Web Development (WEDE5020 POE)

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1. Organisation Overview

Name: Gatsheni Online Book Store

Brief History:
Gatsheni Online Book Store was established in 2025 as a digital-first bookstore designed to make books more accessible to South African readers. Recognising the growing demand for online shopping, the organisation transitioned from traditional book retail to a fully online platform, ensuring convenience, affordability, and a wide variety of books.

Mission Statement:
To inspire, educate, and empower readers by providing affordable, diverse, and accessible books online.

Vision Statement:
To become South Africa's leading online bookstore, connecting people with stories that change lives.

Target Audience:

- Students and researchers
- Book lovers and casual readers
- Parents seeking children's books
- Professionals interested in personal development and politics

2. Website Goals and Objectives

Goals:

- Provide an easy to use online platform for purchasing books.
- Showcase featured books and categories to help customers find what they need quickly.
- Build a trusted brand presence through a professional and user friendly design.
- Increase customer engagement with features such as categories and cart functionality.

Objectives:

- Launch a fully functional online bookstore by the end of the academic project timeline.
- Attract at least 500 unique visitors in the first month.
- Achieve at least 50 completed orders within the first quarter.

Key Performance Indicators (KPIs):

- Website traffic (number of visitors per week/month).
- Conversion rate (number of purchases vs. visits).
- Customer satisfaction (measured by feedback).
- Bounce rate and time spent on the site.

3. Current Website Analysis

Strengths:

- Clear branding with a professional logo.
- Simple navigation structure (Home, Categories, Books, Cart, About).
- Professional footer with contact details.

Weaknesses:

- Limited interactivity (no search function or advanced filters).
- Static design; lacks responsiveness for mobile devices.
- No integrated payment gateway.

Areas for Improvement:

- Add responsive design for mobile and tablet users.
- Include a search bar and category filters.
- Develop secure checkout and payment integration.

4. Proposed Website Features and Functionality

- **Homepage:** Welcoming introduction, featured books, navigation menu.
- **About Us Page:** History, mission, vision, and values.
- **Categories Page:** Organised sections for genres (Politics, Romance, History, Children, etc.).
- **All Books Page:** Complete list of books with descriptions and prices.
- **Cart Page:** Displays selected books before checkout.
- **Additional Features:** Search bar, secure checkout, user registration/login.

5. Design and User Experience

Colour Scheme:

- Light Blue (navbar background)
- Gold (highlight text and headings)
- Black/White (body text and background)

Typography:

- Primary Font: Calibri (current prototype), Aptos proposed for final design
- Hierarchy:
    - Headings → Bold, slightly larger (16–20pt)
   - Body text → Regular (11pt)

Layout and Design Approach:

- Clean and minimalistic design.
- Use of tables for basic structure (prototype), future improvement with CSS grid/flexbox.
- High readability and simple navigation.

User Experience Considerations:

- Simple navigation bar at the top.
- Categories easily accessible.
- Mobile friendly adjustments planned.

Wireframe (Low-Fidelity Example):
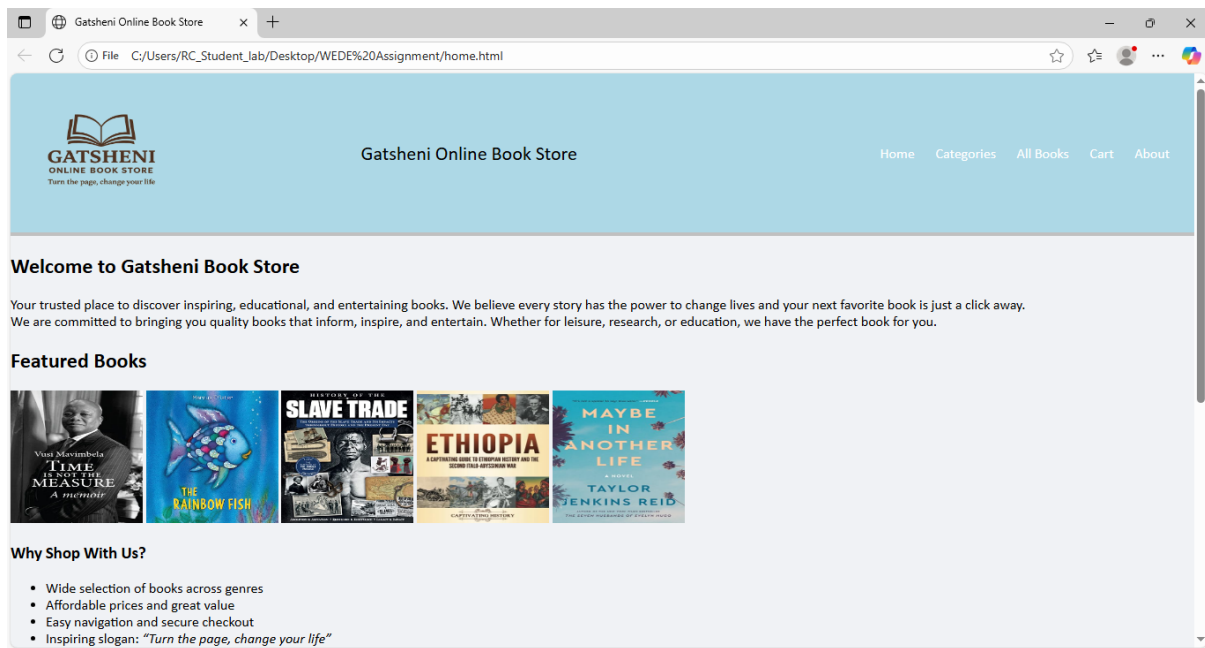
6. Technical Requirements

- **Hosting & Domain:** Affordable shared hosting package with a custom domain (e.g., gatshenibooks.co.za).
- **Programming Languages:** HTML for structure, CSS for design, JavaScript for interactivity.
- **Frameworks:** None required for prototype; future use of Bootstrap/ReactJS possible.
- **Storage:** Book images and data stored in JSON or database.

7. Timeline and Milestones

Week	Milestone
Week 1–2	Project proposal and planning
Week 3–4	Basic HTML structure (Home, About, Contact, Books)
Week 5	Add navigation and featured books
Week 6	Develop About and Contact pages

Week	Milestone
Week 7	Add categories and cart functionality
Week 8	Final testing, proofreading, and submission

8. Budget

- **Domain Registration:** R100–R150 per year
- **Web Hosting:** R50–R150 per month
- **Development (student project):** R0 (self-built)
- **Maintenance:** R500 annually (updates, security)

Total Estimated Budget (First Year): R1,500 – R2,000

9. References

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