Website Project Proposal

For WikiDeals & Ikamva Labantwana Bethu
(Subject Code: WEDE5020w | Student: ST10485707 | Due: 29 July 2025)

## Table of Contents

Introduction

This project proposal evaluates and redesigns the websites for WikiDeals (an e-commerce platform) and Ikamva Labantwana Bethu (a non-profit organization). Through systematic analysis of their current websites (Section 3), I identify key usability and functionality issues, then propose targeted improvements (Sections 4–5) to enhance user experience, meet organizational goals (Section 2), and align with technical and budgetary constraints (Sections 6–8). The recommendations are grounded in industry best practices and tailored to each organization's unique needs, ensuring practical, scalable solutions.

1. **Organisation Overviews**

   1.1. **WikiDeals**

   WikiDeals helps South African shoppers find discounts online. The website lists deals from many stores in one place, making it easier to save money on shopping.

Website Link: https://wikideals.co.za/
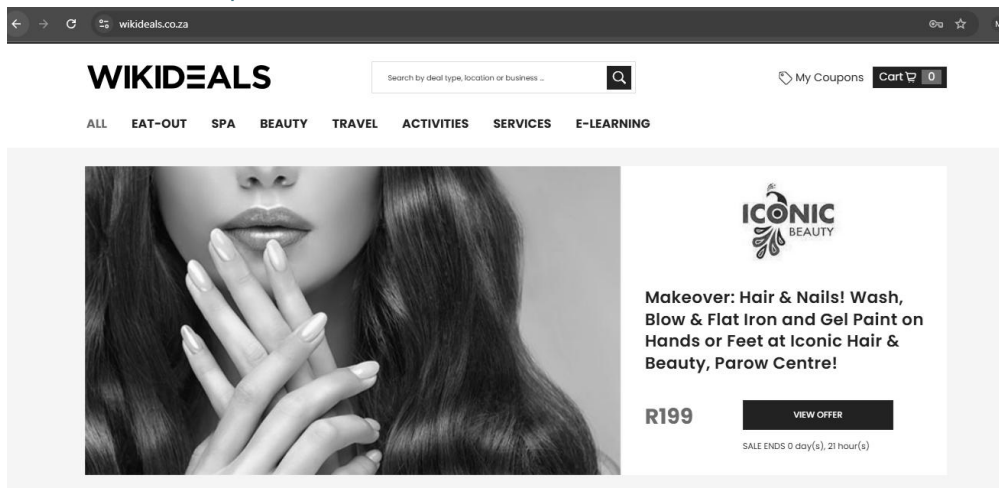
Figure 1: Current WikiDeals homepage showing deal categories and search functionality - serves as baseline for redesign and website showing special offers and categories

   1.2. **Ikamva Labantwana Bethu Organisation**

   This organization helps children in Cape Town townships get better education and meals. Their website shares their work and accepts donations.
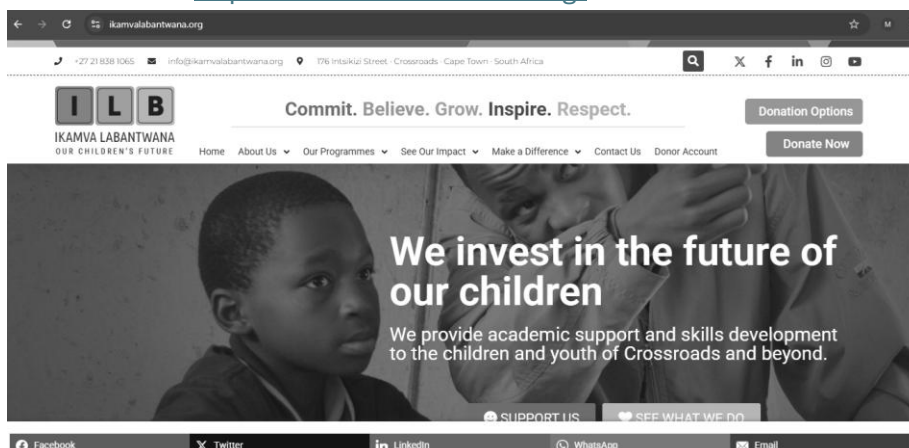
Website Link: https://ikamvalabantwana.org/

Figure 2: The current Ikamva Labantwana website showing information about their programs

2. Website Goals and Objectives

WikiDeals

1. *Main Target*: Have more people use discount codes (25% more in 6 months)

   o Check by counting:

      ▪ How many click on deals

      ▪ How many codes get used

2. *Other Targets*:

   o Make the phone version easier to use

   o Add 15 more shops by September 2025
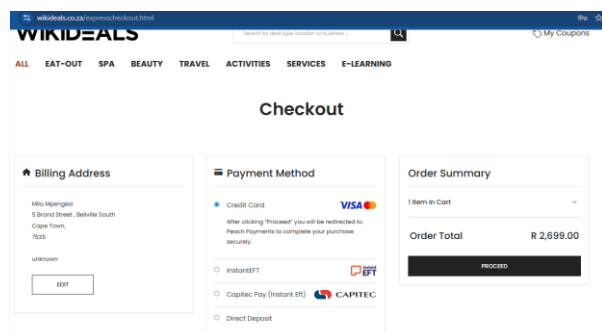
Ikamva Labantwana Bethu

1. **Main Target:** Get more online donations (40% more next year)

   o Check by counting:

      ▪ How many people finish donating

      ▪ Average donation amount

2. **Other Targets:**

   o Get 50 new volunteers every 3 months – This will be achieved by marketing the organisation to Private Companies

   o Teach more people about their programs

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3. *Current Website Analysis*

This section systematically evaluates the existing strengths and weaknesses of both websites, using visual evidence (Pictures 3–6) to:
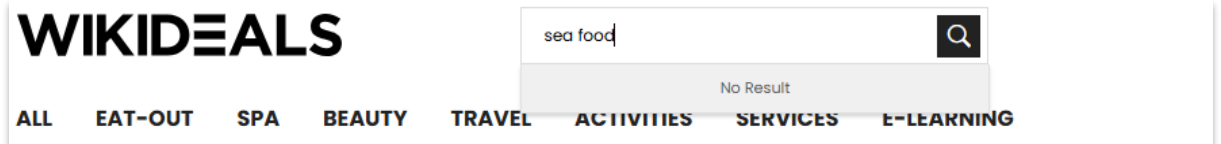
WikiDeals

Good Points:

Picture 3: The Payment process is easy to follow and feels safe.

Problems:

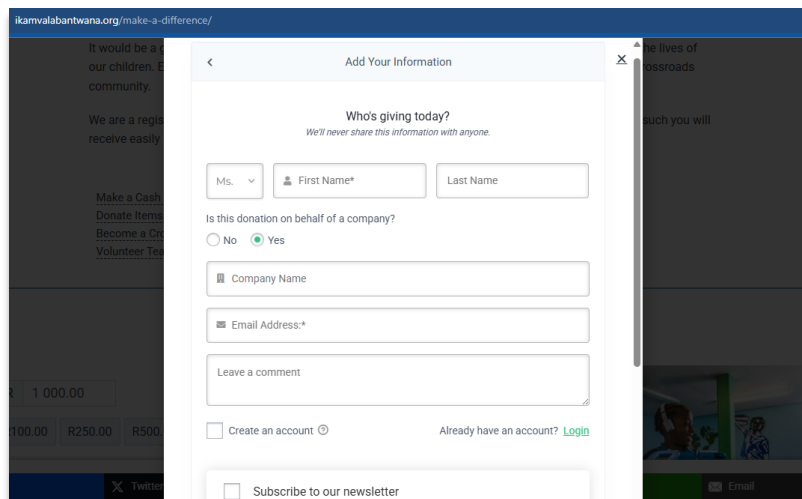*Picture 4: Search suggestions do not pop up*

Ikamva Labantwana Bethu

Good Points:

Picture 5: Clear photos showing their work

Problems:

Picture 6: The Donation form has too many questions, making the user uninterested to proceed.

4. Proposed Website Features and Functionality

WikiDeals New Features

1. **Smart Deal Recommendations**

   o Shows personalized deals based on what users like

   o Example: If you often buy electronics, it will show tech deals first

2. **Improved Mobile Experience**

   o New easy-to-use design for phones and tablets

   o Bigger buttons and simpler menus

3. **Price Drop Alerts**

   o Let users save favourite items

   o Sends email/SMS when prices go down

4. **Store Partner Dashboard**

   o Special login area for stores to add their own deals

   o Shows how many people use their coupons

Ikamva Labantwana Bethu New Features

1. **Simplified Donation Process**

   o New form with only 5 questions (instead of 12)

   o Option to donate monthly with one click

2. **Volunteer Management System**

   o Online sign-up form

   o Calendar to choose available dates

   o Automatic reminders

3. **Success Stories Section**

   o Photos and videos showing how donations help

   o Filter by program type (education, meals, etc.)

4. **Live Impact Counter**

   o **Shows real-time updates like:**

     ▪ "Meals provided this month: 1,250"

     ▪ "Children in our programs: 310"

Why These Features Matter

- For WikiDeals: Makes finding and using deals easier, especially on phones

- For Ikamva: Helps get more donations and volunteers by showing real results

5. *Design and User Experience*

This section shows how I plan to make both websites easier and easier to use.

For WikiDeals, we'll create:

- A brighter, modern look with easy-to-see deal buttons
- Simple menus so users can find deals quickly (shown in Picture 7)

For Ikamva Labantwana Bethu, we'll improve:

- The donation process to take less time (shown in Picture 8)
- The layout to better show their important work

The wireframes (Pictures 7 & 8) are simple drawings that show where everything will go on the new websites before we start building. They help us test if the layouts make sense.
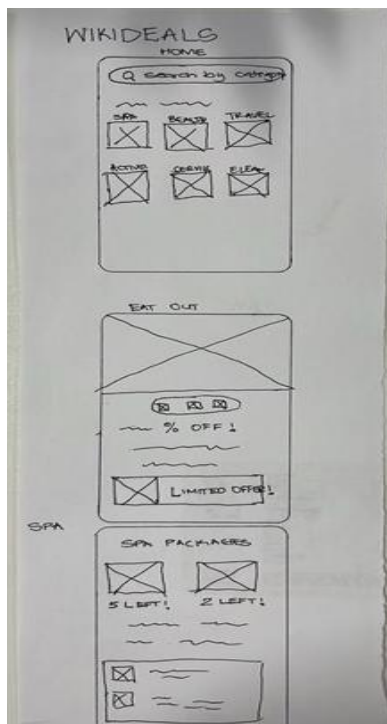
Picture 7: Planned new layout for WikiDeals
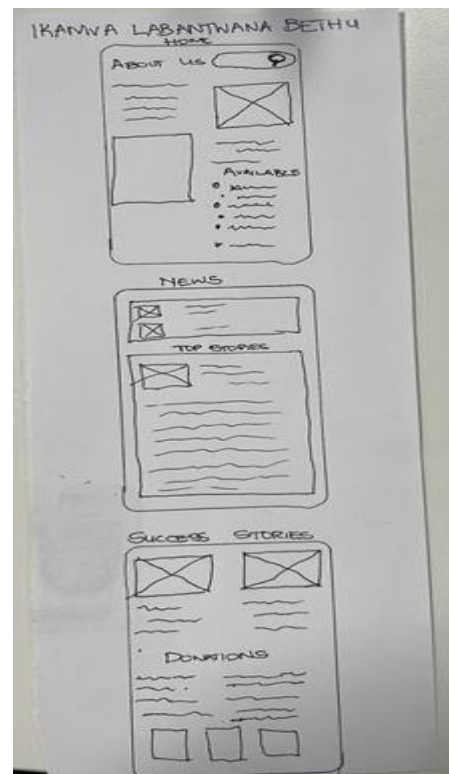
Picture 8: Planned new layout for Ikamva

6. *Technical Requirements*

This section lists the tools and services needed to build and run both websites. WikiDeals needs powerful tools because it has many users and deals. Ikamva uses simpler, cheaper options because it's a non-profit with basic needs. Both websites must be secure (SSL/HTTPS) to protect visitors.

WikiDeals Needs:

- Special computer to host the website

- Keep the same website address

Ikamva Labantwana Bethu Needs:

- Simple website builder system

- Safe donation system

For WikiDeals:

1. Web Hosting: We will use Amazon Web Services (AWS) because it can handle many visitors at once when big sales happen.

2. Website Address: Keep using wikideals.co.za but add security (SSL certificate) to protect user data.

3. Building Tools:

   o *Frontend*: React.js (for creating fast, interactive pages)

   o *Backend*: Node.js (to manage deals and user accounts)

4. Special Features: Cloudinary (to optimize product images for faster loading).

For Ikamva Labantwana Bethu:

1. Web Hosting: Use affordable shared hosting from SiteGround (good for small budgets).

2. Website Address: Keep ikamvalabantwana.org but make it secure (HTTPS).

3. Building Tools:

   o WordPress (easy-to-use system for staff to update content)

   o GiveWP plugin (for safe online donations)

4. Special Features: Volunteer sign-up forms connected to email.

7. Timeline and Milestones

This section shows the step-by-step plan for building both websites, with important deadlines matching your course schedule.

Project Phases:

Week	WikiDeals Tasks	Ikamva Labantwana Tasks	Completion Proof
Week 1-2 (Research)	Study competitor websites	Interview staff about needs	Written report submitted
Week 3-4 (Design)	Create mobile-friendly layouts	Simplify donation form design	Wireframes approved (Pictures 7-8)
Week 5-6 (Building)	Develop deal search feature	Set up WordPress with donation plugin	Working prototype shown in class
Week 7 (Testing)	Fix mobile display issues	Test donation process with volunteers	Testing report submitted
Week 8 (Launch)	Add first 10 new stores	Train staff to update content	Website goes live
Week 9 (Improvements)	Check visitor statistics	Ask donors for feedback	Final marks received

8. Budget

This section explains the estimated costs to build and maintain both websites for one year.

WikiDeals Budget

Expense	Cost (ZAR)	Why Needed
Website Development	R85,000	Building custom features like deal alerts
Web Hosting (AWS)	R2,500/month	Handles many visitors during big sales

Expense	Cost (ZAR)	Why Needed
Domain Name (wikideals.co.za)	R250/year	Keeps the website address
Maintenance	R8,000/month	For updates and fixing problems
Total First Year	≈ R180,000	

Ikamva Labantwana Bethu Budget

Expense	Cost (ZAR)	Why Needed
Website Development	R45,000	WordPress setup with donation tools
Web Hosting (SiteGround)	R300/month	Affordable for non-profits
Domain Name (ikamvalabantwana.org)	R250/year	Keeps their existing address
Maintenance	R2,000/month	Volunteer webmaster updates
Total First Year	≈ R70,000	

Conclusion

This proposal demonstrates how strategic redesigns can address critical weaknesses in both websites while leveraging their existing strengths. For WikiDeals, the focus is on mobile optimization and personalized features to boost conversions. For Ikamva Labantwana Bethu, simplifying donations and volunteer recruitment will amplify their community impact. The phased timeline (Section 7) and realistic budget (Section 8) ensure feasibility. By implementing these changes, both organizations can achieve their digital goals, proving that thoughtful web development bridges user needs and organizational objectives.

9. References

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