# Section 1: The proposal:

## 1. Organisation Overview:

* Name: Sevencolourfoodmarketsundays
* Provide a brief history of the organisation.
  + The organization primarily seeks to grow, encourage, and empower artists inside the creative industry. Brand Development, Business Development, Access to New Markets, Marketing, Events and Art Education are the centres' emphasis.
  + Every month on the last Sunday, we have this event: chefs and caterers offer their wonderful cuisine to people from all sorts of life.
  + Artists also come to perform and contribute to everyone having a great time.
* Mission and vision statements.
  + Mission:
    - To empower upcoming artists and culinary creatives by providing accommodating platforms for growth, education, and market access, and to also foster community spirit through shared cultural and social experiences.
  + Vision:
    - A thriving creative economy where artists and food innovators are celebrated, supported, and sustainably connected to audiences as best as possible.
* Target audience:
  + Emerging and established artists seeking exposure, experience, and market access.
  + Culinary creatives - chefs, caterers, and food artisans — eager to showcase their craft and make business while at it.
  + Families, culture lovers, and community members seeking authentic, artistic, and joyful experiences.
  + Educators, brand developers, and business mentors who are invested in the growth of the creative industry.
  + Local and international visitors curious about South African culture through food and art.

## 2. Website Goals and Objectives:

* Define specific goals for the website (e.g., increase website traffic, generate leads, sell products, or provide valuable information).
* Determine and present key performance indicators (KPIs) to measure success.
* Showcase upcoming events with details and visuals
* Allow audience to see ticket information (optionally to book tickets, or redirect to booking system)
* Provide events logistical info (venue, time, contact)
* Show past events (photos, testimonials, information of artists)

## 3. Current Website Analysis (if applicable):

* Not Applicable

## 4. Proposed Website Features and Functionality:

* On every page there is a navigation list
* Homepage (Heading / Title of the Website and Image branding)
* Events (Event title, Event date, Event description, Event location)
* Event ticket information (Info on tickets for the event(s))
* Contact Us (Contact details for the providers of the site)
* About page (mission, team, history)

## 5. Design and User Experience:

* Discuss the overall design aesthetic and branding, highlighting the following:
* Colour Scheme: [white, red, purple, orange, blue]
* Typography: [Aptos font]
* Layout and Design: [Canva]
* User experience considerations (e.g., navigation, layout, colour scheme).
  + Navigation is always at the top of the page to ensure easy navigation.
  + Layout it must be organised, simple and user friendly
  + Colour Scheme not too bright and not too Dim

## 6. Technical Requirements:

* For the submission of part 1
  + HTML(5)

## 7. Timeline and Milestones:

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| --- | --- | --- | --- |
| **Date** | **Timeframe** | **Item** | **Description & Activities** |
| 15 August 2025 | Day 1 | **Project Kick-off** | Define scope, discuss expectations and be ready for daily/weekly check-ins. |
| 15–20 August 2025 | Week 1 | **Research & Planning Phase** | Conduct target market research, analyse similar platforms, and gather visual inspiration(images). |
| 21–26 August 2025 | Week 2 | **Design & Development (Part 1)** | Build html pages for homepage, about, contact, food and beverages, past and upcoming events and news. Apply branding (Homepage images), ensure mobile responsiveness, and test basic interactivity. |
| 27 August 2025 | Day 13 | **Submission of Part 1** | Submit first deliverable with Project Proposal document, that details the goal and objectives, project timeline and budget. |
| 28 August – 2 Sept 2025 | Week 3 | **Design & Development (Part 2)** | Adding more colour and style to the website, Optimize user experience, accessibility, and cross-browser compatibility. |
| 3 September 2025 | Day 20 | **Submission of Part 2** | Submit final version with all features. Including any further documentation, and/or resources required/necessary. |

## 8. Budget:

* This is a realistic representation of estimates of a real-life budget for development, hosting, and maintenance etc. (while this is a series of assignments, this budget reflects realistic amounts based on research).

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| **Item** | **Estimated Cost (Rands)** | **Details** |
| **Domain Registration** | R150 – R300/year | .[co.za](https://co.za/) or .[org.za](https://org.za/) domains are affordable and locally relevant. |
| **Hosting (Shared or VPS)** | R500 – R1,500/month | Depends on traffic, storage, and support. VPS is better for scalability. |
| **Design & Development (Custom)** | R6,000 – R16,000 once-off | For a 5–7-page site with custom layout, responsive design, and basic JavaScript. |
| **Logo & Branding Assets** | R750 – R2,000 once-off | Optional but valuable for identity and consistency. |
| **SEO & Performance Optimization** | R1,000 – R3,000 once-off | Helps with visibility and faster load times. |
| **Maintenance & Updates** | R500 – R1,500/month | If this website were to require maintenance, this is what would Covers bug fixes, content updates, and backups. |
| **Optional: Event Booking System** | R2,000 – R5,000 once-off | If you want users to RSVP or book stalls online. |

## 9. References:

Bunnypants. (n.d.). How much does web design cost in South Africa?. Retrieved August 27, 2025, from <https://www.bunnypants.co.za/how-much-does-web-design-cost-in-south-africa/>

Advertising Solutions SA. (n.d.). Website design cost South Africa. Retrieved August 27, 2025, from <https://advertisingsolutions.co.za/website-design-cost-south-africa/>

AdzOnline. (n.d.). Website design prices. Retrieved August 27, 2025, from <https://www.adzonline.co.za/website-design-prices/>

ProjectManager. (n.d.). Project milestones: What they are and how to use them. Retrieved August 27, 2025, from <https://www.projectmanager.com/blog/project-milestone>