

WEB DEVELOPMENT

WEDE5020



SIVUYILE SOKABO

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# **ORGANISATION OVERVIEW**

* **Name:** Sivu’s Pawfect Retreat.
* **Brief History:** As a result of Sivuyile Van Rooyen's passion for animal care and wellness, the company was formally established in 2015. The company wants to give its customers peace of mind while giving their pets the most luxurious, stress-free, and joyful surroundings possible. Inspired by the spa experiences of humans, the company provides pets with the finest possible care by combining relaxing massages, professional grooming, and outdoor activities.
* **Mission Statement:** To build the ideal pet haven where they can get the best possible care, comfort, and love.
* **Vision Statement:** To become the community's most cherished and trusted pet wellness retreat, known for its outstanding pet care, and compassion.
* **Target Audience:** Pet owners who value premium grooming, wellness, and care for their cats, dogs, and other big or small animals.

# **WEBSITE GOALS AND OBJECTIVES**

* Increase brand awareness and attract new customers through a visually interactive and informative online presence. (Chaffey, 2022).
* Allow customers to easily book appointments for grooming, massages, pet walks, and other services.
* Share valuable pet care tips and wellness advice for new owners through vlogs and videos.
* **KPIs**: Website traffic, number of online bookings, customer satisfaction ratings.

# **CURRENT WEBSITE ANALYSIS**

The business currently does not have any websites and it's really struggling without an online website because nobody knows about their business. It’s also a small business which can die at any time I have been hired to add an online website so that I can increase brand awareness and attract new customers so that customers can be aware that there's actually a place like this. With the inclusion of this website more customers will come to the business, and this will allow businesses to boom again.

# **PROPOSED WEBSITE FEATURES AND FUNCTIONALITY**

* **Homepage** will have a kind and welcoming images of pets enjoying spa treatments.
* **About us page**, will be detailing the business story and team.
* **Services page** will be outlining grooming, shaving, massages, pet walking, pet food and other amazing offerings including videos and vlogs.
* **Enquiry page** Ask questions that you want to know about the business.
* **Contact page** with location map, Phone number, email, social media links (Chaffey, 2022).

# **DESIGN AND USER EXPERIENCE**

* **Colour Scheme**: Adding soft colour tones like light blue, green, and pink to create a calming, pet-friendly atmosphere (Smashing Magazine, 2023).
* **Typography**: Professional and clean Arial fonts for headings, accompanied with a nice Aptos body font so that everyone can read the contents of the website because if it is too fancy old clients won’t be able to see properly.
* **Layout and Design**: Warm, inviting images of pets, simple navigation menu, and clear buttons for booking services. We can also add a bit of paw print icons and subtle animal motifs to enhance the theme.

# **TECHNICAL REQUIREMENTS**

* **Hosting and Domain:**
  + **Domain:** [www.sivuspawfectretreat.com](http://www.sivuspawfectretreat.com)
  + **Hosting:** Bluehost is the host that I am choosing because it is fast and reliable (Bluehost, n.d.).
* **Programming Languages and Frameworks:**
  + HTML5, CSS3, and JavaScript (W3C, 2024).
* **Other Tools:** 
  + Booking system integration like SimplyBook.me (SimplyBook.me, n.d.).
  + Secure payment gateway like PayPal (PayPal, n.d.).

# **TIMELINE AND MILESTONE**

* **Weeks 1–2:** Complete branding and content development (images, colour scheme, and typeface).
* **Weeks 3–4:** Create wireframes and approve the design layout.
* **Weeks 5–6:** Build and test functionality (booking system, contact forms, blog).
* **Week 7:** Final quality assurance, SEO, and mobile responsiveness testing.
* **Week 8:** Website launch and marketing campaign rollout (The Independent Institute of Education, 2025).

# **BUDGET**

* Domain registration costs R270 per year.
* Hosting is ± R1 800 per year.
* Integration of the booking system: ± R180 to R540 per month, depending on the supplier (SimplyBook.me, n.d.).
* ± R10 000 for development and design.
* Maintenance & updates: ± R980 per year
* Promotions & Marketing: ± R2 800 per year (Kotler & Keller, 2016).

# **WEBSITE STRUCTURE**

* **Site map:** (The Independent Institute of Education, 2025)
* **Folder Structure:**
  + **HTML FILES:**
    - **Index.html**
    - **Services.html**
    - **Enquiry.html**
    - **AboutUs.html**
    - **Contacs.html**
  + **Images Folder**

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