**The Independent Institute of Education (Pty) Ltd  
  
Website Proposal Assignment – 2025**Organization Name: Scentopia

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# 1. Organisation Overview

Name: Sentopia – Luxury in Every Drop

Brief History:  
Sentopia was founded with the vision of redefining personal fragrance by combining timeless sophistication with modern artistry. Inspired by the elegance of European haute couture and the richness of African luxury heritage, Sentopia seeks to create perfumes that embody refinement, individuality, and sensory indulgence. Although a new entrant in the fragrance industry (2025), the brand positions itself as an aspirational yet accessible luxury label designed for a global audience.

Mission Statement:  
“To craft exquisite, long-lasting fragrances that celebrate individuality, evoke emotion, and deliver a luxurious experience in every drop.”

Vision Statement:  
“To be recognised as a leading international luxury perfume brand, symbolising sophistication, elegance, and authenticity.”

Target Audience:  
- Primary: Men and women aged 18–40, urban, trend-conscious, and aspirational, who appreciate premium lifestyle products.  
- Secondary: Mature professionals and fragrance collectors who seek exclusivity and luxury experiences.  
- Global luxury consumers in regions such as South Africa, Europe, and the Middle East.

# 2. Website Goals and Objectives

Goals:  
- Establish Sentopia’s online presence as a premium perfume brand.  
- Increase brand awareness and credibility in the luxury fragrance market.  
- Drive e-commerce sales through a user-friendly online store.  
- Build customer loyalty through exclusive offers, fragrance insights, and storytelling.  
- Serve as a digital hub for product information, brand values, and customer engagement.

Objectives & KPIs:  
- Increase website traffic by 25% within the first 6 months (tracked via Google Analytics).  
- Generate leads through newsletter sign-ups, targeting at least 500 subscribers in the first year.  
- Boost sales conversions to achieve a 10% conversion rate from site visitors to purchases.  
- Improve brand engagement with an average session duration of at least 3 minutes per visitor.

# 3. Current Website Analysis

Strengths:  
- Clear luxury positioning, unique brand name, strong tagline, visual inspiration (Pinterest moodboards).

Weaknesses:  
- Lack of existing digital presence, no online sales infrastructure, brand not yet well-known.

Areas for Improvement:  
- Build a strong digital-first presence with high-end design.  
- Establish seamless e-commerce functionality.  
- Invest in SEO and digital marketing strategies to improve visibility.

# 4. Proposed Website Features and Functionality

- Homepage: Luxury-inspired hero image, slogan, featured perfumes, quick access to shop.  
- About Us: Brand story, heritage, mission & vision.  
- Products/Shop Page: High-quality product images, fragrance descriptions

- Contact Page: Customer service details, contact form.

# 5. Design and User Experience

Choices and Hierarchy:  
- Layout and Design: Minimalist luxury design with balanced spacing.  
- Navigation: Intuitive menu at the top with quick links to products, about us, and contact.  
- Colour Scheme: Black, gold, white (luxury palette).

User Experience Considerations:  
- High-quality images and typography to communicate exclusivity.  
- Mobile-first responsive design.

Low-Fidelity Wireframes:  
- Homepage: Hero banner, featured products,   
- Product Page: Large image, description, add-to-cart, reviews.  
- Enquiry Page: Simple form and contact info.  
- Contact Page: Simple form and contact info.

# 6. Technical Requirements

- Hosting: Cloud-based hosting service (e.g., AWS, Bluehost, or SiteGround).  
- Domain Name: www.sentopia.com or www.sentopiafragrances.com.  
- Programming Languages: HTML5, CSS3, JavaScript.  
- CMS Option: WordPress/WooCommerce as alternative.  
- Security: SSL certificate and secure payment gateway integration.

# 7. Timeline and Milestones

- Week 1–2: Research and planning.  
- Week 3–4: Wireframes and design mockups.  
- Week 5–7: Frontend and backend development.  
- Week 8: Testing and debugging.  
- Week 9: Deployment and launch.  
- Week 10: Review and improvements.

# 8. Budget

- Website Development: R15,000 – R25,000.  
- Hosting & Domain: R1,500 per year.  
- Maintenance: R3,000 annually.  
- Marketing & SEO: R5,000 – R10,000 for initial campaigns.  
Total Estimated Budget: R25,000 – R40,000.

# 9. References

- Kotler, P., Keller, K. L. (2016). Marketing Management. Pearson Education.  
- Strauss, J., & Frost, R. (2019). E-marketing (8th Edition). Routledge.  
- Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing. Pearson.  
- Official AWS Hosting Documentation. https://aws.amazon.com/hosting/  
- Official React Documentation. <https://react.dev/>

GitHub link