



WEDE5020 MABEL'S DOUGH WEB PROPOSAL

ST10488481



KHAYA SIBUSISO MHLONGO

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Mabel's Dough Proposal

Prepared For: Mabel Mochana

Prepared by: Sibusiso Khaya Mhlongo

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1. Introduction

This proposal outlines the design and development of a professional website for Mabel's Dough, a local bakery known for fresh, handmade breads, pastries, and cakes. The website will serve as both a digital storefront and a marketing tool, helping to attract more customers, showcase products, and enable online orders.

2. Objectives

- Create an online presence that reflects the warmth and creativity of the bakery.
- Showcase baked goods through high-quality photography and descriptions.
- Allow customers to place pre-orders for collection or delivery.
- Share the bakery's story to build community trust.
- Improve visibility on search engines for local bakery searches.

3. Target Audience

- Local residents looking for fresh, artisan baked goods.
- Event planners and individuals ordering cakes for birthdays, weddings, and celebrations.
- Walk-in customers who discover the bakery online.

4. Proposed website Features

- **Home Page:** Warm introduction with hero image of fresh baked goods.
- **About us:** Story of Mabel's Dough and founder Mabel Mochana.
- **Menu/Product Page:** categorized product listings (breads, cakes, pastries, specials)
- **Order Online Page:** Pre-order form with pickup/delivery options.
- **Gallery:** high-quality images of baked goods and customers events.
- **Testimonials:** Customer reviews and community love.
- **Contact page:** Address, phone., Google Maps, and business hours.
- **Mobile Friendly Design:** Optimized for phones (important for food searches).
- **SEO Optimization:** Keywords like “fresh bread near me” and “local bakery”.

5. Brief History of Mabel's Dough

Founded in 2018 by passionate baker Mabel Mochana, Mabel's Dough began as a home kitchen venture supplying friends and family with freshly baked bread and cakes. As word spread, the bakery grew into a beloved local shop recognized for its warm atmosphere and homemade quality. Today, Mabel's Dough is not just a bakery, it's a community hub where tradition, creativity, and flavour come together.

6. Mission & Vision

Mission

"To create joy and connection through freshly baked goods made with love and quality ingredients."

Vision

"To become the go-to bakery in the community, known for creativity, consistency, and a welcoming atmosphere."

7. User Experience & Design Strategy

Overall Aesthetic and Branding: The website will be warm, inviting, and artisanal, reflecting the bakery's homemade style and community focus.

Colour Scheme:

- Soft Cream & Warm Beige (evokes flour and dough)
- Pastel Yellow or Pink (playful, welcoming bakery vibes)
- Rich Brown (chocolate/coffee tones)

Typography:

- **Headings:** Script-style font like *Pacifico* or *Playfair Display* for charm.

- **Body/text:** clean, modern sans-serif like [Lato](#) or [Raleway](#) for readability.

Layout and Design:

- **Home Page Hero Banner:** Full-width photo of fresh bread or pastries.
- **Navigation:** Simple top menu (Home/Menu/Order/About/Contact)
- **Highlight Products:** Best-sellers showcased with appealing images.
- **Call-to-Action Buttons:** “Order Now” and “Visit Us”.
- **Mobile First:** Quick scroll menus and tap-to-call button for on-the-go customers.

8. Hosting, Domain & Technology

Domain:

- Suggested: www.mabelsdough.co.za (local and professional)
- Alternatives: www.mabelsbakery.co.za or www.mabelsdough.com

Hosting Options:

- **South Africa:** Afrihost, Xneelo (Affordable, local support).
- **International:** Hostinger, SiteGround, Bluehost.

Technology Stack:

- **Frontend:**
 - ⚙ **HTML5**-Page Structure
 - ⚙ **CSS3**-Styling and bakery inspired design
 - ⚙ **JavaScript**- Interactive elements like order forms or image sliders

- **Backend:**
 - ⚙️ WordPress or Shopify (ideal for online orders)
- **Add-Ons/Integrations:**
 - ⚙️ WooCommerce (for e-commerce ordering system)
 - ⚙️ Google Maps API
 - ⚙️ SEO plugin (Yoast or RankMath)

9. Timeline

Phase	Duration
Planning & Approval	2-3 days
Design & Mockups	3-4 days
Development	5-7 days
Testing & Review	2 days
Launch	1 day

10. Estimated Cost

Service	Price(zar)
Website Design & Development	R4500
Domain Registration (1 year)	R200
Hosting (1 year)	R1200
E-commerce Setup (online orders)	R2500
SEO Setup & Optimization	R1000
Total	R6900

11. Benefits to Mabel's Dough

- Stronger online presence to attract new customers.
- Increased orders through easy online pre-ordering.
- Builds credibility and professionalism.
- Creates a digital “shop window” for baked goods 24/7.

12. Conclusion

A professional website will help Mabel's Dough showcase its unique charm, increase orders, and connect with the community on a larger scale. This proposal offers a pathway to make the bakery more visible, accessible, and memorable.