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# Organisation Overview

## Company: SaniSide

SaniSide is a small business, run by an anime enthusiast, which specialises in creating anime themed swimsuits. SaniSide originated from the owner's love for the beach, looking cute and anime beach episodes. What began as a hobby shared on TikTok for fun turned into a business opportunity, and SaniSide was born. The name SaniSide is a play on the word "Sunnyside". SaniSide has recently expanded their team and is ready to take on a bigger market.

### Vision

SaniSide dreams of being the momentum that moves designers away from the usual "slap a picture on a T-shirt" approach, by providing the anime community with higher quality anime merchandise that anime fans can proudly wear.

### Mission

SaniSide aims to expand its business to potential international clients and showcase in-stock products to current clients in a catalogue-style format. The company also seeks to improve accessibility for all clients and introduce new product offerings to test customer interest.

Target Audience: Anime fans

Website Goals:

* Improve accessibility for all users, especially mobile visitors
* Showcase available products in a catalogue style format
* Expand reach to international clients
* Evaluate customer interest in new product offerings

KPIs:

* Website load time and bounce rate (measures accessibility; Google Analytics recommended for these metrics) (Forbes Business Council, 2022)
* Product page views and average session duration (measures catalogue browsing; proven engagement indicators like time on site and repeat visits) (Forbes Agency Council, 2017)
* Percentage of international visitors and international sales (measures global reach)
* Click-through rate and conversion rate on new product pages (measures interest in new items)

Proposed Features:

* Homepage
  + New arrivals
  + Best sellers
* Products
* About
* Contact
* Newsletter
* Search bar
* Social Media Integration

Design Aesthetic:

* Colour Palette:
  + Pink, White, Purple
  + Soft patterns
* Typography:
  + Body: Aptos/Calibri 12pt
  + Headings: Times New Roman
* Layout: Catalogue
* Wireframes:
  + Homepage: Featured products with banners
  + Product pages: Pink "Add to cart" buttons

### Technical Requirements:

* Hosting
* Domain
* HTML/CSS/JS
* Content Management System
* Backend
  + Secure payment gateway
  + Product catalogue system
  + Shopping cart & checkout integration
* Security
* SEO & Marketing tools
  + Social Media integration
  + Basic search engine optimisation

Timeline:

* Planning (2-3 weeks)
* Content creation (4–6 weeks)
* Website design (2-3 weeks)
* Testing and review (1-2 weeks)

Budget:

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| --- | --- | --- |
| ITEM | ESTIMATED COST | NOTES |
| Domain & Hosting (Mansa Digital Agency, 2025) | R90 – R300/yr | For .co.za domains |
| Web hosting (Mansa Digital Agency, 2025) | R50 – R200/m or R590 –R2,400/yr | Shared or VPS hosting |
| Design & Setup (Custom) (New Perspective Studio, 2025) | R5 000 – R15 000(once-off) | Covers custom design and development |
| SSL Certificate (Magoven, 2021) | R0 – R1,035/yr | Free with some hosts or paid option |
| SEO Setup (Mansa Digital Agency, 2025) | R500 – R 1 500(once-off), R500- R2 000/m | Recommend the once-off |
| Maintenance & Updates(Designcorp,2025) | R 6 000 – R 12 000/yr | Depending on complexity and support level, recommending annual |

Sitemap:

