POE PROPOSAL

WEDE5020

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Organisation Overview:

Name: Masinyusane

Is a NPO pursuing the mission to improve children's literacy and combating youth unemployment led by Zama Zulu. Using data-driven, scalable programmes and creating meaningful local jobs for previously unemployed youth especially women as literacy coaches in early learning and primary school settings. The organisation was founded in 2008 by Jim McKeown and Fiks Mahola, they met in New Brighton in Gqeberha and bonded over shared passion for uplifting communities.

Website Goals and Objectives:

I would like for the website to attract potential investors to this organisation, more people to see the cause and be an easy way to provide information to users/people of interest. More users interacting with the website means more people are aware of the cause, maybe some might be interested to assist to better the community and the children.

Current Website Analysis:

The website provides a clear mission and purpose right from the homepage, the site clearly communicates who they are and what they do. Their use of data and results builds trust and shows evidence of effectiveness. Their website adapts well to smaller screens which is essential for accessibility in low data environments like rural or township areas.

However, I have identified some weaknesses such their ability to show data that is recent is not frequently, a few areas like graduate stories of the persons upbringing or latest events need to be posted. Navigation could be improved cause the site structure is bit flat, no search function or site map which may frustrate users looking for specific info.

Proposed Website features and Functionality:

I would improve the websites navigation such as add search functions and site maps, make the website easier to use none of that complicated/amateur functions. I would like to show more visuals instead of text to catch the users attention. I would like to also use more fonts, colour palettes and layout choices.

Design and User Experience:

Background images, more bold and bright styles, Layout should be easy to navigate simple but attracting and be aware of users who have epilepsy so that it does not trigger them maybe add a dark mode to cater for epilepsy users.

Technical Requirements:

Domain: masinyusane.org (Top level Domain) to add more trust

Registrar: should be registered in google domains

DNS settings should be configured to point to the hosting providers server and manage email (info@masinyusane.org.) front end should be html(structure) CSS

Timeline and Milestones: with deadlines

WEEK 1: Project kick-off and gathering the requirements day 5

WEEK 2: Domain and Hosting setup day 12

WEEK 3: Design mock-ups and wireframes day 19

WEEK 4: Design feedback and revisions day 26

WEEK 5-6: Development phase day 40

WEEK 7-8: Content integration and visual enhancements and Testing day 47

WEEK 9: Client review and final adjustments day 54

WEEK 10: Prelaunch preparations day 61

WEEK 11: Website launch day 75

WEEK 12: Post Launch support and training day 82

Budget:

- Registration costs R300 per year according to hosting24.co.za
- Hosting ranges from R40 to R300 per month depending on the features according to mcloud9.co.za
- A standard 5-page WordPress site would be R4000 to add on with improved visuals R1000
- Ongoing maintenance would be R200 per month

I have also gained some insights from the community using reddit but from my understanding a basic upgrade with shared hosting and refreshed site could cost between R11,000-R15,000 in the first year.

References:

- http://www.masinyusane.org
- http://www.heraldlive.co.za
- http://www.algoafm.co.za/algoa-cares/masinyusane-development-organisation
- http://www.hosting24.co.za/web-hosting-packages
- http://www.mcloud9.co.za/blog/breaking-down-website-hosting-costs
- https://www.reddit.com/r/southafrica/comments/vnas9z

  IMAGES:

  Masinyusane(n.d) Photo of Jim Mckeown and Fiks Mahola.Available at: https://www.masinyusane.org (accessed 26 august 2025)

  Masinyusane.(n.d). Organisation logo.Masinyusane . https://www.masinyusane.org