

# POE Part 1

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**Group 2**

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# Project Proposal 1

## 1.Organization Overview

### 1.1 Name

Hook'd Your Kota Shack

### 1.2 Brief History

Hook'd Your Kota Shack is a place for those looking for a relaxing space to free their mind on soul music or for those seeking tingles on their taste buds. Welcoming all with open arms giving a vibe you won't want to miss. Looking for Breakfast, Lunch or Dinner or even a Venue for hire, we have got you covered.

### 1.3 Vision Statement

To become the leading township-inspired fast-food destination, bringing the authentic taste of South African kotas to every community with bold flavour, fresh ingredients, and unforgettable experiences.

### 1.4 Mission Statement

At Hook'd Kota Shack, our mission is to serve delicious, high-quality kotas made with fresh ingredients, celebrating South African street food culture while delivering fast, friendly service and creating a vibrant and musical space for our community to enjoy.

### 1.5 Target Audience

It is a family restaurant, but it can be hired for events that can have their own target audience.

## 2. Website Goals and Objectives

The restaurant does not have a website so this would help them generate leads. Allowing more customers to notice their place.

### 2.1 Key Performance Indicators

- Employee Performance
- Operational Efficiency
- Brand Growth
- Customer Satisfaction
- Food Quality
- Sales and Revenue
- Marketing

### 3. Website Features and Functionality

- Homepage
- About us page
- Menus list with prices
- Online ordering feature
- Contacts page

### 4. Design and User Experience

#### 4.1 Colour Scheme

Black- #000000 For the text of the logo

White - #FFFFFF For the background of the logo

Black - #000000 For the text of the webpage

White - #FFFFFF For the background of the webpage

#### 4.2 Typography

Main Headings – Bebas neu font      Bold

Sub-Headings – Poppins font      Semi – bold

Body Text – Open Sans font      Regular

Buttons – Poppins font      Semi-Bold

Logo:

Main logo text (Hook'd) – Bebas Neue font

Top Arc (Johannesburg) – Oswald Bold font

Bottom Arc (Your KOTA Shack) - Pacifico font

#### 4.3 Layout and Design

Navigation bar: contains links such as the 'menus', 'contact us', 'about us', 'order now', 'online order' and 'homepage'.

Homepage: Has a brief history of the restaurant and certain specials showing for the customer.

Menu: This will have all the types of meals and the prices for all of them including images of the meals.

Online order: It will relate to delivery stores such as Mr. D Food and Uber Eats.

About us: It will have the vision and mission statements of the restaurant. It will have the history of how the restaurant was created and how it got to where it is today.

Contact us: This will have all the details of the owner and management if it is needed. It will have the contact details for the restaurant as well.

#### 4.4 User experience considerations

- Clarity
- Simplicity
- Easy ordering
- Visual appeal
- Accessibility
- Location access
- Reviews
- Feedback
- Continuous Improvement

## 4.5 Wireframes





## 5. Technical Requirements

### 5.1 Development Stack

Frontend – HTML, JavaScript, CSS

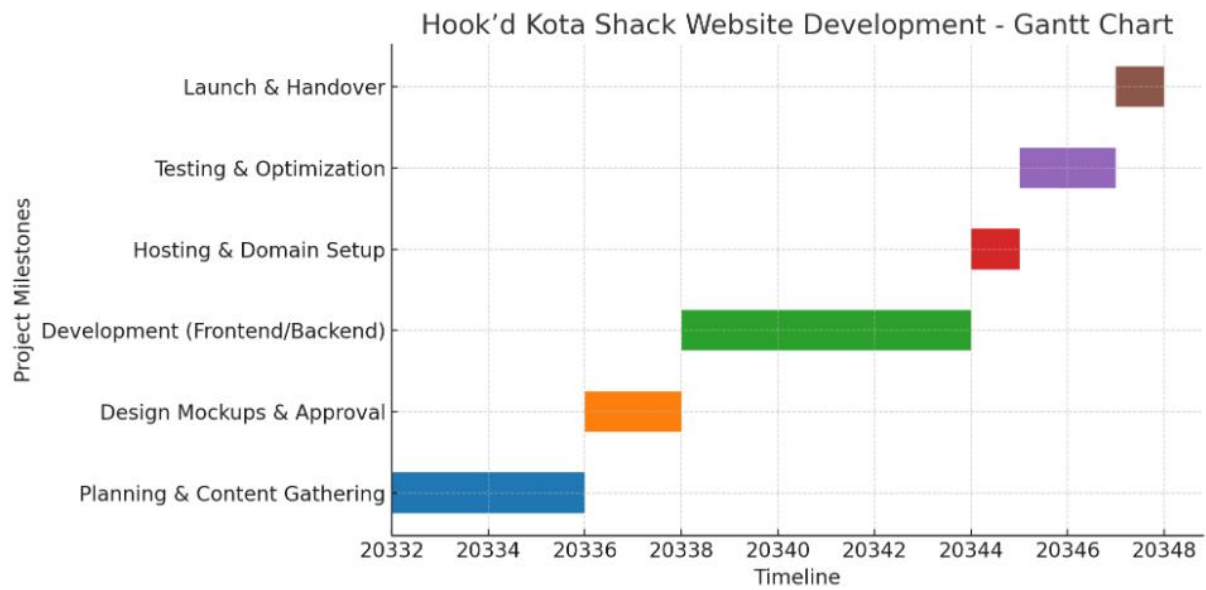
Backend – Python

### 5.2 Hosting and Domain

Domain name: [www.hookdkotashack.co.za](http://www.hookdkotashack.co.za)

Hosting provider: Afrihost

## 6. Timeline and Milestones



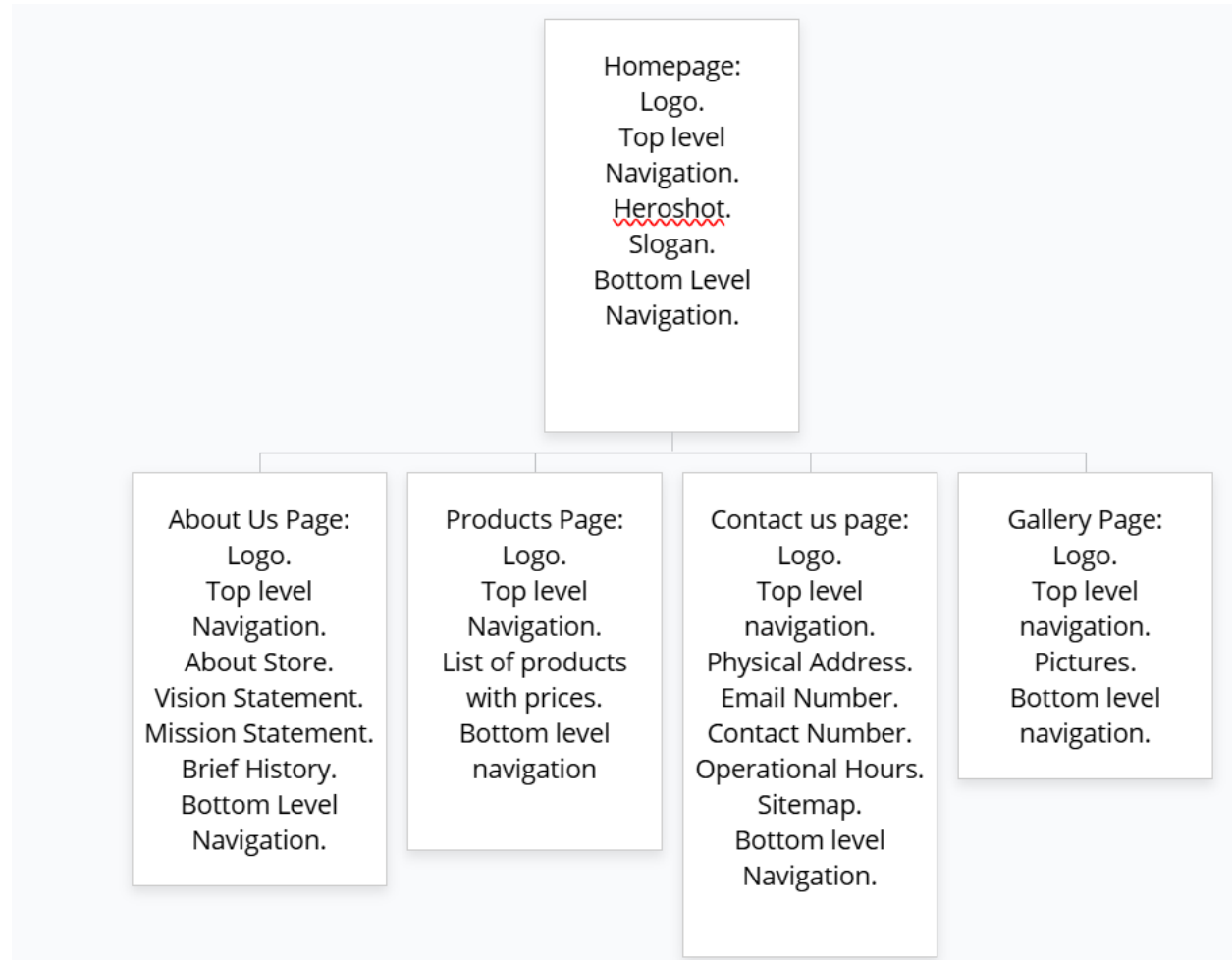
## 8.Budget

Total estimated budget:

Once-Off                      R4300 – R8300

Recurring/Annual	R1,950 – R4,200
Optional Add-ons	R250 – R1,000+
Image Sourcing	R200-R400

## 9.SiteMap



## Project Proposal 2

### 2.1. Organisation Overview

#### 2.1.1 Name

Ben 10 Is Us

#### 2.1.2 Brief History

Ben 10 Watches R Us is an online store used for ordering Ben 10 themed toys. This is a store just for all the Ben 10 enthusiasts who want to shop at one place for everything. Welcome to all kids and even to the nostalgic people just wanting a taste of how life was when they were younger!

#### 2.1.3 Vision Statement

To become the ultimate destination for Ben 10 fans. Giving hope and imagination to the youth and the older crowd because you're never too old to dream big.

#### 2.1.4 Mission Statement

Our mission is to ignite the imagination of Ben 10 fans by offering a wide range of high-quality, officially licensed toys and collectibles, delivering an exciting and safe shopping experience that brings the action-packed world of Ben 10 to life for every hero in training.

### 2.1.5 Target Audience

For kids and collectors.

## 2.2. Website Goals and Objectives

The goal for this website is to sell products and make it easy for customers to order online for these products.

### 2.2.1 Key Performance Indicators

- Marketing and growth
- Website and user engagement
- Sales and revenue

## 2.3. Website Features and Functionality

- Homepage
- About us page
- Toy Prices page
- Online Ordering feature
- Contact us page

## 2.4. Design and User Experience

### 2.4.1 Colour scheme

Green - #7AC943      For the Ben 10 logo

Black - #000000      For the colour of his watch

White - #FFFFFF      For a clean background

### 2.4.2 Typography

Main headings – Bangers font      Comic style

Sub-headings – Orbitron font      Futuristic style

Body text – Poppins font      Simple style

Logo – Bangers font

### 2.4.3 Layout and Design

Navigation bar: contains links such as the ‘toys and merchandise’, ‘contact us’, ‘about us’, ‘order now’, ‘online order’ and ‘homepage’.

Homepage: Has a brief history of the store and certain product specials showing for the customer.

Toys and Merchandise: This will have all the types of toys and merchandise and the prices for all of them including images of the products.

Online order: It will relate to delivery stores such as The Courier Guy and FedEx.

About us: It will have the vision and mission statements of the store. It will have the history of how the store was created and how it got to where it is today.

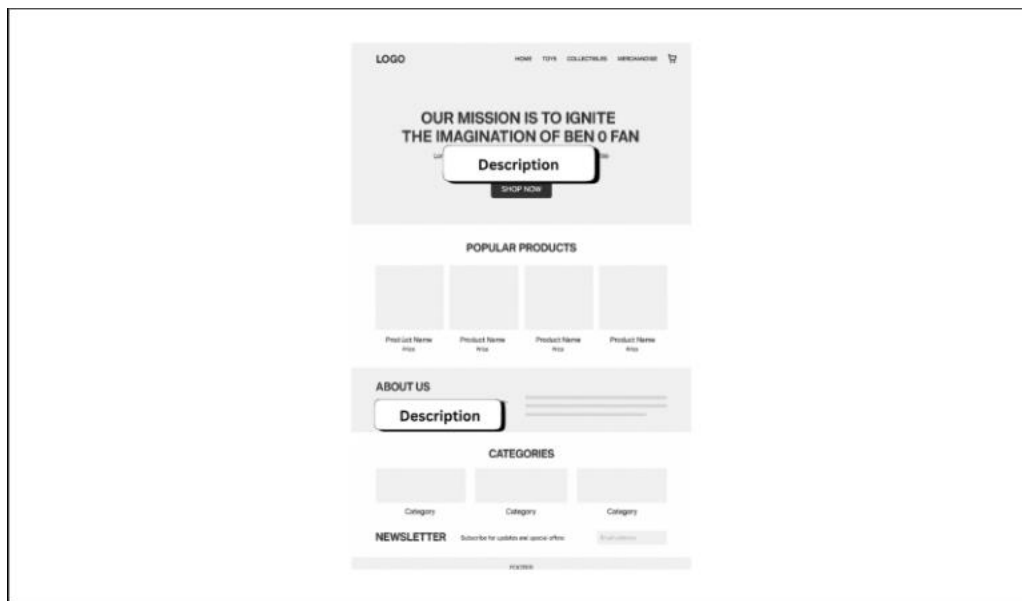
Contact us: This will have all the details of the owner and management if it is needed. It will include the contact details for the store as well.

### 2.4.4 User Experience Considerations

- Audience centered design
- Navigation and Structure
- Visually pleasing
- Help and Support
- Accessibility
- E-Commerce Usability

- Engagement

## 2.4.5 Wireframes



## 2.5. Technical Requirements

### 2.5.1 Development

Frontend – HTML, JavaScript, CSS

Backend – Python

## 2.5.2 Hosting and Domain

Domain name: [www.ben10isus.co.za](http://www.ben10isus.co.za)

Hosting provider: Afrihost

## 2.6. Timeline and Milestones

Week 1: 3-4 days	Planning and design
Week 2: 4-5 days	Coding, implementation and integration
Week 3: 2 Days	Testing and Optimization

## 2.8. Budget

Total estimated budget:

Once-Off	R4300 – R8300
Recurring/Annual	R1,950 – R4,200
Optional Add-ons	R250 – R1,000+



## 9. References

Hook'd Kota Shack (2025). *HOOK'D (@hookdyourkotashack) • Instagram Photos and Videos*. [online] Instagram.com. Available at: <https://www.instagram.com/hookdyourkotashack/?hl=en> [Accessed 7 Aug. 2025].

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