## ****WEBSITE PROPOSAL TWO****

**STUDENT NAME: SAZISO KUBEKA**

**STUDENT NUMBER: 10495339**

**MODULE NAME: WEB DEVELOPMENT (introduction)**

**MODULE CODE: WEDE5020/p/w**

Table of Contents

[Organization Overview 3](#__RefHeading___Toc103_3556209064)

[Website Goals and Objectives 3](#__RefHeading___Toc105_3556209064)

[Proposed Website Features and Functionality 3](#__RefHeading___Toc107_3556209064)

[Design and User Experience 3](#__RefHeading___Toc109_3556209064)

[Technical Requirements 4](#__RefHeading___Toc111_3556209064)

[Timeline and Milestones 4](#__RefHeading___Toc113_3556209064)

[Budget Estimate 4](#__RefHeading___Toc115_3556209064)

[Reference 6](#__RefHeading___Toc117_3556209064)

## ****Organization Overview****

A small company in South Africa called Tech World specializes in selling high-end electronics such as computers, cellphones, accessories and smart home appliances. Our goal is to deliver great customer service and the newest technologies to our clients at competitive costs.

## ****Website Goals and Objectives****

Create an online presence to raise awareness of your brand.  
  
Offer a user-friendly online store where clients can peruse and buy devices.  
  
To help with decision-making, provide product details, comparisons, and customer feedback.  
  
Incorporate safe online payment methods to ensure smooth transactions.  
  
Boost client interaction using blogs, newsletters, and customer service channels.

## ****Proposed Website Features and Functionality****

E-commerce Store: Product categories, filters, and a safe shopping cart.  
  
User Accounts: In order to track orders and receive tailored recommendations, customers can create accounts.  
  
Subscribe to the newsletter to inform clients about sales and new products.  
  
Social Media Integration: Connections to Whatsapp, Facebook, and Instagram.  
  
Mobile-friendly layout for seamless device access is known as responsive design.

## ****Design and User Experience****

Modern, minimalist design: a polished appearance with easy-to-use navigation.  
  
Color Scheme:  
  
Primary: Blue (#0057B7): Stands for technology and trust.  
  
Secondary: Modern and clean white (#FFFFFF).  
  
Accent: Black (#222222): This adds elegance and contrast.  
  
Focus on User Experience:  
  
easy checkout procedure.  
  
superior product photos.  
  
FAQs and customer service are easily accessible.

## ****Technical Requirements****

Platform: visual studio code   
  
Hosting: a quick and safe hosting company (github or Afrihost).  
  
Website: techworld.co.za  
  
Security measures include firewalls, SSL certificates  
  
Mobile-friendly design, optimized photos, and structured metadata are all components of SEO optimization.

## ****Timeline and Milestones****

|  |  |
| --- | --- |
| **Milestone** | **Expected Completion** |
| Website Planning & Design | Week 1-2 |
| Development & Testing | Week 3-6 |
| Content Upload & SEO | Week 7-8 |
| Beta Testing & Bug Fixes | Week 9-10 |
| Launch & Marketing | Week 11-12 |

## ****Budget Estimate****

|  |  |
| --- | --- |
| **Item** | **Estimated Cost** |
| Domain & Hosting | R2,500/year |
| Website Design & Development | R15,000 – R25,000 |
| E-commerce Setup | R10,000 – R15,000 |
| Security & Maintenance | R5,000 – R10,000 |
| Marketing & SEO Optimization | R8,000 – R12,000 |
| **Total Estimated Budget** | **R40,500 – R64,500** |

**The roadmap for Tech World's e-commerce website is laid out in this proposal, guaranteeing a seamless, safe, and easy purchase experience. The website will be an effective tool for expanding the company and improving client interaction with a carefully thought-out budget and schedule.**

## Github link

https://github.com/Sanelekubeka/part-1

## Reference

Google Cloud. (n.d.). *Register a domain | Cloud Domains*. [online] Available at: https://cloud.google.com/domains/docs/register-domain.

‌

GitHub (2025). *GitHub*. [online] GitHub. Available at: https://github.com/.

‌

W3Schools (2020). *W3.CSS Templates*. [online] W3schools.com. Available at: https://www.w3schools.com/w3css/w3css\_templates.asp.

‌

Hopkins, C. (2023). *The History of Amazon and its Rise to Success*. [online] Michigan Journal of Economics. Available at: https://sites.lsa.umich.edu/mje/2023/05/01/the-history-of-amazon-and-its-rise-to-success/.

‌

tech.co.za. (2021). *Desktop Computers / PCs On Sale in South Africa*. [online] Available at: https://tech.co.za/product-category/desktop-pcs/ [Accessed 7 Apr. 2025].

‌

Flaticon. (n.d.). *Flaticon*. [online] Available at: https://www.flaticon.com.

‌

Cellucity. (2025). *Devices Products | Cellucity*. [online] Available at: https://cellucity.co.za/product-category/phones/ [Accessed 7 Apr. 2025].

‌

Amazon.co.za. (2025). *Garmin Vivoactive 5, AMOLED GPS Smartwatch, All-day Health Monitoring, Advanced Fitness Features, Personalised Sleep Coaching, Music and up to 11 days battery life, Black : Amazon.co.za: Electronics*. [online] Available at: https://www.amazon.co.za/Garmin-Vivoactive-Smartwatch-Monitoring-Personalised/dp/B0CG6NR413/ref=asc\_df\_B0CG6NR413?mcid=4d275bc3a9b732388dba3 [Accessed 7 Apr. 2025].

‌

Google (2019). *Google Fonts*. [online] Google Fonts. Available at: https://fonts.google.com/.

‌

Edmond, M. (2025). *Digital Earth HUD Rotating, Globe Rotating*. [online] Vecteezy. Available at: https://www.vecteezy.com/video/4358884-digital-earth-hud-rotating-globe-rotating [Accessed 7 Apr. 2025].

‌