WEBSITE PROJECT PROPOSAL

Sweet Crust Bakery & Tech Solutions Inc.

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Module: WEB DEVELOPMENT (INTRODUCTION)

Module Code: WEDES020/p/w

Date: [2025/29/09]

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PROPOSAL 1: SWEET CRUST BAKERY

1. Organization Overview

Name: Sweet Crust Bakery

Industry: Food & Beverage - Artisan Bakery

Established: 2020

Mission Statement: To provide high-quality, freshly baked artisan goods using locally sourced ingredients while maintaining traditional baking methods with modern creativity.

Target Audience:

- Residents (25-65 years)

- Event planners and catering companies

- Corporate clients for office deliveries

- Health-conscious consumers (gluten-free, vegan options)

2. Website Goals and Objectives

Primary Goals:

- Increase online visibility and brand recognition by 40% within 6 months

- Generate 50+ monthly online inquiries for custom orders

- Establish as the premier local artisan bakery

Specific Objectives:

- Showcase product portfolio with high-quality imagery

- Provide easy access to business information (hours, location, contact)

- Implement lead generation for custom cake orders

- Build email newsletter subscriber base

3. Key Features and Functionality

Part 1 Features:

- 5-page responsive website structure

- Product categorization and filtering

- Gallery showcasing bakery creations

- Contact form with location map

- SEO-optimized content structure

Technical Specifications:

- HTML5 semantic markup

- CSS3 styling with responsive design

- Mobile-first approach

- Cross-browser compatibility

4. Site Map Structure

```
                    Home
├──── About Us (Our story, team, philosophy)
          ├──── Products
      │   ├──── Artisan Breads
      │   ├──── Pastries & Desserts
      │   ├──── Custom Cakes
      │   └──── Seasonal Specials
├──── Gallery (Portfolio of work)
├──── Contact (Location, hours, form)
└──── Footer (social media, newsletter)
```

5. Timeline and Milestones

Week 1-2: Part 1 Completion

- Days 1-3: Project planning and research

- Days 4-7: HTML structure development

- Days 8-10: Content integration

- Days 11-14: Testing and submission

Resources Required:

- Visual Studio Code

- Git version control

- GitHub repository

- Royalty-free image sources

PROPOSAL 2: TECH SOLUTIONS INC.

1. Organization Overview

Name: Tech Solutions Inc.

Industry: IT Services & Consulting

Established: 2018

Mission Statement: To provide comprehensive IT solutions and digital transformation services to small and medium-sized businesses.

Target Audience:

- Small to medium businesses (10-200 employees)

- Startups requiring technical infrastructure

- Enterprises needing specialized IT consulting

2. Website Goals and Objectives

Primary Goals:

- Generate qualified leads for IT services

- Establish thought leadership in IT consulting

- Showcase successful case studies and client testimonials

Specific Objectives:

- Increase service inquiries by 60% within 6 months

- Build email list of 1,000+ subscribers

- Position as industry experts through blog content

3. Key Features and Functionality

Part 1 Features:

- Service portfolio with detailed descriptions

- Case studies and success stories

- Team expertise showcase

- Client testimonial section

- Service inquiry forms

4. Site Map Structure

```
                    Home
        ├───── Services (IT solutions offered)
    ├───── Case Studies (Client success stories)
        ├───── About (Company history, team)
            ├───── Blog (Industry insights)
        ├───── Contact (Consultation requests)
          └───── Client Portal (Existing clients)
```

5. Timeline and Milestones

[Similar structure to Proposal 1]

REFERENCES

- Harvard Style Referencing Guide - Adapted for the IIE

- All images sourced from Unsplash.com and Pexels.com with proper attribution

- Color palette inspiration from Coolors.co

- Typography guidelines from Google Fonts