

**Name : Tinyiko Ndou**

**Student Number: ST10490357**

**Group: 03**

**WEDE5020: Project proposal 2**

# WEBSITE PROPOSAL

IBHONi BICYCLE TOURS

## **TABLE OF CONTENTS**

### **Pg.**

1. Name of organisation, background, Mission & Vision
2. Website goals and proposed features
3. Timeline & Milestones
4. References
5. Github Link: <https://github.com/Tinyiko-Ndou/Book-Ibhoni>

**Name: Ibhoni Bicycle Tours**

**Background:**

Book Ibhoni is a South African bicycle tour company based in Soweto. Founded in 2016, it offers unique, guided cycling experiences through historic townships, with a focus on culture, history, and local storytelling. The company also supports youth empowerment and community development initiatives.

**Mission:**

To promote sustainable tourism and local culture through immersive bicycle tours in South Africa's most iconic townships.

**Vision:**

To become the leading township bicycle tour provider in South Africa, connecting visitors with authentic local experiences.

**Target Audience:**

Tourists (local and international), schools, NGOs, and corporates seeking educational and cultural experiences. Age group: 13–50.

Essentially people who are adventurous

## **2. Website Goals & KPIs**

Purpose of the Site:

- To allow users to book tours online
- To showcase available routes and experiences with media (photos/videos)
- To share the story of the business and its community impact
- To increase visibility to international travellers and agencies

Key Performance Indicators (KPIs):

- Online bookings per month
- Website traffic from tourism platforms (e.g., TripAdvisor)
- Bounce rate and average time spent on tour pages
- Customer reviews and testimonials submitted

### 3. Current Website Analysis

Book Ibhoni currently operates through word-of-mouth, social media, and partnerships with local travel agencies. A basic website exists but lacks functionality such as booking, responsive design, and up-to-date content.

Strengths: Strong social media presence and unique offering

Weaknesses: Limited online booking capabilities

Improvements: Add real-time booking, interactive maps, and mobile optimization



### 4. Proposed Features

- Homepage: Hero image (“Book Your Ride”), highlights of Top tours
- Tour Listings: Each tour with description, price, duration, difficulty level
- Booking Page: Calendar-based booking system with deposit/payment options
- Gallery: Photos and videos from previous tours
- About Us: Company story, community impact, team
- Contact Page: WhatsApp chat integration, contact form, social media links

## 5. Design & UX

•Colour Scheme: Inspired by South African heritage – vibrant reds, yellows, greens, and earthy tones

- Fonts: Clean, modern sans-serif fonts (e.g., Poppins, Roboto)
- Layout: Mobile-first design with intuitive navigation
- Wireframes: To be created with Figma (to show booking flow and tour pages)

## 6. Technical Requirements

- Hosting: xneelo or Afrihost (local, reliable hosts)
- Domain: [www.bookibhoni.co.za](http://www.bookibhoni.co.za)
- Technologies Used:
- HTML5, CSS, JavaScript

## 7. Timeline & Milestones

Milestone	Date
Proposal Submission	08 August 2025
Website Development Begins	10 August 2025
Tour packages & Images	11 August 2025
Booking System	12 August 2025
Testing & feedback	25 August 2025
Part one submission	27 August 2025

## 8. Budget

Item	Estimated Cost (ZAR)
Domain Registration	R150
Hosting (12 months)	R1,000
Booking Plugin License	R800

Development & Design	R2,500
Payment Gateway Setup	R500
Maintenance (6 months)	R800
Total Estimated Cost	R5,750

## 9. References

- [www.sowetobackpackers.com](http://www.sowetobackpackers.com) – Local tourism inspiration
- [www.wheretostay.co.za](http://www.wheretostay.co.za) – User-friendly local tourism site
- Google Analytics & Google Search Console – For tracking traffic and performance
- W3School.com for Html/CSS/JavaScript

### References for images used in website:

- StartUp Magazine South Africa. (2025) *Book Ibhoni: Pedalling Literacy and Community Empowerment in Soweto*. [Online] Available at: <https://startupmag.co.za/2025/05/book-ibhoni-pedaling-literacy-and-community-empowerment-in-soweto/> [Accessed 27 Aug. 2025].
- ExploreSoweto. (n.d.) *Take a Ride With Book iBhoni—A Bicycle Tour and Courier Business*. [Online] Available at: <https://exploresoweto.co.za/take-a-ride-with-book-ibhoni-a-bicycle-tour-and-courier-business/> [Accessed 27 Aug. 2025].
- The Citizen. (n.d.) *Book Ibhoni offers discounted bicycle tours in exchange for books*. [Online] Available at: <https://www.citizen.co.za/news/book-ibhoni-offers-discounted-bicycle-tours-in-exchange-for-books/> [Accessed 27 Aug. 2025].
- The Mail & Guardian. (n.d.) *Book Ibhoni – Greening the Future Awards*. [Online] Available at: <https://mg.co.za/greening-the-future/book-ibhoni/> [Accessed 27 Aug. 2025].
- In Your Pocket. (n.d.) *Book Ibhoni Cycling Tours*. [Online] Available at: [https://www.inyourpocket.com/johannesburg/book-ibhoni-cycling-tours\\_158611v](https://www.inyourpocket.com/johannesburg/book-ibhoni-cycling-tours_158611v) [Accessed 27 Aug. 2025]