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**Subject Name: Web Development (introduction)**

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**Organization Overview**

1. The name of my organization is **Treasure Fit**
2. **History of My Organization**

**TreasureFit: Where Fitness Dreams Take Flight**

* In the early months of 2025, at the tender age of 19 Treasure Lesinya founded **TreasureFit**, a fitness organization with a unique vision: to create a supportive community where people could achieve their fitness goals and feel good about themselves. Starting with pop-up classes in local parks, **TreasureFit** quickly gained traction, thanks to Treasure’s infectious energy and genuine care for his clients. Today, **TreasureFit** is a thriving fitness hub, offering a range of programs and fostering a positive and empowering environment for individuals on their fitness journeys.

Figure 1: Lesinya, T. 2024 *TREASURE at a local gym.* (Treasure’s phone, 2024)

1. **Mission and Vision**

* **Mission Statement:** To empower individuals to achieve their fitness goals through accessible, inclusive, and inspiring programs, fostering a community of support and celebrating every milestone.
* **Vision Statement:** To be the leading fitness organization in the community, known for its innovative approach, dedication to client success, and positive impact on overall well-being.

1. **Target Audience**
   * **Busy Professionals:** Individuals with demanding careers who are looking for convenient and effective ways to stay fit and manage stress.
   * **Students:** Students looking for affordable and accessible fitness options to improve their health and well-being.
   * **Seniors:** Active seniors who want to maintain their strength, flexibility, and balance.
   * **Individuals with Special Needs:** People with physical or mental disabilities who are looking for inclusive and supportive fitness programs.

* **Community Members Seeking Social Connection:** People who are looking for a supportive community and a fun way to stay active.

**Website Goals and Objectives**

1. **Website Goal**

A person and person lifting weights

AI-generated content may be incorrect.**First Goal**: Enhance brand awareness and attract new clients through online channels.

Strategy:

* Optimize the website for search engines (SEO) to improve visibility in search results.
* Run targeted online advertising campaigns.
* Partner with local influencers or fitness bloggers.
* Leverage social media platforms to showcase the **TreasureFit** community and brand.

Figure 2: Lesinya, T. 2024 *TreasureFit Hero image*. (Treasure’s phone, 2024)

**Lead Generation & Booking:**

* **Goal:** Make it easy for potential clients to inquire about services, book classes, or schedule consultations directly through the website.

Strategy:

* Integrate online booking and scheduling tools.
* Offer a free trial or introductory offer to incentivize sign-ups.

Figure 3: Lesinya, T. 2024 *INTERIOR*. (Treasure’s phone, 2024)



1. **KPI would be:**

**Website Performance:** (Virgin Active, 2025)

* **Conversion Rate:** (Bookings/Inquiries)
* **Website Traffic:** (Unique Visitors)
* **Bounce Rate:** (Single-Page Visits)

**Community & Engagement:**

* **Social Media Engagement:** (Likes, Shares, Comments)

**Website Analysis**

**Current Website Strength and Weakness:**

* **Strength:** Clear “Book Now” buttons.
* **Weakness:** Low booking conversion rate.

**Improvement:**

* Integrate direct online class scheduling and payment options instead of just a contact form.

**Website Features**

**TreasureFit Website: Essential key Features**

* **Online Class Booking**: Easy scheduling and payment. (Virgin Active, 2025)
* **Member Profiles**: Track progress, managing bookings.
* **Content Library**: Fitness tips, workouts, nutrition. (Virgin Active, 2025)
* **Community Forum**: Connect with other members**.**

**Design and User Experience**

**TreasureFit: Black & Blue Design**

* **Colors:** Black, blue, white.
* **Fonts:** Modern sans-serif (headlines), readable sans-serif (body).
* **Layout:** Clean, grid-based, mobile-friendly.
* **User experience:** Easy navigation , fast loading, clear Calls To-Action (CTAs).

**Technical Requirements**

**Hosting:**

* Shared (start), then VPS/dedicated (scale).
* Reliable uptime, SSL, database support.

**Domain:**

* TreasureFit.com
* Easy to remember and spell.

**Programming:**

Front-end:

* HTML (HypertText Markup Language) will be the foundation for my webpages
* CSS (Cascading Style Sheet) will be for styling and layout

**Timeline and Milestone**

**TreasureFit Website: Launch Timeline (Early 2025)**

* **Phase 1 (1 Week): Planning:**
  + Goals, branding, features.
  + Hosting/domain setup.
  + Milestone 1: Plan Approval.
* **Phase 2 (2 Weeks): Development:**
  + Website build (front/back-end).
  + Booking/member features.
  + Content creation.
  + Milestone 2: Core Features Complete.
* **Phase 3 (4 Weeks): Testing:**
  + Browser/device testing.
  + User feedback.
  + SEO/performance checks.
  + Milestone 3: Testing Complete.
* **Phase 4 (Launch):**
  + Website launch (Early 2025).
  + Initial marketing.
  + Milestone 4: Website Live.
  + Ongoing: traffic growth

**Website Budget**

1. **Initial Development & Setup Costs:**

* **Domain Name (TreasureFit.com):** R 100 - R 200/year
* **Web Hosting (Shared, South African Provider):** R 80 - R 250/month
* **SSL Certificate (Included or Separate):** R 0 - R 500/year
* **Plugins/Extensions (Booking, Forms, etc.):** R 0 - R 1000
* **Logo Design (Outsourced, Freelancer):** R 1000 - R 3000+
* **Professional Photography/Videography (Local):** R 800 – R2000+
* **Website Development (Freelancer):** R 5000+ (Dependent on website complexity)
* **Content Creation (DIY):** R 2000+/year

1. **Ongoing Costs (Monthly):**

* **Web Hosting (After initial discount):** R 150 - R 500/month
* **Plugin/Software Subscriptions:** R 100 - R 500/month
* **Website Maintenance/Updates (Outsourced):** R 500 - R 1500/month
* **Marketing/Advertising (Ongoing, social media, Google Ads):** R 1000+/month

1. **Contingency Fund:**

* Allocate 10-20% of the total budget for unexpected expenses.

1. **Budget Breakdown:**

* **Low-End Estimate (DIY Development, Free/Basic Resources):**
  + Initial: R 8 000 - R 15 000
  + Ongoing: R 750 - R 1500/month

**Reference List**

1. Virgin Active, 2025. *Book A Tour.* [Online] Available at: <https://virgin-active.typeform.com/book-a-tour> [Accessed, 20 March].
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3. Virgin Active, 2025. *Memberships Payment.* [Online] Available at: <https://www.virginactive.co.za/memberships> [Accessed, 21 March].