WEDE5020

PORTFOLIO FOR RETAIL-business

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CREP CULTURE

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Organization Overview - Crep Culture is an online sneaker store that focuses on reselling sneakers drops for sneaker enthusiasts and collectors. As a sneakerhead myself, this retail business is for the culture by the culture. I grew up being inspired by creatives and sneakerheads such as OKMALUMKOOLKAT, Kanye West and the beautiful Kim Jayde Robison. This shop caters to people who have been enthusiastic about unique footwear, the art of dressing good, smelling and STEPPING GOOD! The website will be designed to resell authentic sneakers, spread culture, keep up with the latest sneaker trends and connect.

Mission Statement – This is designed to provide customers, sneakerheads, or sneaker business with a trusted and accessible online marketplace for buying and reselling high-quality sneakers, excellent customer service and a cultured community that celebrates the art behind sneaker culture.

Vision Statement – Our vision is to become SA's most trusted and leading central hub for sneakers, inspiring and connecting among sneakerheads locally and beyond.

GOAL	KPI	Target
Increase website visitors.	Increase website unique visitors (Using Google analytics).	Increase by 20% per month (first 6 months).
Social Media Engagement	Gain at least more follower, engagement and customers.	Gain 10% in 2 months.
Increase the conversion rate for purchases.	Average purchase per customer is R1500.	Maintain a 3-5% conversion rate.

5. Design and User Experience

- **Overall Design Aesthetic and Branding:**
  The website will adopt a modern, clean, and professional aesthetic that aligns with the organisation's brand identity. Visual consistency will be maintained across all pages for a cohesive experience.
- **Colour Scheme (Proposed Palette):**
  - Primary: White (#FFFFFF) – background and content clarity
  - Secondary: Black (#000000) – typography and contrasts
  - Accent: Blue (#007BFF) – call-to-action buttons and highlights
  - Supporting: Light Grey (#F5F5F5) – section separators
- **Typography:**
  - Headings: *Montserrat* (Bold, Sans-serif) – ensures emphasis and professionalism
  - Body Text: *Open Sans* (Regular, Sans-serif) – clean and highly readable
  - Hierarchy: Large, bold headings for clarity; medium-sized subheadings; legible body text
- **Layout and Design Approach:**
  - Grid-based responsive layout ensuring consistency across desktop, tablet, and mobile
  - Hero section on the homepage with a large background image and transparent navigation bar
  - Clear separation of content sections using colour blocks and white space
  - Prominent call-to-action buttons placed strategically (e.g., top navigation, homepage hero, footer)
- **User Experience Considerations:**
  - Simple and intuitive navigation bar that changes from transparent (homepage) to solid white (scrolling/other pages)
  - Fast-loading, lightweight design for accessibility and usability
  - Consistent button styles, hover effects, and colour contrasts for accessibility compliance (WCAG standards)
  - Clear hierarchy of information, guiding users from most important (hero/banner) to details (footer, contact)
- **Low-Fidelity Wireframes (Conceptual):**

- Homepage: Hero image with transparent navbar → Intro text & CTA → Services grid → Testimonials → Footer
- About Page: Title → Team/History section → Mission/Vision statements
- Services Page: Cards or list format with icons, short descriptions, and CTA buttons
- Contact Page: Simple form + Google Maps embed + footer links

6. Technical Requirements

- **Hosting & Domain:**
  - The website will be hosted on **Afrihost** (shared hosting).
  - Domain name: www.mywebsite.co.za.
  - SSL Certificate included in hosting package for secure browsing (https://).
- **Programming Languages & Frameworks:**
  - **Frontend:** HTML, CSS and JavaScript.
  - **Version Control:** GitHub repository for project collaboration and tracking.

7. Timeline and Milestones

- **Week 1–2:** Research & Planning
  - Competitor analysis and finalize design mockups.
- **Week 3–4:** Development
  - Build homepage with navbar, hero section, and product layout.
  - Apply CSS for responsiveness.
- **Week 5:** JavaScript Interactivity
  - Add interactive features (sliders, sticky navbar, hover effects).
- **Week 6:** Documentation & Testing
  - Finalize README.md and conduct device/browser testing.
- **Week 7:** Final Submission
  - Submit completed project and proposal.

8. Budget *(estimated in ZAR)*

- **Domain Name:** R100 – R200 per year.
- **Web Hosting (Afrihost shared hosting):** R50 – R150 per month.
- **SSL Certificate:** Included in hosting package.
- **Development Costs:** R0 (self-developed for assignment).
- **Maintenance:** ~R200 per year for renewals.

Total Estimated Budget: ~R1,000 – R1,500 for the first year.

9. References

- Afrihost. (2025). *Web Hosting Packages*. Available at: https://www.afrihost.com/ [Accessed 27 August 2025].
- Mozilla Developer Network. (2025). *HTML, CSS, and JavaScript Documentation*. Available at: https://developer.mozilla.org/ [Accessed 27 August 2025].
- The Plug. (2025). *ThePlugandPlayZA Official Website*. Available at: https://theplug.co.za/ [Accessed 27 August 2025].