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WEDE5020: Project proposal 2

WEBSITE PROPOSAL

IBHONI BICYCLE TOURS

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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
- 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 – Local tourism inspiration
- 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:

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