

WEDE5020 Spade mechanics web proposal

ST10488481



Khaya sibusiso mhlongo

Contents

[Introduction 2](#_Toc207099873)

[Brief History of Spade Mechanics 2](#_Toc207099874)

[Mission Statement 2](#_Toc207099875)

[Vision Statement 2](#_Toc207099876)

[1. Objectives 2](#_Toc207099877)

[2. Target audience 3](#_Toc207099878)

[3. Current website analysis 4](#_Toc207099879)

[4. Proposed website features 4](#_Toc207099880)

[5. User Experience & Design Strategy 4](#_Toc207099881)

[6. Technical Requirements 6](#_Toc207099882)

[7. Timeline 6](#_Toc207099883)

[8. Estimated Cost (budget) 6](#_Toc207099884)

[7.benefits to Spade Mechanics 6](#_Toc207099885)

**Spade Mechanics Web Proposal**

**Prepared For:** DavidAce Mochana

**Prepared by:** Sibusiso Mhlongo

**Date:** 16/08/2025

# 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 out region, combining skilled workmanship, excellent customer service, and modern technology.”

## 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.

## 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.

# Current website analysis

* None, company does not have a website.

## 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.

# 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.

# 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](http://www.spademechanics.co.za) (local and professional)

**Alternatives:** [www.spademechanics.com](http://www.spademechanics.com) or [www.spademechanicsauto.co.za](http://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)

# Timeline

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

# 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.

# References