

Website Project Proposal

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Organization overview

Jojo Cuts

History

Jojo's Cuts, in Johannesburg, is Jonathan 'Jojo' Joestar's spot for good haircuts that don't break the bank. He built it himself, trying to make a salon that stands out from the rest. They do everything: buzz cuts, fades, braids, you name it. Basically, if you need your hair done, they've got you covered, and they keep the prices down. It's become a go-to place for people who want a solid haircut without the fancy salon prices.

Vision

Jojo's Cuts, based here in Johannesburg, has big dreams. We're talking world domination, haircut-wise. Jojo's goal? To give a solid haircut to every guy on the planet, no matter who they are or how much they've got in their wallet. We're aiming to be the go-to spot, globally, for quality cuts that everyone can afford.

Mission

Jojo's Cuts is growing! We're planning to open more locations around Johannesburg and bring in even more top-notch barbers. And we're going to do it all while keeping our prices affordable. Our goal is to become the most trusted and reliable barbershop/salon in the area, offering quality cuts and styles that everyone can count on.

Target Audience

Jojo's Cuts welcomes everyone with hair! Whether you're a guy wanting a fresh look or a woman ready to try something new, we've got you covered!

Meet the team

Jonathan "Jojo"

Jojo's passion for hairstyling is the heart of our salon. With years of experience and a keen eye for detail, he specializes in everything from classic cuts to modern styles. His dedication to quality and customer satisfaction sets the standard for our entire team.

Sarah "Fade Queen"

Sarah's known for her precision fades and creative designs. She's a master of men's grooming and loves helping clients find their perfect look. Her friendly demeanor and expert skills make her a favorite among our customers.

Ricardo "Style Maestro"

Ricardo brings a wealth of experience in modern styling techniques. He has a great understanding of the latest hairstyling trends, and can help anyone find a look that is both modern and fitting.

Lerato "The Clipper Hand"

Lerato is a rising star in the barbering world. With a natural talent for clipper work and a dedication to learning, she's quickly becoming a valuable member of our team.

Location

Jojo's Cuts, located in the heart of vibrant Braamfontein, thrives in this dynamic urban hub. We understand that Braamfontein is a hot spot of students, young professionals, and creatives, all seeking style and convenience. We draw inspiration from Braamfontein's thriving arts and culture scene, incorporating modern and creative styling into our services. We aim to be a part of the community, supporting local artists and events, and reflecting the area's vibrant spirit.

Website

Goals

The website aims to increase website traffic with the use of tailored ad's thus leading to increased foot traffic which will therefore generate more sales. It will also make it easier to process orders by allowing customers to make them online.

Key Performance Indicators

We will track the total number of website visitors and how long they stay on the website as well as if they clicked through our other pages or not and use that information to see where we can improve the appeal of our website.

Functionality

The website will feature a Homepage, where the visitor will be able to see basic information about the business, an "About us" page, where the visitor will be able to see an in depth look at what the business is about, an "Contact" page, where the visitor can get the contact information of our staff to ask further questions regarding the services we provide, and a "Services" page where the visitor can select from our wide range of services and either make a house call or visit one of our locations (Which will be available via an in-website map).

Design

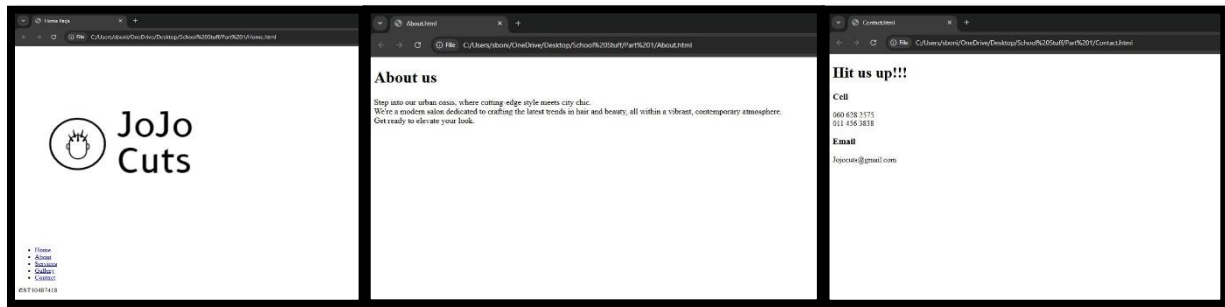
Aesthetics: The website aims to match the businesses *urban minimalist* aesthetic with very little bright colors and more of a grunge look.

Colour Scheme: The main color palette is **Black & White** with shades of **Grey**

Typography: "Inter" is our font of choice as it was specifically designed for screens and user interfaces. It also has a very simple design which matches our minimalist aesthetic. With a pinch of the **Aurora Pro** font by Moon Young URC, to display our urban style.

Layout: We plan to create a minimalistic website design. Creating a visually captivating, user-friendly interface. Through a clean and intuitive layout and widespread use of negative space.

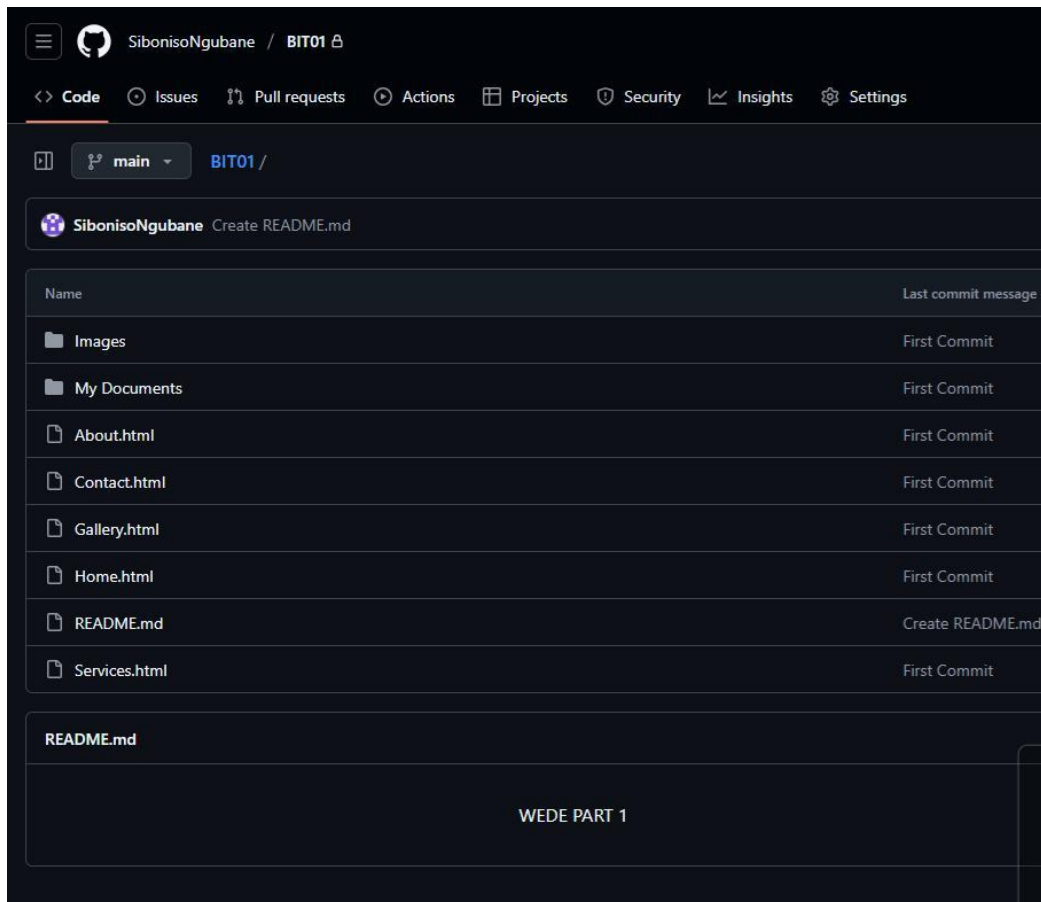
Structure:



Domain

The domain name *jojocuts.co.za* is available for purchase for around **R99.00**. With the “.co.za” making the website only available in South Africa which isn’t a problem because that is where the business is located. The programs that will be used are mainly HTML, CSS, and Javascript.

Github



Reference List

Images

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