

# WEB DEVELOPMENT

PART 1

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## Website project proposal for NPO (NON-PROFIT-ORGANIZATION)

NON-PROFIT-ORGANISATION (NPO) as this form of organisation is based on satisfying consumers, whether that be with affordable products to lower income districts, and gives the primary and secondary sectors a fair and livable income, or aiding the Environment. As this form of organization will gain nothing in the short exchanging the consumers, the environment, etc., because this organization has nothing to gain as they are a non-profit And all their resource, finance, and manpower would go back into improving the consumer's experience.

The American Red Cross is a prime example of a successful NPO.



It is well known that the American health care system is known to be subpar according to the locals. American Red Cross, therefore, would have the competitive edge over their competition as they offer quality and affordable prices to their customers and would mainly rely on donations and investors for their income. This validates the advantages of having an NPO, and just like this company, many others seize this organizational path and, in turn, create better living conditions for not only their customer base but for most people involved.

### History of the Organisation:

The American Red Cross has been committed to helping those in need ever since Clara Barton founded the organization on May 21, 1881. In 1900, they were granted their first congressional charter, and the federal government continues to entrust them with serving American military personnel and their families as well as providing disaster relief both domestically and internationally. The American public's generous donations of time, blood, and money have been essential to the Red Cross's ability to provide life-saving services and programs for as long as they have existed. They hope that learning about their past will encourage everyone to get more involved with the Red Cross.

Mission	Vision	Target audience
There is more to their mission than words. Every action we take aims to prevent and alleviate suffering. The Red Cross distributes international humanitarian aid, supplies roughly 40% of the country's blood, teaches life-saving skills, shelters, feeds, consoles those impacted by disasters, and helps veterans, active military personnel, and their families.	<p>The American Red Cross is always there in times of need, thanks to its solid network of partners, donors, and volunteers.</p> <p>Supporters of the Red Cross offer a ray of hope when aid cannot wait, the Red Cross steps in to help during emergencies and guarantees access to life-saving blood, as well as to support military communities and offer life-saving training.</p>	They target employed individuals from middle-class and upper-middle-class households who can afford to make a one-time donation to the cause. People who reside in the United States of America are the American Red Cross's primary target population.

## Website Goals

**S:** Specific: ensure all information on the website can be conveyed to all ages and cultures of readers

**M:** Measurable: Have the website have a measurable goal, such as a milestone in average readers per month

**A:** Attainable: Have attainable goals for your website to ensure your website is progressing at an applicable pace.

**R:** Relevant: Have Realistic goals for your website, such as not expecting your website to thrive in winter if it's a summer-based website, for example, but rather to ensure there is a steady increase in readers during summer

**T:** Time-bound: ensure your workload and work time don't overlap; in other words, don't create short deadlines for long-term goals.

REFERENCE: [\(10 Website Goals & Objectives to Set\)](#)

## AMERICAN RED CROSS WEBSITE

Strength	Weaknesses
<ul style="list-style-type: none"><li>• User-friendly interface, websites designed in a way where information is easily available, such as the donor option being easily accessible to potential donors.</li><li>• Mobile Responsiveness allows all forms of devices to access the website, and therefore allows for more readers.</li><li>• Search function, which allows more specific information to be found more quickly for a reader looking for specific information.</li><li>• Encouraging readers to support the organization by donating and helping options stand out from the rest</li></ul>	<ul style="list-style-type: none"><li>• A lengthy donation process can discourage donations.</li><li>• Slow loading. During high traffic times, the website becomes slower for the readers and makes the reading experience difficult.</li><li>• Limited language options, potential foreign donors may be excluded as there are only 2 language options on the website</li><li>• No live chat support: potential donors might have personalised questions that can't be answered do to this and can prevent the willingness to donate</li></ul>

Areas for improvement:

1. Shortening the donation process and proving beneficial for organizations, as it's no longer such a chore to donate
2. Upgrading the number of people who can be on the website at once to improve fluidity and reader satisfaction
3. Including more languages so that more foreigners can view and potentially donate to the organisation
4. Integration of live chat support to encourage user interaction with the website

REFERENCE:([Advantages and Disadvantages of Websites - Digital Treasury](#))

## Essential Website Features

Donate	About Us	Get Help	Volunteer	Give Blood
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This feature allows potential donors to donate to the organization, which is very important as this	It is crucial because it helps visitors understand the purpose of the website, as well as its history and motives	Individuals who need the organization's services are aided quickly, as the help option is very visible	People who are interested in aiding the organization have an easier time entering their services, due to the ease	Potential blood donors have an easier time deciding, as it's a prominent feature on the website
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## Design and User Experience

Colour scheme: Red, Black and Gray

Typography:

Layout and design: simplistic, nothing to overwell the reader and easy enough for a beginner like me to do

User experience considerations: Give the user only the key information theyd need and if they are in search of more, id offer them a choice to send there quires over

## Technical Requirements

### 1.) Hosting & Domain Name

Purchase a domain name from a registrar, such as GoDaddy.

Select a web hosting company, such as Bluehost or SiteGround.

### 2.) CMS or website builder: For convenience, use Drupal, Joomla, or WordPress.

Custom Code: For unique webpages, use HTML, CSS, and JavaScript.

### 3.) Fundamental Coding Languages HTML: Organizes information.

CSS: Gives the website style.

Interactivity is added by JavaScript.

### 4.) Development of the Backend (Optional)

Languages: Node.js, PHP, and Python.

Database: MongoDB or MySQL.

5.) Design that is responsive

Use frameworks like Bootstrap or media queries to make sure the website functions on all devices.

REFERENCE: ([What are the requirements to create a web](#))

## Timeline and Milestones

Day 1	Day 2	Day 3	Day 4	Day 5
Complete half of the research	Complete other half of the research	Complete home page and about page on the website using html	Complete contact us page and services page for website	Complete location page, combine all code to finish website and send all to the lecturer

## Budget

The average cost of a website ranges from \$1000 to \$145,000. The table below provides a brief overview of the response to the question, "How much does it cost to build a website?" as well as maintaining and marketing it. Learn more about the various costs associated with online design and upkeep, as well as the variations in costs among agencies and independent contractors. That being said, this website needed a budget of \$0 as I used free instruments and already possessed the required technology before starting

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