

Sabatha Nyadi

ST10396688

WEDE5020

BUSINESS PROPOSAL

Proposal 1

ABALINDI WELFARE SOCIETY

Abalindi welfare society is a non-profit organization built in 1970 in the Amatikwe community based in Durburn, KZN. The organization primarily focuses on people over the age of 60 who have been abused or not taken care of by their family members, after a few years they decided to include children in the society of the age of 0 – 18 years old referred by district social workers for the society to take care of them.

Vision

“To provide preventative and institutional services for the benefit of the aged, disabled and children in need of social therapeutic and development care for all people”

Mission

“ Abalindi mission is to reach out to all communities in KZN promoting

- The well-being of the elderly persons by providing comfort dignified treatment, health needs accommodation to those have a need
- Well-being to children who are destitute, orphaned or abandoned protecting them from any abuse promoting their schooling always preparing them for a better future, providing a residential facility for those needing it.”

Goal of the Website

The specific goal of this website is to provide more valuable information and gain an increase in traffic for the website to gain more donations.

Current website analysis.

Positives

- Easy to navigate around the website.
- Appealing to the eye
- Structure of the website
-

Negatives

- Not enough information displayed
- Website not updated
- Office address but not the actual organization address
- Previous projects not included.
- Limited pictures used

I will be looking to improve all the negatives especially to add new information about the organization and keep things updated including the projects that have already taken place, and people who have donated to encourage other potential donators to donate. So, I could that by making the donation box more visible to the clients

Design and user experience.

Color scheme

- I would suggest the color scheme to be blue as that is the most dominate color on the logo and add a touch of green which will make it blend with the overall design of the logo

Font choice

- I will use Aptos font and size 11 as it is the most common used fonts in websites as it is much easier to read than other stylish fonts
- I will change the hierarchy of the original webpage i will have home, service, contact, enquiry and donation

Design

- My overall design approach will be hugely inspired by logo of Abalindi welfare society logo as previously mentioned using the colors of it and the flower being the focus of it

User Experience

- To make it easy for the navigation i will make the navigation bar to be as visible as possible and make the layout of the website be
- I will make the colors of the webpage not blend with the words so i will make it more readable for the user,
- I shouldn't add to much color or make it too bright for the user not to read
- Make the design less complicated for the user to view

Technical requirements

- HTML

I will use this language to code the website for the origination as it is less complicated compared to other languages.

- Visual Studio Code

This application will be used for me to be able to code the website.

- CSS

This will be used to style my webpage and make it more appealing to the viewers

- Javas Script

I will use this specifically for the enquiry form for users to be able to fill in their information and for the donations.

Timeline and Milestones

1st of March 2025

- I started with the base of my webpage coding information and adding necessary tags for the codes including the navigation links (2 days)

3rd of March 2025

- Gained more information, researched more about the organization including their history and current donors

4th of March 2025

- Added my information to my website with structure and tags needed.

10th of March 2025

- Added images that will be needed and structured the sizes of the images to be appealing also.

19th of March 2025

- Created the code for the enquiry form

25th of March 2025

- Structured my webpage and how i want it to appeal

7th April 2025

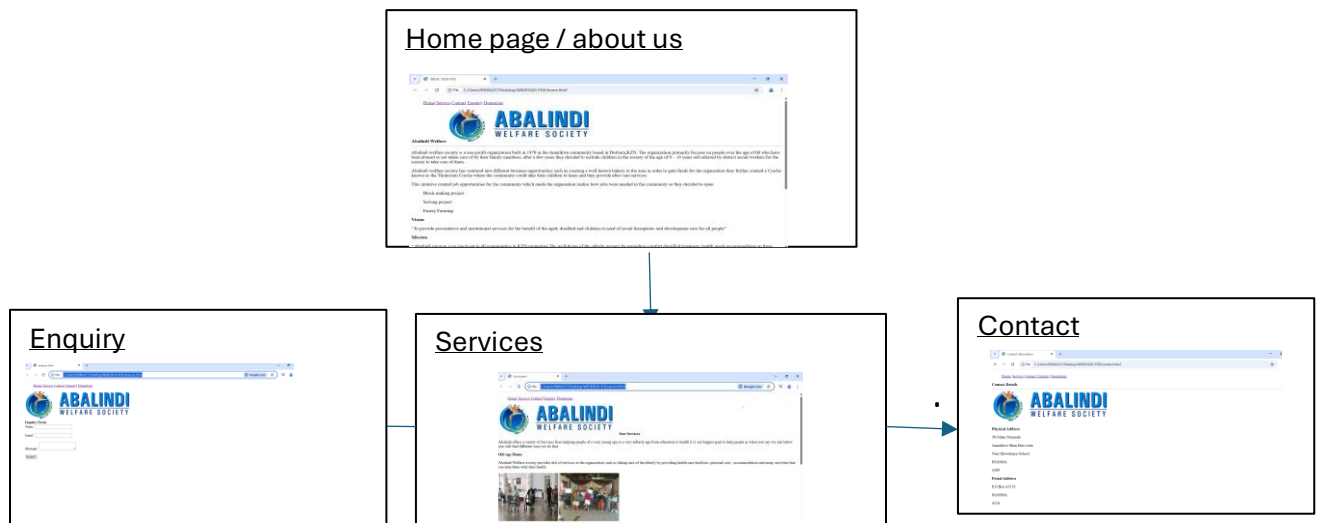
- Final adjustments before submission.

Budget

The budget for this specific website will be R16 000 this includes:

- Maintenance of the website.
- To own a Domain name.
- To update content.

Sitemap.



Home/about us

The home page briefly describes the business and what it is about the home page includes the history of the business, vision also mission

Services

The website follows up with the service of the NPO which include the things that they do and the challenges they face with images of the service included

Contact

This has the address of the business and the contact information of the NPO so who have wants to go there or get in touch with them can do this with the information below.

Enquiry form

This is a form used for people to get in touch with NPO through the websites if you have any question or want to be the next sponser you can fill in this form.

Donation

This page is to encourage people to donate to the NPO alongside people who have already donated before, we have images who have done to motivate others to do so.

GITHUB LINK:

References

Abalindi Welfare Society,2022. Abalindi home. [online] Available at: < abalindi.org.za/index.php > [Accessed 04 March 2025].

Abalindi Welfare Society,2022. Abalindi Contact. [online] Available at: < <https://www.abalindi.org.za/contact.php> > [Accessed 04 March 2025].

@AbalindiElderlyCareCentre,2022. [Facebook]. September 27. Available at:< <https://www.facebook.com/share/153TTYN28a/?mibextid=wwXlfr> >[Accessed 04 March 2025]

Hollywood Foundation,2020. #HopelsPower-Abalindi Welfare Society.[online] Available at: < <https://hollywoodfoundation.co.za/programmes/corporate-social-investment/hopeispower-campaign/hopeispower-abalindi-welfare-society/> > [Accessed 03 March 2025] .

@youth_for_christ01, 2025.Succesful donation drive at Abalindi welfare society [Tiktok]. March 16. Available at:< <https://vm.tiktok.com/ZMBxhQfSe/> > [Accessed 19 March 2025].

ACCORD,2014. ACCORD celebrates Nelson Mandela Day by contributing to Abalindi welfare society.[online] Available at: < <https://www.accord.org.za/news/accord-celebrates-nelson-mandela-day-by-contributing-to-abalindi-welfare-society/> > [Accessed 19 March 2025].

