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**Web Development**

**WEDE5020**

**Group 1**

**DISD0601**

**Contents**

**Proposal 2**

**Urban Style Co.**

Urban Style Co is a small retail business that was established in 2022 by Rebecca Anthony who is a experienced retail manager that has experience of over 5 years in clothing stores. The business got well known over the years with its great customer service and their clothing brands. Today they are well known for their clothing brands and their massive sales.

  
**Missions**

Urban Style Co. is committed to offering fashionable, reasonably priced, and superior urban clothing that gives people the confidence to represent who they are. Our goal is to provide a warm and inviting shopping environment that blends the newest styles with standard comforts.

**Visions**

To become the go-to retail destination for urban-inspired fashion in local communities, recognized for innovation, inclusivity and style that connects people to the culture of the city.

**Target Audience**

* Teenagers
* Young Adults (around 16 to 30 years old)

**Website Goals and Objectives**

**Objectives**

1. Within six weeks, build an intuitive website with mobile adaptability and easy navigation.
2. Upload and keep up a minimum of fifty goods with pricing and descriptions in an online catalog.
3. Increase client communication by including social media connections and a contact form.
4. Improve the website's search engine optimization (SEO) such that, after three months, it ranks among the top local results for "urban fashion."
5. Every month, publish at least two blog entries with fashion and styling suggestions.
6. To measure growth and enhance marketing tactics use Google Analytics to monitor and examine website traffic.

**Goals**

* Increase Brand Visibility
* Display Products
* Improve Customer Engagement
* Support Sales Growth
* Build Trust & Credibility

**Website features and Functionality**

**Features:**

* Home Page- displays the brand identity, products and promotions or sales.
* Homepage – Highlights brand identity, promotions, and featured products.
* Product Catalog – Organized by categories (e.g., Men, Women, Accessories).
* Search Bar – Allows users to quickly find products.
* Secure Checkout – Payment options via credit card, EFT, or mobile payments.
* Blog/Style Tips Section – Fashion advice and updates on latest trends.
* About Us Page – Background, mission, and vision of Urban Style Co.
* Contact Page – With form, map, phone number, and email.
* Social Media Integration – Links and live feeds from Instagram, Facebook, TikTok.

**Key performance indicators that measure success:**

* Amount of people visiting the page.
* The performance of the site
* Amount of people who buy products
* Amount of people who interacts

**Design and User Experience**

* Colour Scheme: Beige and white
* Typography: Clear, readable font ( sans-serif)
* Layout and Design: Design should be clean and minimalistic which allows the product the main focus.
* User experience Consideration: A search function and categories should be present. Layout should be responsive and colour scheme should attract viewer’s attention.
* Wireframes:

1. Home Page: A hero section showcasing a key product or promotion, followed by sections for featured products, latest arrivals, and possibly a newsletter signup.
2. Product Page: A clear product image gallery, product details (description, price, size options), and a call-to-action for adding the product to the cart.
3. Navigation/Menu: A simple menu that allows users to browse by category, with a search bar prominently displayed.

**Timeline:**

1. Week 1-2: Research and planning.

2. Week 3-4: Design and wireframing.

3. Week 5-8: Development.

4. Week 9: Testing and launch preparation.

5. Week 10: Launch.

**Budget**

**Development Costs:**

* Hiring a developer or development agency: R 50,000 - R 150,000 (depending on complexity and technology used).
* Design costs: R 10,000 - R 30,000.

**Hosting Costs:**

* Initial setup: R 1,000 - R 5,000.
* Annual hosting fees: R 2,000 - R 10,000.

**Maintenance Costs:**

* Monthly maintenance (updates, security checks): R 500 - R 2,000.
* Annual costs for significant updates or redesigns: R 10,000 - R 50,000