



WEDE5020 SPADE MECHANICS WEB PROPOSAL

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Spade Mechanics Web Proposal

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Introduction

This proposal outlines the plan to design and develop a professional website for Spade Mechanics Corp. the goal is to increase customer trust, improve online visibility, and make it easy for customers to book services or request quotes.

Brief History of Spade Mechanics

Founded in 2015, spade mechanics started as a small one-bay workshop run by passionate car enthusiast and certified mechanic, David Ace Mochana. What began as helping neighbors with minor repairs has grown into a trusted local garage known for reliability, transparency, and hands-on service. Over the years, Spade Mechanics has expanded its services to cover full diagnostics, engine repairs, maintenance packages, and fleet servicing, all while keeping a strong focus on customer trust and affordable pricing.

Mission Statement

“To provide reliable, transparent, and high-quality mechanical services that keep our community on the road safely and affordably.”

Vision Statement

“To become the most trusted name in automotive care in our region, combining skilled workmanship, excellent customer service, and modern technology.”

1. Objectives

- Showcase services, pricing, and expertise.
- Provide contact details and location with google maps integration.
- Allow customers to easily book appointments online.
- Build credibility with testimonials and before/after photos.
- Improve search rankings to attract more local customers.

2. Target audience

- Local car owners need repairs or services.
- Fleet managers seeking reliable mechanical services.
- Individual searching online for “mechanics near me” or related terms.

3. Current website analysis

- None, company does not have a website.

4. Proposed website features

- **Home Page:** Introduction, key services, and a strong call to action.
- **About us:** Shop history, team profiles, and certifications.
- **Services Page:** Detailed list of repairs, maintenance, and diagnostic services.
- **Gallery:** before-and-after photos of completed work.
- **Testimonials:** customer reviews and ratings.
- **Contact page:** phone number, emails, address, operating hours, and contact form.
- **Online Booking Form:** easy service request and scheduling.
- **Google maps integration:** Click-to-navigate location map.
- **Mobile-friendly design:** Optimized for phones, tablets, and desktops.
- **SEO Optimization:** keywords targeting local searches.

5. User Experience & Design Strategy

Overall Aesthetic and Branding:

The design will reflect Spade Mechanics' values: trustworthy, approachable, and professional. The website will be clean and

modern with easy navigation, ensuring users find what they need in a few clicks.

Colour Scheme:

- **Primary Colours:**
 - Dark blue/steel Grey (conveys professionalism and strength).
 - Red accents (also associated with cars and mechanics).
- **Secondary Colours:**
 - White/Light Grey backgrounds for clarity and contrast.

Typography:

- **Headings:** Bold, strong fonts like [Montserrat](#) or [Robot Slab](#) to emphasize reliability.
- **Body Text:** Clean, readable sans-serif fonts like [Open Sans](#) or [Lato](#).

6. Technical Requirements

- **Platform:** WordPress or Wix (easy for future updates)
- **Design tools:** Canva, Figma for layout mockups.
- **Plugins/Integration:** Contact forms, booking calendar, Google Maps, SEO tools.

Domain:

- **Suggested:** www.spademechanics.co.za (local and professional)
- **Alternatives:** www.spademechanics.com or www.spademechanicsauto.co.za

Hosting:

- **Local hosting options (South Africa):** Afrihost, Xneelo (reliable, affordable)
- **International Hosting Options:** Bluehost, SiteGround, Hostinger.

Technology Stack:

- **HTML5-** Structure of the site
- **CSS3-** Styling, colours, typography, layout
- **JavaScript-** Interactive elements (booking form validation, pop-ups, navigation effects)

7. Timeline

Phase	Duration
Planning & Approval	2-3 days
Design & Mockups	3-4 days
Development	5-7 days

Testing & Review	2 days
Launch	1 day

8. Estimated Cost (budget)

Service	Price(zar)
Website Design & Development	R1800
Domain Registration (1 year)	R2500
Hosting (1 year)	R2000
SEO Setup & Optimization	R1500
Total	R7800

7.benefits to Spade Mechanics

- Increased walk-ins and service bookings.
- Stronger online reputation.
- 24/7 availability for inquiries and bookings.
- Competitive edge over mechanics without a website.