WEB DEVELOPMENT (INTRODUCTION) - WEDE5020/p/w

PART 1: WEBSITE PROJECT PROPOSAL

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1. ORGANISATION OVERVIEW

Name: BREW & SCULPT Café & Art Gallery

Brief History:
Founded in 2018 as a passion project between a barista champion and classical sculpture artist, BREW & SCULPT began with pop-up events in local Cape Town markets. The concept quickly gained traction for its unique combination of specialty coffee service with live sculpture demonstrations and art exhibitions. In 2020, the business established its first permanent gallery space in Woodstock, and in 2023 expanded to its current larger location in the city center, featuring enhanced gallery space and a dedicated sculpture garden.

Mission Statement:
"To create vibrant Renaissance-inspired spaces where coffee culture and local artistry thrive together, supporting emerging artists while serving exceptional coffee in an environment that celebrates classical beauty and modern innovation."

Vision Statement:
"To be Cape Town's leading platform for artistic expression and coffee craftsmanship, bridging the gap between traditional café culture and contemporary art experiences while honoring the timeless principles of Renaissance artistry."

Target Audience:

· Primary: Art enthusiasts (25-65 years), coffee connoisseurs (20-45 years)
· Secondary: Tourists seeking authentic Cape Town experiences, local professionals, corporate clients, art collectors, university students and faculty
· Geographic: Cape Town metropolitan area, with online reach extending throughout South Africa

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2. WEBSITE GOALS AND OBJECTIVES

Primary Goals:

· Establish strong online presence and brand identity for BREW & SCULPT
· Generate qualified leads for product sales and art commissions
· Facilitate artist collaborations and portfolio submissions
· Provide comprehensive business information and location details
· Drive physical foot traffic to both café locations
· Build community engagement through events and newsletters
· Support local artists through increased exposure and sales

Key Performance Indicators (KPIs):

Short-term (3-6 months):

· 30% increase in online enquiries across all categories
· 25% growth in art commission requests
· 15% rise in wholesale coffee orders
· 40% improvement in online engagement metrics
· 20% increase in gallery tour bookings
· 100+ newsletter subscribers within first month

Long-term (12 months):

· 50% of total revenue generated through website enquiries
· 75% brand recognition in target demographic surveys
· Consistent monthly growth in newsletter subscriptions
· 60% customer retention rate from online conversions

· 25+ successful artist collaborations facilitated through the website

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3. CURRENT WEBSITE ANALYSIS

Market Position Analysis:
Since this is a new website launch for an existing business, the analysis focuses on market opportunity and competitive positioning.

Strengths Opportunity:

· Unique dual offering of coffee and sculpture art creates distinctive market position
· Strong Renaissance theme provides cohesive branding opportunity
· Established physical presence with two successful locations in prime Cape Town areas
· Growing reputation in Cape Town's creative community
· Experienced team with expertise in both coffee craftsmanship and art curation
· Existing customer base that can be leveraged for initial website traffic

Areas for Strategic Focus:

· Brand Storytelling: Clearly communicate the unique origin story and artistic philosophy
· Visual Presentation: Showcase high-quality product and gallery photography
· User Experience: Create intuitive pathways for different user types (art buyers, coffee enthusiasts, collaborators)
· Trust Building: Include testimonials, artist profiles, and professional credentials
· Call-to-Action Optimization: Clear conversion paths for each user segment
· Mobile Optimization: Ensure seamless experience across all device types

Competitive Advantage:
The website will emphasize BREW & SCULPT's unique position as the only establishment in Cape Town combining Renaissance-inspired specialty coffee with a dedicated sculpture gallery and artist support program.

4. PROPOSED WEBSITE FEATURES AND FUNCTIONALITY

Core Page Structure:

· Homepage (index.html): Hero section with compelling visuals, featured products, gallery preview, quick information access, and clear calls-to-action
· About Us (about.html): Company story timeline, mission/vision, team profiles with expertise, values and philosophy, and community impact
· Products/Services (services.html): Categorized sections for coffee beverages, beans, sculptures, and merchandise with detailed descriptions, pricing, and high-quality imagery
· Enquiry System (enquiry.html): Multi-purpose intelligent form handling product orders, art commissions, collaborations, wholesale, and general inquiries with conditional logic
· Contact & Locations (contact.html): Comprehensive contact information, interactive maps, operating hours, facility details, and accessibility information

Advanced Functional Requirements:

· Responsive Design: Mobile-first approach ensuring optimal experience across all devices and screen sizes
· Interactive Galleries: Image lightboxes with navigation, detailed captions, and artist information
· Form Intelligence: Dynamic form fields that adapt based on enquiry type with real-time validation and helpful error messages
· Map Integration: Google Maps with custom markers for both locations, directions, and parking information
· Performance Optimization: Fast loading times, optimized images, efficient code structure, and lazy loading
· Accessibility Compliance: WCAG 2.1 AA standards including keyboard navigation, screen reader support, and color contrast compliance
· SEO Foundation: Semantic HTML structure, proper meta tags, structured data, and optimized content

User Journey Optimization:

· Clear pathways for different user types (coffee buyers, art collectors, collaborators, visitors)
· Progressive disclosure of information through accordions and expandable sections
· Consistent navigation with clear indicators of current location
· Multiple contact points and conversion opportunities throughout the site

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5. DESIGN AND USER EXPERIENCE

Design Aesthetic:
Renaissance-inspired sophistication combining classical elegance with modern usability. The design evokes the warmth of aged parchment, the richness of dark wood, and the luxury of gold leaf accents, creating an immersive experience that reflects the physical café-gallery environment

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Colour Scheme:

· Primary Colours: Deep Renaissance Browns (#2C1810, #5D4037)
· Secondary Colours: Earthy Tones (#8B6B61, #BCAAA4)
· Accent Colours: Gold & Parchment (#D4B896, #F9F5F0, #FDF6E3)
· Text Colours: Chocolate Browns (#3E2723, #5D4037)

Typography Hierarchy:

· Headings: Playfair Display (600, 700 weights) - classical, authoritative, elegant
· Body Text: Georgia (regular) - highly readable, traditional, comfortable for long reading
· Accent Text: Playfair Display (400 weight) - elegant, decorative, for special emphasis

Layout Philosophy:
Clean, spacious layouts with generous white space reminiscent of classical manuscript design. Image-focused sections with clear visual hierarchy and intuitive navigation flow. Asymmetrical balance inspired by Renaissance composition principles while maintaining modern usability standards.

User Experience Principles:

· Intuitive Navigation: Consistent menu structure with clear current page indicators and breadcrumb navigation where appropriate
· Progressive Disclosure: Accordions and expandable sections for complex information to prevent cognitive overload

· Visual Feedback: Interactive elements with clear hover, focus, and active states for all interactive elements
· Loading States: Graceful loading animations and progress indicators for enhanced perceived performance
· Error Handling: Helpful, specific error messages and validation feedback positioned contextually
· Consistent Interaction Patterns: Reusable component patterns throughout the site for learned behavior

Mobile Experience:

· Collapsible navigation menu with hamburger icon
· Optimized touch targets (minimum 44px)
· Simplified layouts for smaller screens
· Priority content hierarchy maintained
· Fast loading on mobile networks

6. TECHNICAL REQUIREMENTS

Development Stack:

· Frontend Languages: HTML5, CSS3, JavaScript (ES6+)
· Development Approach: No frameworks - vanilla implementation for educational purposes and optimal performance
· Version Control: Git with GitHub repository for collaboration, history tracking, and deployment
· Code Editor: Visual Studio Code with essential extensions for web development

Hosting Infrastructure:

· Hosting Provider: Reliable shared hosting platform with proven uptime record
· Domain Name: brewandsculpt.com (hypothetical for project purposes)
· SSL Certificate: Essential for security, user trust, and SEO ranking
· Backup System: Regular automated backups with easy restoration capabilities
· Performance Monitoring: Basic analytics and performance tracking setup

Performance Standards:

· Loading Time: Under 3 seconds on average connection speeds
· Mobile Optimization: Core Web Vitals compliance (LCP, FID, CLS)
· Browser Compatibility: Chrome, Firefox, Safari, Edge (latest two versions)
· SEO Foundation: Semantic HTML, proper meta tags, structured data, and optimized content
· Accessibility: WCAG 2.1 AA compliance for inclusive user experience

Development Environment:

· Local development server for testing
· Cross-browser testing tools
· Mobile device testing emulators
· Performance auditing tools
· Accessibility validation tools

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7. TIMELINE AND MILESTONES

Phase 1: Foundation & Planning (Weeks 1-2)

· Week 1: Project planning, competitive analysis, content strategy development, stakeholder interviews
· Week 2: Sitemap finalization, wireframe creation, asset collection, content outline completion

Phase 2: Structure & Content (Weeks 3-4)

· Week 3: HTML structure implementation, semantic markup, basic content integration
· Week 4: Content population, image optimization, initial accessibility implementation

Phase 3: Design Implementation (Weeks 5-6)

· Week 5: CSS styling implementation, desktop layout completion, typography system
· Week 6: Responsive design implementation, mobile and tablet optimization, cross-browser testing

Phase 4: Interactivity & Enhancement (Weeks 7-8)

· Week 7: JavaScript functionality implementation, form validation, interactive features
· Week 8: Advanced interactions, performance optimization, user testing iteration

Phase 5: Polish & Launch Preparation (Weeks 9-10)

· Week 9: SEO optimization, performance tuning, accessibility audit, content review
· Week 10: Final testing, documentation completion, deployment preparation, launch checklist

Key Deliverables Milestones:

· Week 2: Approved sitemap and wireframes
· Week 4: Complete HTML structure with all content
· Week 6: Fully responsive design implementation
· Week 8: All interactive features functional
· Week 10: Final tested website ready for deployment

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8. BUDGET

Development Costs:

· Website Design & Development: R15,000
· Content Creation & Copywriting: R5,000
· Quality Assurance & Testing: R3,000
· Project Management & Coordination: R2,000
· Development Subtotal: R25,000

Infrastructure Costs (First Year):

· Domain Registration (.com): R400/year
· Web Hosting (Shared Business Plan): R2,000/year
· SSL Certificate: R800/year
· Professional Email Setup: R600/year
· Infrastructure Subtotal: R3,800

Ongoing Annual Costs:

· Hosting & Domain Renewal: R2,400/year
· Maintenance & Security Updates: R6,000/year
· Content Updates & Minor Changes: R3,600/year
· Annual Maintenance Subtotal: R12,000

Total Investment Breakdown:

· First Year Total Investment: R28,800
· Ongoing Annual Operating Cost: R12,000
· Three-Year Total Cost of Ownership: R52,800

Return on Investment Projection:

· Expected revenue increase from website: R80,000+ annually
· Projected payback period: 4-6 months
· Three-year ROI: 450%+

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9. REFERENCES

Design Inspiration & Research:

· Renaissance art and architecture principles from classical art history resources
· Classical manuscript layout and typography from historical document analysis
· Modern café and gallery website best practices from industry leaders and competitors
· Color theory and psychological impact of Renaissance color palettes

Technical Resources:

· MDN Web Docs for HTML, CSS, JavaScript standards and implementation guidance
· WCAG 2.1 Accessibility Guidelines for inclusive design compliance
· Google Developers documentation for performance optimization and SEO best practices
· Browser compatibility tables from Can I Use for cross-browser testing

Content Sources:

· Original business content created specifically for BREW & SCULPT brand identity
· Google Fonts API for typography implementation (Playfair Display, Georgia)
· Public domain Renaissance patterns and design elements from historical archives

· Stock photography from licensed sources with appropriate usage rights
· Original product photography and gallery images created for the business

Development Tools:

· Visual Studio Code editor with web development extensions
· Git version control system for code management
· Browser developer tools for testing and debugging
· Performance auditing tools (Lighthouse, PageSpeed Insights)
· Accessibility testing tools (WAVE, axe DevTools)