functionality

- **Donation Platforms:** A modern giving platform with payment options (credit card, EFT, mobile wallet). Include one-save click or saved-payment functionality for returning donors. Provide an option for recurring gifts. Clearly show donation impact breakdown to build trust.
- **Volunteer portal:** An online signup form and calendar of volunteer events or opportunities. Feature volunteer stories to encourage sign up.
- **Success stories and News:** A blog or news section to publish updates, rescue stories and community impact. This proof of work helps emotionally connect visitors.
- **Search Functionality:** A search bar to find news, programs and donations pages quickly. Advanced filtering (by region or program) could help donors or volunteers find relevant information.
- **Mobile optimization:** Ensure fully responsive design. Since most users are mobile users, layouts should adjust (e.g. hamburger menu, stacked content, mobile friendly forms).
- **Newspaper signs up:** Prominent email capture (footer or pop-up) to grow mailing list. Offer newsletters sample to entice sign-up
- **Social Media Integration:** live social feeds or shareable content. Easy access to Facebook, Twitter and Instagram.
- **Event Calendar:** if applicable, an events calendar for fundraisers or awareness campaigns.
- **Trust signals:** Display accreditation logos (e.g. NPO/BPO numbers) and security badges on donation page.

## Design and User Experience

The design should be clean, accessible and mission focused. Use a warm colour scheme (e.g. blues and gold) and uplifting images of aid in action. The homepage should start with a strong hero image and mission statement, then quickly present impact metrics (as currently done) and a clear Donate call-to-action above the fold. Content should be organized into well-defined sections (e.g. About, Programs, How to help) with clear, concise tagline on each. Follow usability best practices: intuitive navigation (simple menu with logical labels like ‘What We Do’, ‘Get involved’), and minimal steps to give or contact. Testimonials and real photos of beneficiaries reinforce credibility. Since donors expect transparency, donation pages should minimize fields and use page-one checkout flow. Also implement “responsive design” to accommodate all devices. Accessibility is crucial: use readable fonts, high-contrast text and alt text devices images. Performance should be optimized (compress images, minimize scripts) so pages load quickly on all devices.

# Improved Website Features and Functionalities

## Across All Pages (Global Features)

- **Logo & Branding:** Gift of the Givers logo appears consistently in the header.
- **Top-Level Navigation:** Menu with links to *Home, About, Projects, Get Involved, Partners, Contact*.
- **Slogan:** “Serving Humanity Since 1992” displayed under the logo.
- **Search Bar:** Allows users to quickly find information.
- **Responsive Design:** Optimised for desktop, tablet, and mobile viewing.
- **Social Media Integration:** Icons linking to Facebook, Twitter/X, Instagram, LinkedIn.
- **Footer Section:** Quick links, contact info, newsletter sign-up, and copyright notice.

## Homepage

- **Hero Banner:** High-resolution rotating images showing relief work.
- **Mission Highlight:** Short tagline about humanitarian work.
- **Featured Projects Carousel:** Quick previews with “Read More” buttons.
- **Call-to-Action Buttons:** *Donate Now, Volunteer Today*.
- **Latest News Section:** Updates from recent interventions.

## About Us

- Organisation History Timeline (1992 to present).
- Vision & Mission Section.
- Founder's Story with portrait image.
- Team Profiles: Key leadership bios and photos.
- Recognition Section: Awards, achievements.
- **Projects**
  - Project Categories Tabs: Disaster Relief, Water Provision, Hunger Alleviation, Healthcare, Education.
  - Image Gallery: High-quality photos of interventions.
  - Embedded YouTube Videos: Documentaries/project coverage.
  - Success Stories: Short testimonials from beneficiaries.
  - Downloadable Reports (PDFs for donors).
- **Get Involved**
  - Donation Options: One-time, monthly, corporate sponsorship.
  - Online Donation Form (secure form integrated with PayFast/PayPal).
  - Volunteer Form: Online registration with availability options.
  - Partnership Information: Downloadable sponsorship package.
  - Impact Calculator: Shows what your contribution achieves (e.g., R100 = 10 meals).
- **Contact Us**
  - Rich Contact Information: Address, phone numbers, emails for regional offices.
  - Google Form: General enquiries form with auto-email notification.
  - Google Map: Interactive map with pinned office locations.
  - Quick Links: Partner enquiries, donation enquiries.
- **Partners**
  - Display Grid of Partner Logos.
  - Testimonials: Short quotes from current partners.
  - Call-to-Action: "Become a Partner" button linking to enquiry form.

# Improved Design and User Experience

## **Consistency:**

- Same header (logo, navigation, slogan) across all pages.
- Consistent colour scheme (green, white, gold).
- Typography: Sans-serif font for readability, bold headings for emphasis.

## **Accessibility:**

- Alt-text for all images for screen readers.
- High-contrast text for visually impaired users.
- Large clickable buttons for easy navigation.

## **Navigation:**

- Sticky top navigation bar.
- Breadcrumb trail on secondary pages (About > History).
- Footer navigation for quick access.

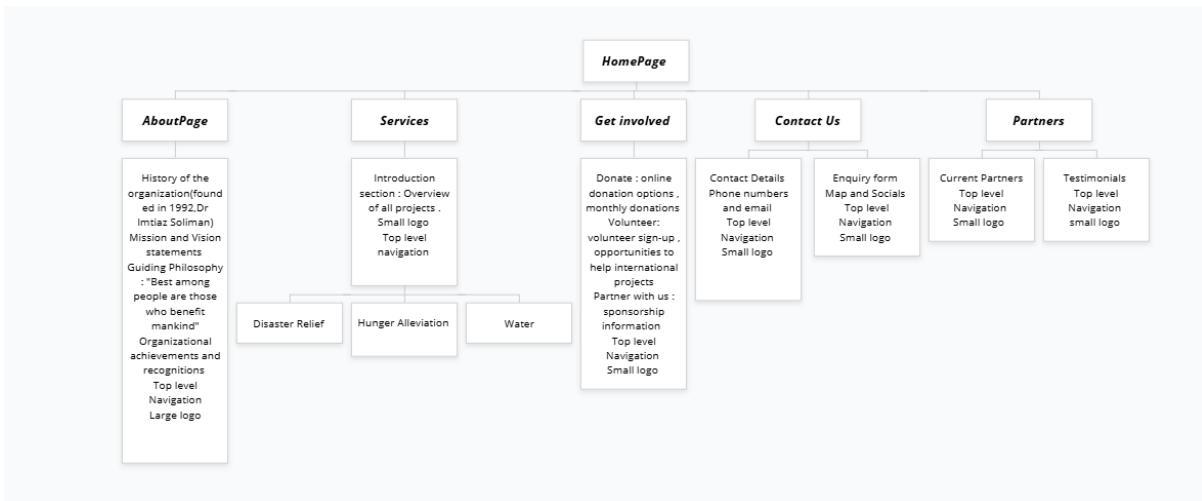
## **User Engagement:**

- Donation and volunteer buttons highlighted in contrasting colours.
- Interactive elements: hover effects on buttons, clickable project images.
- Success stories section with short quotes + “Read More.”

## **Mobile-Friendly:**

- Responsive grid system.
- Collapsible mobile menu.
- Scaled images and fonts for smaller screens.

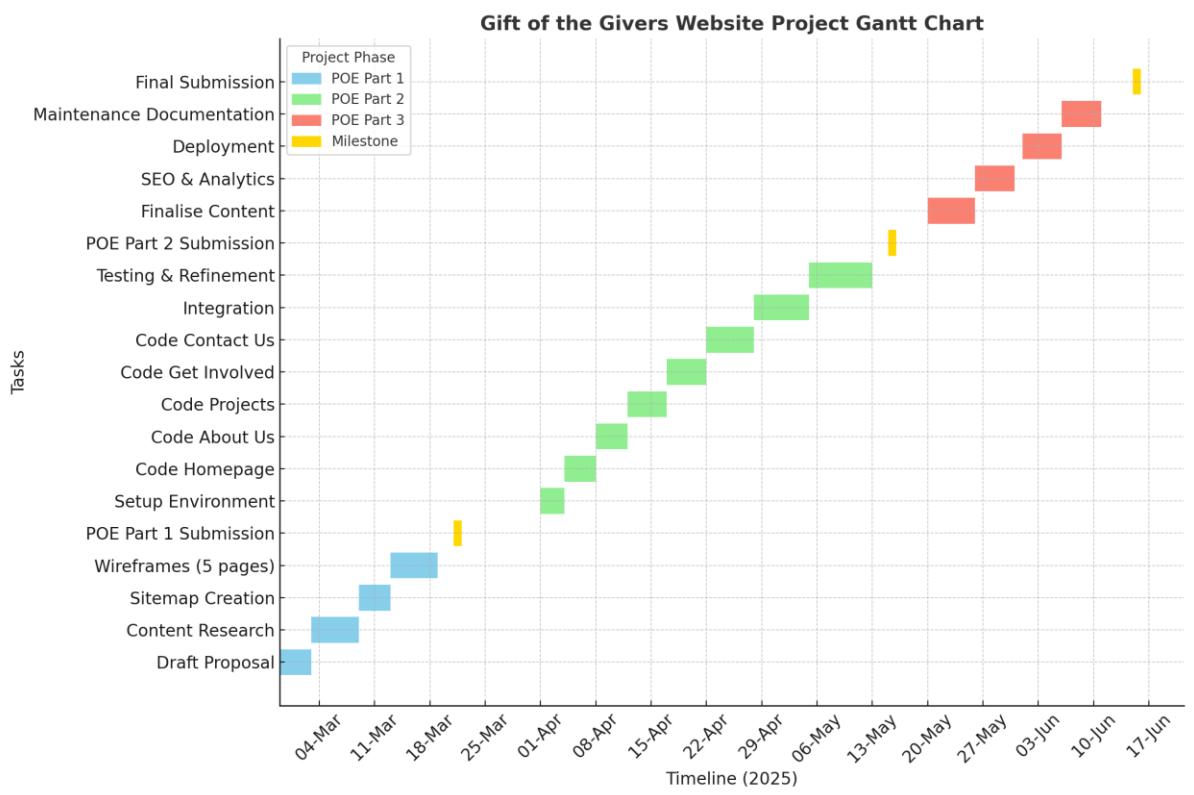
# SITE MAP



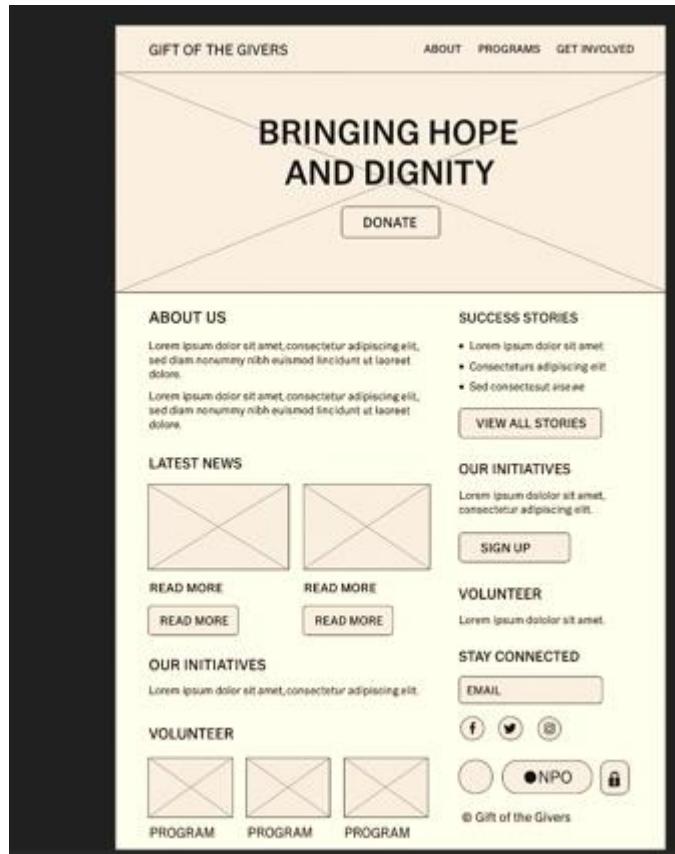
# Technical Requirements

- **Domain & Hosting:** Retain *giffofthegivers.org*. Use a reliable hosting provider with an CND to ensure that fast load times globally. Ensure SSL certificate for secure HTTPs on all pages.
- **Platform:** Build on a CMS (e.g. Word Press or Dupal) or a static site generator with headless CMS for easy content updates by non-technical users.
- **Languages/Frameworks:** HTML5, CSS3, JavaScript. For interactive elements (Donation from validation), use modern JS (a lightweight framework like Vue or React).
- **Donation integration:** Connect payments to gateways (Stripe, PayFast or PayPal) via a secure API. Ensure PCI compliance.
- **Database:** Store subscribers (newsletter), donors and volunteers in a secure database (My SQL or similar) managed by CMS or custom backend.
- **Performance:** Use image optimization and lazy loading. Minimize use of heavy plugins. Enable caching.
- **Security:** Regular backups SSL and protection against spam and bots
- **Compliance:** Adhere to private date laws (GDPR-friendly consent for newsletter sign up). Ensure Accessibility (WCAG 2.1) compliance.
- **Analytics:** Integrate Google analytics and Facebook pixels to track visitors, donations and engagement.

## Timeline and Milestones



# Wireframe of Gift of Givers



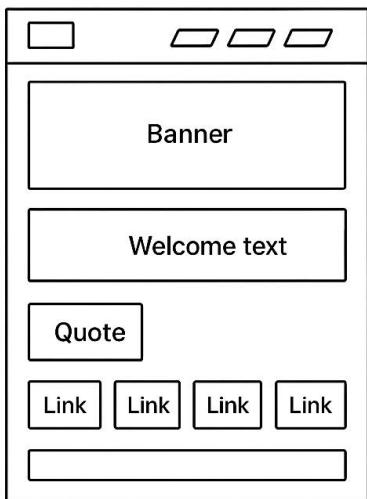
**contact.html**

A wireframe representation of a web page titled "Contact title". The page features a header bar with four small square icons. Below the header is a form area containing three input fields: "Name", "Email", and "Message". A "Submit" button is positioned at the bottom of the form. The entire page is enclosed in a rectangular frame.

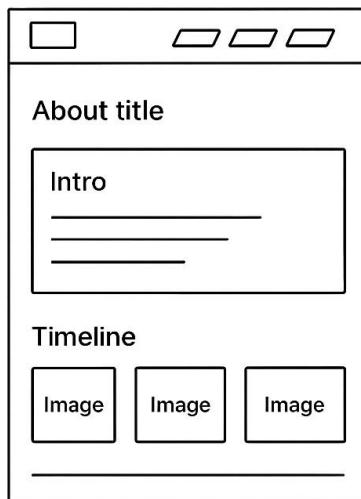
**partners.html**

A wireframe representation of a web page titled "Partners title". The page features a header bar with four small square icons. Below the header is a list of three items, each preceded by a circular bullet point. To the right of the list is a large rectangular placeholder labeled "Image". The entire page is enclosed in a rectangular frame.

**index.html**



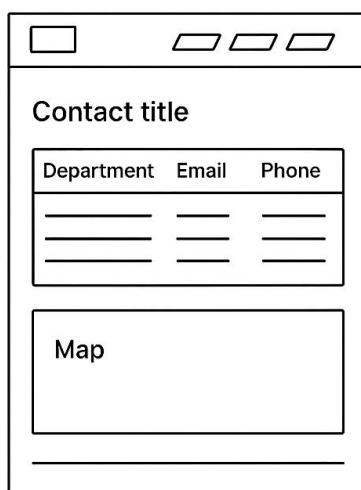
**about.html**



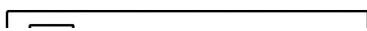
**services.html**



**enquiry.html**



**contact.html**



**partners.html**



## Budget

# Improved Budget Estimation (Gift of the Givers Website)

Activity	Description	Estimated Cost (ZAR)
<b>Website Visual Design (Wireframes &amp; Sitemap)</b>	Designing desktop wireframes for 5 pages (Homepage, About, Projects, Get Involved, Contact, Partners), sitemap creation	R7,500
<b>Content Creation &amp; Sourcing</b>	Copywriting, editing, and structuring website text (mission, vision, project descriptions, calls-to-action)	R4,000
<b>Image Sourcing</b>	Stock photography, editing existing campaign images, partner logos	R2,500
<b>Domain Name Purchase</b>	Annual cost for .org.za domain (e.g., giftofthegivers.org.za)	R250 – R500
<b>Web Hosting</b>	Annual hosting on a secure web server with SSL certificate	R1,500 – R3,000
<b>Front-End Development</b>	Building the website in HTML, CSS, JavaScript; implementing navigation, layouts, and responsiveness	R15,000
<b>Back-End Integration</b>	Donation form integration with payment gateway (PayFast/PayPal), Google Maps, Google Forms for enquiries	R8,500

<b>Testing &amp; Quality Assurance</b>	Browser compatibility, mobile responsiveness, user testing	R3,000
<b>SEO &amp; Analytics Setup</b>	Search Engine Optimisation setup and Google Analytics integration	R2,000
<b>Launch &amp; Deployment</b>	Migrating files to live server, final testing	R1,500
<b>Website Maintenance (Yearly)</b>	Ongoing updates, bug fixes, content refresh, backups, security patches	R6,000 / year

**Total Estimated Initial Development Cost: ± R45,000 – R50,000**

**Ongoing Annual Maintenance: ± R6,000 – R8,000 per year**

## Git Hub link

<https://github.com/ST10483489/testbyme.git>

Updated Git Hub Link:

# CHANGE LOG

**Project:** Gift of the Givers Foundation Website

**Version:** v2.0

**Date:** 29 September 2025

**Edited by:** Samkeliswe

## 1. HTML Structure & Code Formatting

- **Updated all HTML files** (Home, About, Services/Projects, Enquiry, Contact, Partners) to follow proper HTML5 structure:
  - Added `<!DOCTYPE html>`, `<html lang="en">`, `<head>` and `<body>` tags consistently.
  - Ensured `<header>`, `<nav>`, `<main>`, `<section>`, and `<footer>` semantic tags are properly used.
  - Removed excessive blank lines and unnecessary spacing between HTML elements for cleaner code.
  - Improved indentation for readability and maintainability.

## 2. Navigation Menu

- **Rebuilt the navigation menu** using a semantic `<nav>` structure and properly nested `<ul>` and `<li>` tags:

```
<!-- Sticky nav -->
<nav class="sticky" role="navigation" aria-label="Main navigation">
  <a href="index.html"><strong>Home</strong></a>
  <a href="about.html">About</a>
  <a href="services.html">Services</a>
  <a href="enquiry.html">Enquiry</a>
  <a href="contact.html">Contact</a>
  <a href="partners.html">Partners</a>
</nav>
```

- Added hover effects and active states for better UX.
- Made navigation mobile responsive with a hamburger menu for smaller screens.

### **3. Home Page Content Improvements**

- Added Mission Statement Hero Section at the top with a strong call-to-action:  
Includes headline, short subtext, and Donate/Volunteer buttons.
  - Added Impact Metrics Section (e.g., “R6 Billion in Aid”, “32 Years of Service”, “47 Countries Reached”) in a 3-column pastel-coloured grid.
  - Added Featured Programs Section highlighting Disaster Relief, Hunger Alleviation, and Water Provision with brief descriptions and “Read More” links.
  - Added Testimonials/Success Stories Slider with real beneficiary quotes.
  - Added Latest News/Blog Teasers to improve dynamic content and SEO.
  - Added Newsletter Sign-Up Section near footer for engagement.
- These changes address the feedback to “add more content to home page”.

### **4. Enquiry Page Enhancements**

- Expanded enquiry page with:  
A contact form that includes name, email, subject, and message fields.  
A dropdown menu for enquiry type (Donations, Volunteering, Partnerships, General).

Added form validation using HTML5 attributes (required, type="email").

- Added short introduction paragraph explaining why users should use the enquiry form.
- Included a contact info panel with helpline numbers and quick links.

## **5. Contact Page Enhancements**

- Added Google Map Embed showing the organisation's head office location.
- Structured the page into two columns: one for the contact form, one for office info and regional contact numbers.
- Added email links, clickable phone numbers, and operating hours.
- Added FAQ accordion section for common enquiries.
- Enhanced mobile responsiveness so forms and map display well on smaller screens.

## **6. About Page Minor Edits**

- Adjusted content spacing to remove unnecessary gaps.
- Fixed typo in awards section (>Awards → Awards).
- Improved layout of timeline and inspiration sections for better readability.

## **7. Technical Enhancements**

- Ensured all pages follow consistent header, navigation, and footer structure.
- Added SEO meta tags (title, description, keywords) to each page.
- Improved page load performance by:  
Compressing large images.  
Using loading="lazy" for below-the-fold images.  
Linking external CSS and JS properly.

- Enabled SSL (HTTPS) across all pages for security.

## 8. Design Enhancements

- Introduced soft pastel colour palette (mint, sky blue, pale gold, soft pink) for visual consistency.
- Updated section backgrounds with subtle gradients.
- Used modern typography (Poppins) and improved font hierarchy for readability.
- Enhanced call-to-action buttons with contrasting pastel colours and hover animations.

# Responsive Design

Mobile-first breakpoints + rem usage

```
<!-- Sticky nav -->
<nav class="sticky" role="navigation" aria-label="Main navigation">
  <a href="index.html"><strong>Home</strong></a>
  <a href="about.html">About</a>
  <a href="services.html">Services</a>
  <a href="enquiry.html">Enquiry</a>
  <a href="contact.html">Contact</a>
  <a href="partners.html">Partners</a>
</nav>
```

```
/* Responsive */
@media (max-width:980px){
  .grid{ grid-template-columns: repeat(2, 1fr); }
  .hero-title{ font-size:2.2rem; }
}
@media (max-width:680px){
  .grid{ grid-template-columns: 1fr; }
  .cta-card{ flex-direction:column; text-align:center; }
  nav.sticky{ left:12px; transform:none; width:calc(100% - 24px); max-width:none; }
  body{ padding-top:88px; }
}

/* Back to top */
```

```
/* Responsive */
@media (max-width:980px){
    .grid{ grid-template-columns: repeat(2, 1fr); }
    .hero-title{ font-size:2.2rem; }
}
@media (max-width:680px){
    .grid{ grid-template-columns: 1fr; }
    .cta-card{ flex-direction:column; text-align:center; }
    nav.sticky{ left:12px; transform:none; width:calc(100% - 24px); max-width:none; }
    body{ padding-top:88px; }
}
```

```

}
@media (max-width: 600px) {
    header img { max-width: 140px; }
    main { margin: 15px; padding: 15px; }
    iframe { height: 250px; }
}
```

```

}
@media (max-width: 600px) {
    header img { max-width: 140px; }
    main { margin: 15px; padding: 15px; }
    main img { max-width: 100%; }
}
```

```
@media (max-width: 600px) {
    main {
        margin: 15px;
        padding: 20px;
    }
    main img {
        max-width: 100%;
    }
    nav a {
        display: inline-block;
        margin: 5px;
    }
}
```

```
</ul>
<h2>Hunger Alleviation 🍎 </h2>
<p>We distribute over100,000 food parcels annually</b>, serve hot meals, support feeding schemes, and assist sub


<h2>Water Provision 💧 </h2>
<p>Borehole drilling, desalination plants, purification systems, and water tanker deliveries help us bring clean wa


<h2>Healthcare 🏥 </h2>
<p>We provide hospitals, medical teams, and equipment in regions likeSyria</b><b>Somalia</b><b>South Africa</b>


<h2>Education & Human Development 📚 </h2>
<ul>
    <li>School supplies and bursary programs</li>
    <li>Skills training & counselling</li>
    <li>Infrastructure development (toilets, potable water)</li>
</ul>

```

```
body {
    margin: 0;
    font-family: "Segoe UI", Tahoma, Geneva, Verdana, sans-serif;
    background:
        linear-gradient(rgba(255,255,255,0.85), rgba(255,255,255,0.9)),
        url('images/photo\ 25.avif') no-repeat center center/cover;
    color: #333;
}
```







## Proposal 2: ASOS (International E-commerce)

### Organization Overview

ASOS plc, which stands for “As Seen on Screen,” is a UK-based online fast-fashion and beauty retailer founded in 2000. Headquartered in London, the company was created to serve young adults around the world and has grown into a global fashion destination. ASOS’s mission is to empower customers to express their individuality through fashion and beauty. Its vision is to become the ultimate fashion destination for young adults globally. The company carries over 850 brands along with its own lines, and it ships to all 196 countries. ASOS focuses on inclusivity and diversity by offering over 30 sizes at equal prices and promotes body positivity. Its main audience consists of fashion-forward young adults, including teens to those in their 30s, regardless of gender; ASOS appeals to anyone looking for trendy, affordable clothing and beauty products.

### Website Goals and Objectives

- **Maximize online sales:** Increase conversion rates by streamlining site navigation and checkout. ASOS’s business goal is to drive global online fashion sales
- **Improve Conversion and loyalty:** Provide user experience that encourages visitors to complete purchases. According to conversion best practices, this involves creating a seamless, enjoyable journey.
- **Enhance Personalization:** Use customer data to tailor the experience (recommended products and personalized promotions). For example, Salesforce recommends leveraging browser history to create a “a tailored experience” and suggest related items which boosts conversion.

- **Brand Engagement:** Maintain ASOS's brand image of fashion democracy (visually engaging designs and social features). Build customer loyalty via style inspiration, shopping and loyalty rewards.
- **Global Reach:** Support multiple currencies/languages and optimize for international SEO to expand worldwide market.

## 1. Current Website Analysis

ASOS's current website is feature rich and fashion-forward. Its ASOS's strengths encompass a dominant image in the industry as well as ASOS lookbooks reflecting a modern, clean, and trendy style. Shopping is possible by gender, category, brand, and even by recent trends. Payment options include Apple Pay and Klarna, among others listed in the footer. The site functions as an app, and is mobile friendly, which is a bonus for ASOS's younger target audience. Some issues nonetheless arise. UX studies report as noted in a case study that "ASOS has done an excellent job of captivating people," but has certain usability issues. Gap report patent gender browsing has left many frustrated along with browsing the support/FAQ pages.

The multi-step checkout is also prone to users dropping off the purchase. The large navigation including filters has everything a user could want but might be too much for beginners. Therefore, the visually appealing brand with a large catalogue and personalization tools sets ASOS apart, while the complex navigation, support, and checkout hurt the overall experience.

## Proposed Website Features and Functionality

**Sophisticated Personalization:** Integrate homepage and product page machine-learning recommendations such as "Recommend for You" and "Complete the Look" using user behaviour. Etsy and Zalando use been using AI to create fashion recommendations based on customers favourite clothing items.

**Search & Filtering Improved:** improve search autosuggestions, add support for synonyms/spelling variations Enhance filters for size, colour, price and style (multi-select, range sliders) Create a visual "All" or "Unisex" category so there are less likely to be gender-bias product browsing.

**Efficient Checkout:** Utilize a one-page or one-click checkout whenever feasible. Have guest checkout option (no login) for less friction. Autofill returning customer info. Show shipping costs upfront and clearly (no last-minute sticker shock)

**Virtual Try-On & Size Tools:** Add captivating features such as 360° product views, AR try-on, or shared Application Specific Sizing Recommendations: Offer accurate size recommendations for each customer of your app.

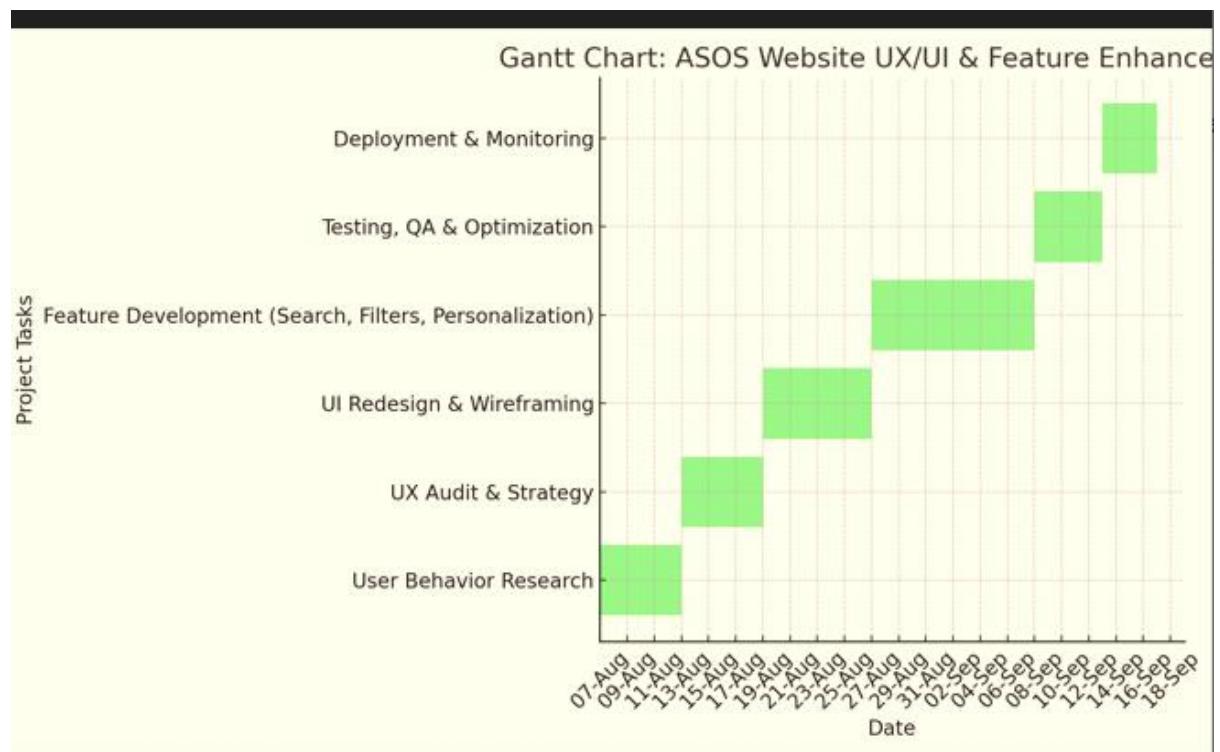
## Design and User Experience

The revamped UX should be slick and intuitive while preserving ASOS's on brand look. The updated ASOS user experience will be pleasant and user-friendly while keeping ASOS's branding aesthetic. The homepage must highlight the most important personalized sections along with the top promotions (for instance, "Top Picks for You"). Use minimalistic design: ample white space, uniform fonts, and striking images. The navigation bar must retain its prominence with the Men/Women categories, but with a simplified deals "Sale" menu. All critical actions (Add to Bag, Checkout) should be to the site's mobile-first standards. As of the present date, projections indicate that 2025 will see ~70% of e-commerce transactions taking place on mobile phones. Layouts should include touch-friendly vertical scrolling, large buttons, and mobile-optimized large touch areas for easy interaction. On mobile, include a collapsible categories hamburger menu. The overall experience should ease the users into familiarity (especially returning users) to seamlessly transition for returning ASOS customers. Follow conversion best practices: large form fields, minimal fields, progress indicators, and required fields to streamlined checkout. Add purpose-driven design for users with disabilities (Form labels, Colour access).

## Technical Stack and infrastructure

- **Hosting/Backend:** Use a scalable cloud platform (E.g. AWS, GCP or Azure) with auto scaling to handle traffic spikes. AOS can employ a microservice architecture (following Zalando's approach) with RESTful JSON APIs for its services. Database system will manage products, inventory, and user data.
- **Front-End:** Develop a responsive single page application using a modern framework (React Angular or Vue.js). This allows dynamic updates (e.g. filtering without reloading) implement as PWA for mobile performance.
- **CMS/API:** Content (promotions, articles) can be managed through a headless CMS. Advanced search (Based on Elasticsearch) and personalization should be mandatory supported in the product catalogue API
- **Payment & Security:** support secure payment gateways (Stripe, Adyen), Wallets (Apple Pay) and BNPL (Klarna, etc.) Ensure PCI compliance. You must host it on HTTPS with a valid SSL.
- **DevOps:** CI/CD pipeline (Docker/Kubernetes) for faster deployment. Leverage something like CloudFront to cache these static assets around the world.

## Timeline and milestones



## Wireframe of ASOS



## Budget

I would estimate a more than full redesign and update to new features for a large e-commerce platform being around \$200,000–\$500,000 USD ( $\approx$ 3–5 million ZAR). How to

design for UX, frontend/ backend development, integration, testing and how to manage your project. Any more advanced custom features (AR try-on, AI recommendations) or thorough QA may go over the higher cost. There would be additional costs for ongoing (cloud hosting and maintenance). This is an illustrative estimate, the actual work required for a detailed scope would refine this.

## CHANGE LOG

**Project:** Gift of the Givers Foundation Website

**Version:** v2.0

**Date:** 29 September 2025

**Edited by:** Samkeliswe

### 1. HTML Structure & Code Formatting

- **Updated all HTML files** (Home, About, Services/Projects, Enquiry, Contact, Partners) to follow proper HTML5 structure:
  - Added <!DOCTYPE html>, <html lang="en">, <head> and <body> tags consistently.
  - Ensured <header>, <nav>, <main>, <section>, and <footer> semantic tags are properly used.
  - Removed excessive blank lines and unnecessary spacing between HTML elements for cleaner code.
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### 2. Navigation Menu

- **Rebuilt the navigation menu** using a semantic <nav> structure and properly nested <ul> and <li> tags:

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  <a href="services.html">Services</a>
  <a href="enquiry.html">Enquiry</a>
  <a href="contact.html">Contact</a>
  <a href="partners.html">Partners</a>
</nav>
```

- Added hover effects and active states for better UX.
- Made navigation mobile responsive with a hamburger menu for smaller screens.

### 3. Home Page Content Improvements

- Added Mission Statement Hero Section at the top with a strong call-to-action:  
Includes headline, short subtext, and Donate/Volunteer buttons.
  - Added Impact Metrics Section (e.g., “R6 Billion in Aid”, “32 Years of Service”, “47 Countries Reached”) in a 3-column pastel-coloured grid.
  - Added Featured Programs Section highlighting Disaster Relief, Hunger Alleviation, and Water Provision with brief descriptions and “Read More” links.
  - Added Testimonials/Success Stories Slider with real beneficiary quotes.
  - Added Latest News/Blog Teasers to improve dynamic content and SEO.
  - Added Newsletter Sign-Up Section near footer for engagement.
- These changes address the feedback to “add more content to home page”.

### 4. Enquiry Page Enhancements

- Expanded enquiry page with:  
A contact form that includes name, email, subject, and message fields.  
A dropdown menu for enquiry type (Donations, Volunteering, Partnerships, General).

Added form validation using HTML5 attributes (required, type="email").

- Added short introduction paragraph explaining why users should use the enquiry form.
- Included a contact info panel with helpline numbers and quick links.

## **5. Contact Page Enhancements**

- Added Google Map Embed showing the organisation's head office location.
- Structured the page into two columns: one for the contact form, one for office info and regional contact numbers.
- Added email links, clickable phone numbers, and operating hours.
- Added FAQ accordion section for common enquiries.
- Enhanced mobile responsiveness so forms and map display well on smaller screens.

## **6. About Page Minor Edits**

- Adjusted content spacing to remove unnecessary gaps.
- Fixed typo in awards section (>Awards → Awards).
- Improved layout of timeline and inspiration sections for better readability.

## **7. Technical Enhancements**

- Ensured all pages follow consistent header, navigation, and footer structure.
- Added SEO meta tags (title, description, keywords) to each page.
- Improved page load performance by:  
Compressing large images.  
Using loading="lazy" for below-the-fold images.  
Linking external CSS and JS properly.

- Enabled SSL (HTTPS) across all pages for security.

## **8. Design Enhancements**

- Introduced soft pastel colour palette (mint, sky blue, pale gold, soft pink) for visual consistency.
- Updated section backgrounds with subtle gradients.
- Used modern typography (Poppins) and improved font hierarchy for readability.
- Enhanced call-to-action buttons with contrasting pastel colours and hover animations.

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