

POE – PART 1

WEDE5020

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Group 3

Context

Organization Overview.....
Website Goals And Objectives.....
Proposed Website Features And Functionality.....
Design And User Experience.....
Technical requirements.....
Timeline And Milestones.....
Budget.....
References.....

Organization Name: Tomorrow oil cc

Business overview

Tomorrow oil is a black owned family company which has been in operation since 2005. At tomorrow oil we pride ourselves in preserving the environment, and focusing on the sustainable management of used black oil. There are many environmental challenges posed by the disposal of waste oil, our company specializes in the recycling and storage of used oil . Tomorrow oil also refines and processes used black oil into a variety of products, ensuring that the oil is repurposed safely and efficiently. Tomorrow oil, refines and processes used oil into high-quality recycled oil products like Diesel, hydraulic oil, jet fuel, asphalt, lubricants and petrochemicals. With a vision to combat environmental pollution, Tomorrow oil has positioned itself as one of the leaders in oil waste management, providing for those industries that require responsible disposal and reuse solutions.

Mission and Vision Statement

As Tomorrow Oil cc we are committed to transforming waste oil into valuable products through innovative recycling solutions. We at Tomorrow Oil pride ourselves in promoting environmental sustainability and providing cost effective and ecofriendly alternatives for industries and individuals. Our vision is to be the leading force in sustainable oil recycling as well as having innovative solutions in waste oil management.

Target Audience.

Tomorrow Oil has a diverse range of clients including;

- Industrial companies generating used oil
- Automotive service centers and mechanics
- Manufacturing plants requiring proper oil disposal
- Government and environmental agencies promoting waste management
- Businesses seeking ecofriendly recycling solutions

With a strong foundation in sustainability, Tomorrow Oil continues to stretch out its impact, ensuring that waste oil is managed responsibly while contributing to a greener environment.

Website Goals and Objectives

- Brand awareness. Making people more aware of our products and services
- Generating customer leads.
- Boosting sales
- Customer support
- Engage Audience and Increase social mentions as a marketing strategy

Tomorrow Oil KPI to measure business success.

- Oil recycling rates. The percentage of used oil successfully recycled
- Processing time. Time taken to recycle and store used oil
- Revenue growth percentage. Year to year increase
- Profit margin used oil recycled, processed and sold
- Cost per flow bin of recycled oil
- Waste reduction
- Regulatory compliance with environmental laws and standards
- Customer satisfaction and retention
- On time delivery

Website Features and Functionality

Outline essential features

Home page; welcome page, provides information about the business and the services it provides, provides business vision and mission. Provides pictures of the products and services offered at the business. Includes company name and logo, trading hours and location. There is also a navigation bar directing you to other pages of the site.

Products and services. Provides in detail information about the company and what it offers as well as the pricing of products and services. Gives existing and potential customers a feel of the business.

About us; this will include information about the business ie the mission and vision statement as well as the funders information too. Introduce shareholders and outline company history, achievements and values.

Contact; this page will include all relevant contact details for business. Phone numbers, emails, fax, social media links.

Success stories. This page will include success stories on milestones company has reached as well as customer success stories with Tomorrow Oil.

Images; this page will provide all relevant pictures of products and services provided at Tomorrow oil.

Why recycle. This page will include details and information on oil recycling and how it benefits our environment.

Design and user experience

- Colour scheme; for Tomorrow oil website i will use the colours white, black, grey, and metalic tones to represent oil and energy.
- Typography. I will pick a bold yet simple font to promote clarity like Roboto
- Layout and design; A clear and readable homepage with clear call to action instructions. High quality images.
- User experience and considerations; easy navigation with a constant navigation bar. Mobile friendly

Technical requirements

Hosting and domain

Domain name www.tomorrowoilcc.co.za

Hosting provider;

Languages and Frameworks; html, css, java script

Timeline

20-24 February 2025	Find organisation
24-28 February 2025	Reaserch and content gathering
25 Feb – 1 March 2025	Draft proposal

1-5 March 2025	Create HTML structure
7 March 2025	Submit Part 1

Budget

Domain Name	R1500 per year
Hosting	R2000 per year
Development costs	R25000 per developer
Website Maintenance	R789 per month

References: Founder, Kenny Kenneth Moloko, gemini.google google, Rose foundation website.

Referencing

online pictures	figure 1. ewor (s.a.) before and after.	< https://www.ewor.co.za/image/before-after.png > (accessed 1 April 2025).
	figure 2. oilyhands	< https://lens.usercontent.google.com/image?vsrid=CJaLvd219OLX5AEQAhgBliQ2MDc3Njk5Yi0xYzA2LTQyZTUOGU3NS01ODczZWRiZTQzYjM&gsessionid=GZMWzniNc3RGE8GEDVDZ1zJnLYcz1vy6Z-YEljyCltNu_hbrjY7kA > (accessed 1 April 2025)
	figure 3 3travellingacrosstime	< https://3travellingacrosstime.com/wp-content/uploads/2016/03/shutterstock_157235432.jpg > (accessed 30 March)
	figure 4 elite automotive	< https://encrypted-tbn2.gstatic.com/images?q=tbn:ANd9GcT993wA1r4TQCOoTCAmYQD-L9uhlr6JU1s4Vvn8aSnuiyeHxe9j > (accessed 31 March 2025)

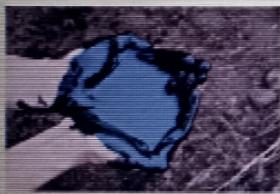


figure 1. before and after

figure 2 oilyhands





figure 1. before and after



figure 2 oilyhands



figure 3 sign

figure 4	unnamed	< https://www.google.com/url?sa=i&url=https%3A%2F%2Ftwitter.com%2FSanDiegoESD%2Fstatus%2F967157598658076672&psig=AOvVaw0x6n8F6sLs87B1QAVWTBPD&ust=1744143950014000&source=images&cd=vfe&opi=89978449&ved=0CBIQjhxaFwoTCNDG_6HhxowDFQAAAAAAdAAAAAABAE > (accessed 28 March 2025)
figure 5	indiamart	< https://5.imimg.com/data5/ZZ/ZZ/GLADMIN-/recycling-of-sludge-waste-oil-250x250.png > (accessed 28 March 2025)

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figure 4 unnamed



figure 5 usableoil

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