Organisation Overview:

* Anita’s Bakes
* This is a small cake business owned by a student who finds baking as a side hustle hobby as she is a full-time student. It was started in April 2025, and it has been prospering ever since, with great reviews from clients who love baked goods.
* Anita and her team are dedicated to make their clients happy through a slice of cake, a cupcake bite, and this bring great joy to Anita herself because she loves seeing people beam about her baking skills, she has trained team to be as good as she is so she can focus on her studies and not once have they failed her.
* The target audience
* Parents
* Kids
* Birthday evens
* Wedding
* And any events

Website Goals and Objectives:

* Allow ordering– Customers can order on the website.
* Allow payments - Giving the customers an option to either pay on the website or pay cash.
* Increase website traffic – Make more customers aware that the business has a website, increasing customer reach.
* Engagement – Building an online customer base that will provide necessary leads.

Key Performance indicators:

* Website traffic: Number of customers that visit the website.
* Online Bookings: Number of customers that want to make an order.
* Customer satisfaction and ratings: Client reviews and opinions about the service they got and the website functionality.
* Business Growth: Increasing the sales via website and online presence.

Proposed Website features and functionality:

* Home page: Displaying relevant information about the business and upcoming events and announcement.
* About us page: A brief description about the business and what it offers to clients.
* Contact page: Giving information on how to keep contact with the business by providing contact numbers and socials.
* Service Page: A catalogue of hairstyles that have been previously done, this will consist of pictures, a video, description, sizes and prices.
* Customer booking Form: Interactive form allowing customers to book their slots =, describe the hairstyle/services they want.

Design and User Experience:

* Overall design: Barbie aesthetic, elegant design to reflect professionalism and creativity.
* Colour scheme: Pastel colours (light and dark pink, beige, white and black writing)
* Typography: Body text – simple, readable font (e.g. Aptos, Arial)
* Headings -Bold, decorative font (e.g. Source Sans)
* Layout and design: Accessible to any device, mobile, tablet, pc, and desktop
* Clear navigation bar at the top (Home, About us, Contact, Services, Bookings)
* Use of images and videos for an engaging user experience.
* User experience consideration: Easy navigation and no redirects to other websites., fast loading pages with optimised images as well as consistent branding.
* Wireframes:
* Homepage – Banner and featured clients + quick links.
* Product page – Layout with images + pricelist
* Contact Page - Simple form + map integration.

Technical Requirements:

* Secure hosting service
* Domain name: [www.Anitasbakes.co.za](https://www.anitasbakes.co.za/)
* Programming language & frameworks
* HTML – website structure
* CSS – styling and responsive design.
* JavaScript – Interactivity (forms, image sliders)

Timeline and Milestones:

* 20 August
* Planning
* HTML framework
* Design
* Functional requirements
* 27 August
* Colour scheme added
* CSS tags
* Layout, typology
* Visuals
* 26 September
* Adding interactive elements
* Dynamic content

Budget

Based on the factors that determine the pricing a website and its design, this website is viewed as a lower-tier website. The price would range between R3500 to R5500.