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**NAME: SIPHELELE BONGA MADUNA**

**LECTURE: ANDISWA PHEWA**

**STUDENT NO: ST10462331**

**CODE: WEDE 5020**

**ASSIGNMENT PART 1**

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**Project Proposal: Website Development for Maduna’s Coffee Hub**

**1. Organisation Overview**

**Name:** Maduna’s Coffee Hub  
**Brief History:** Maduna’s Coffee Hub is a student-founded coffee business established in 2024 at Rosebank College, Johannesburg. It started as a small coffee stall serving affordable, high-quality coffee to students and young professionals.  
**Mission:** To provide energising, affordable, and high-quality coffee that keeps students and professionals connected and motivated.  
**Vision:** To become the leading youth-driven coffee hub in Johannesburg, known for innovation and community.  
**Target Audience:** Students, lecturers, and young professionals aged 18–30 (Laudon and Laudon, 2020).

**2. Website Goals & KPI**

**Goals:**

* Increase brand visibility and online presence.
* Provide customers with an option to pre-order coffee online.
* Share promotions, menu updates, and business news.

**KPIs:**

* At least 500 website visitors within the first 6 months.
* 20% of orders placed via the online pre-order form.
* 30% increase in customer engagement through online promotions (W3Schools, 2025).

**3. Current Website Analysis**

Currently, Maduna’s Coffee Hub has **no website**. Marketing and customer communication happen through social media and word-of-mouth. This limits reach, efficiency, and customer convenience (Afrihost, 2025).

**4. Proposed Features**

* **Homepage:** Brand introduction, featured products, promotions.
* **Menu Page:** Interactive menu with product images and prices.
* **Pre-Order Form:** Simple form for customers to order in advance.
* **About Us Page:** Story of the business, mission, and vision.
* **Contact Page:** Map, email, phone, and social media links.
* **Blog/News Section:** Coffee tips, student lifestyle articles, and updates (W3Schools, 2025).

**5. Design Aesthetic**

* **Colour Scheme:** Coffee Brown (#4B2E2E), Cream (#F5F5DC), and Fresh Green (#3C9D57).
* **Typography:** Clean sans-serif fonts such as Poppins or Open Sans.
* **Layout:** Minimalist, modern, with grid-based sections and clear navigation.  
  **Wireframe Example:** Homepage with a hero image (coffee cup), menu highlights, call-to-action “Order Now” button, and footer with contact details (Laudon and Laudon, 2020).

**6. Technical Requirements**

* **Hosting:** Shared hosting for small business websites.
* **Domain:** www.madunascoffee.co.za
* **Languages:** HTML, CSS, JavaScript for front-end. PHP or Firebase for pre-order form processing (Afrihost, 2025).

**7. Timeline with Milestones**

* **Week 1:** Planning, requirements, and content writing.
* **Week 2:** Homepage and menu design.
* **Week 3:** Develop remaining pages and integrate pre-order form.
* **Week 4:** Testing, client feedback, and launch.
* **Post-Launch:** 3 months of monitoring, bug fixes, and content updates (Laudon and Laudon, 2020).

**8. Budget**

* **Domain:** R120/year
* **Hosting:** R600/year
* **Website Design & Development:** R4,500
* **Pre-order Functionality:** R2,500
* **Content Creation & Setup:** R2,000
* **Security (SSL Certificate):** R500/year
* **Maintenance & Support (Year 1):** R4,000  
  **Total Estimated Cost (Year 1): ±R14,220**

**9. References**

- Laudon, K.C. and Laudon, J.P. 2020. Management information systems: Managing the digital firm. 16th ed. Harlow: Pearson.

- W3Schools. 2025. HTML, CSS, JavaScript tutorials. [Online]. Available at: [https://www.w3schools.com](https://www.w3schools.com?utm_source=chatgpt.com) [Accessed 3 September 2025].

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