Web Development introduction

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Save the Children

Save the Children protects and fights for the rights of children. The foundation ensures that a healthy start at a great education. The foundation doesn’t spare any expense when it comes to the education of the kids it its care. The Save the Children story is and will always be one of hope and deeply passionate and committed people, determined to ensure the world is a better place for all our children.

It began with one woman who changed the world’s response to children in need. On the 19 May in the year 1919 a woman by the name of Eglantyne Jebb began a worldwide movement – that movement was the Save the Children Fund. She was always driven by the belief that all children have the right to a healthy, happy and fulfilling life.

The Save The Children fund started their work in South Africa in 1944 and their families in some of the smallest and most in need communities. Save the children South Africa was formed in 2013 the fund was used to fight for local children and their rights. Save the Children South Africa became an official member of the Save the Children International this is thanks to the merger of many Save the Children funds such as Gauteng, Save the Children UK and Save the Children Sweden, Save the Children KwaZulu-Natal.

The Save the children organisation believe that all children and adolescents have the right to a decent present and future. At this organisation we believe that their needs and voices must be heard. Lasting results for millions of children and adolescents have been achieved, this included children and adolescents that are difficult to reach. We aim to ensure all kids around the world are having their voices heard. The kids all deserve to have a great education and great life.

**Goals of the organisation.**

Save the Children agreed on a new worldwide strategy in the year 2015 Ambition for Children 2030. We also published a strategic plan for 2016-2018. You

Through this strategy, aims to harness our resources, energy, knowledge and expertise to drive our three global breakthroughs for 2030:

. Survive: No death of any child.

. Learn: All the children will have a quality education.

. Be protected: zero tolerance of violence against children.

And we are pleased to report that there have been no deaths of any child in our origination. All kids are receiving the best education possible. The zero tolerance of child violence has been a success; no child has been hurt.

(Save the Children, 2025)

**Website Goals and objective**

**Increase in website traffic is important because it allows for many things such as:**

**.** brand awareness – Increase in website traffic can lead to more people and organisations becoming more familiar with the fund and that will allow for more word of mouth.

. Revenue Opportunities will be higher – The more traffic that your website gets will more often the not result in more money that could ether be through lead generation, sales that are direct or advertising.

. SEO Benefits – The platform Google loves websites that attracts new and or more visitors.

There are many ways to increase traffic of your website

(Backlink, 2025)

**How to get more donations for nonprofits.**

There are many ways to get more people to donate to the fund so that you can get more capital for the fund to help those in need such as:

. Creating a donation page that is also branded – The very first thing to do is make sure that your website is solid shape. You web page should be secure, up-to-date, and on-brand – with minimal effort required from your end!

. Offer a convenient text-giving option - Text to give will allow any potential donor the chance to donate by sending a text message with their mobile phones**.**

(DonorBoxBlog, 2025)

**What are key performance indicators to measure success.**

As your organization continues to grow the base of your strategic plan will most likely be the centre of attention and you will need to find out what your key performance indicators are.

What KPI will this website use.

The Save the Children uses a system that is structured that is primarily it is based on all their Global Indicators framework; this means that it measures the results of each of the projects that’s across countries and thematic areas. That means these KPIs have been designed to support the outcome-focused work and efficiency data usage.

Key aspects of Save the Children’s KPI:

* Outcome and Output Levels: The Save the Children KPIs cover both the outcome-level and the output-level. The outcome-level impacts the overall lives of children and the output-level (direct deliverables and activities) indicators.
* Strategy Indicators: It is a broad result metric that can be used to track the country level progress in the country and is used to measure global progress toward SDGs (Sustainable Development Goals)

**(Geeksforgeeks, 2025)**

**Current website Analysis**

When looking through the website I could immediately see some weakness on the website I choose like:

. The content of the website is somewhat outdated some of the information that is present on the website is not up to date with what’s new in the world.

. The design is also not creative and could have been done a lot better for example the colour choice is basic and noy really eye catching.

. The content is also not as much as I had hoped it would be when I started reading and going through the website.

(IIE,2025)

**Area of improvements // (IIE, 2025)**

When looking at the above-mentioned weaknesses there are ways to fic them such as the following:

. Make sure that the content on the page is up to date and all content and news is about current things or events of the fund.

. When creating a design, it’s important to make sure that it is eye catching and draws people’s attention. Make sure to also make use of better colours and fonts.

. Make sure that content is also more and that there’s plenty of information talking about many of the foundation and what it is about. I would also have liked to have seen more pictures of the organization**.**

**Proposed Website features and functionality. // (IIE, 2025)**

**.** On the Homepage it is very inviting, and it lays out perfectly what the foundation is about and there are also the pictures of all the children involved with the organisation and the logo is present. The main menu is also on the homepage and allows the user to do things such as change their settings**.**

**.** The About Us page gives information about the organization. The page tells us many things such as how the organization was founded and what its goals are. You can also read articles that have been written in newspapers from previous years about the foundation. The About Us page also has videos that people can watch on their YouTube at this page.

**.** The Contact page provides many was for people who are thinking about donating to get in contact with the foundation. The links for all their social media platforms such as Facebook and Instagram. If you want to donate there’s also links that are on the page that makes it easier to donate with instructions that are easy to follow.

**Design and user experience // (IIE, 2025)**

. The overall design is simple and not exciting in my opinion. I am a fan of the colours that the designs of this website choose when creating the website. The aesthetic is really welcoming and to whoever is on the website.

. The colour scheme really is simple but that doesn’t always mean bad in this case the colour scheme feels perfectly done. There are only really two colours that is used in the website design, and the colours are great together.

. The font choice in the simple and throughout the entire website the font style never changes and is always the same.

. The overall approach is well done on the home page is well done there are pictures and that are sized accordingly and text that have the appropriate font size. The About us page has just enough pictures and all the pictures are sized appropriately and the same goes to the contact page.

. The user experience considerations such as the navigation from one page to another is great because the navigation allows the user to easily go to the next page and even return the home page if necessary.

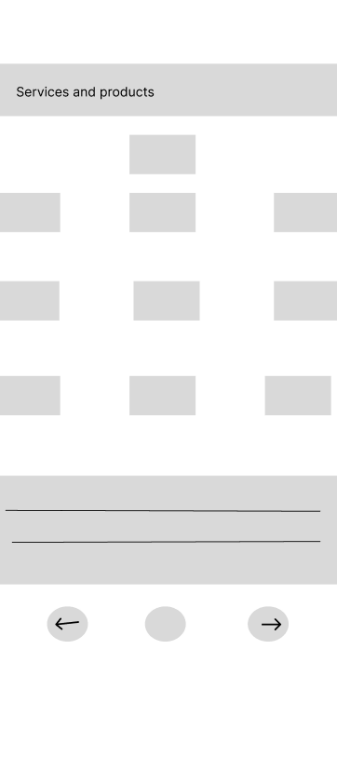
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Identify hosting and domain name requirements and programming language and frameworks

. Hosting requirements – It is not rare to see that many businesses often make the mistake of emphasizing a bit too much on advanced website hosting features for example databases and scripting that they often that they need to focus mainly on actual hosting needs.

. The requirements when securing a domain name is that you need to make that you must select a domain registrar where you will be able to buy a domain name. Make sure that you choose the best name considering factors like you name or specialty.

. Programming language – are Languages that are always used to write software for example Java and JavaScript. Each of these languages uses cases. Programming is essential components when developing software.

. Frameworks is a collection of code that has been pre-written that is used to simplify the development process for a specific programming language. The difference between programming languages and frameworks is that programming languages is considered a tool when writing code, while a framework provides a structure and a set of tools that helps streamline the development process.

(SofterMii,2025)

(CodeCademy,2025)

Timelines and Milestones

In this Assignment we have many different submission dates for each different parts of the assignment. I have planned out the submission dates to help me keep up to date and not miss a submission date. I will also lay out the important milestones for each part of the assignments part 1 to part 3.

**Part 1 Project Proposal** – The project proposals are the first of the submissions that needs to be submitted before I am allowed to continue with rest of the project part 1. The sir must give me the greenlight to continue with the assignment.

. I started the 5th of August

. On the 5th I started with finding my non-profit. I did my organization overview

. On the 7th I completed question 2 website goals and objectives. I also completed question 3 Current website analysis and 4 proposed website features and functionality.

. On the 9th I completed Question 5 Design and user experience. I also completed question 6 Technical requirements.

. On the 10th I completed question 7 timeline and milestones. I also completed question 8 and 9

Part 1 – If I get the greenlight and can start with my project 1this part of the project needs to be submitted by 27 August.

On the 14th – Content research and sourcing

On the 15th - File Organization

On the 16th - Website structure and file and folder structure.

On the 18th – HTML structure and basic content and basic HTML structure.

On the 19th - Content integration and navigation.

On the 20th – Testing and debugging and add comments.

On the 23rd - GitHub repository

On the 24th - Submit on GitHub

Part 2 – I will have to design the visuals by the 29 September.

On the 14th - working through feedback from part 1.

On the 15th – CSS styling for desktop stylesheet.

On the 16th – establish a base style and apply typograph styles.

On the 18th – Create a layout structure and apply visuals.

On the 19th – Relative units, Responsive images and test and iterate.

On the 23rd - Additional tips

On the 25th - GitHub Repository and submission requirements

Part 3

On the 14th - working through feedback from part 2.

On the 15th –Functionality.

On the 16th – Search engine optimization.

On the 18th – Form Functionality and validation.

On the 19th – JavaScript from validation.

On the 25th - GitHub Repository and submission requirements

(IIE,2025)

Budget

There are many different factors that can affect the cost.

. Size: The amount of number of pages and the features on the website.

. Complexity: The level of customisation and functionality.

. Hosting: The type of hosting package used, such as shared or dedicated.

. Maintenance: The ongoing costs of all the updates and not to mention the maintenance.

(IIE,2025)

Website costs.

. Basic website – a simple website can cost between R3000 and R7000

. Small business website – A website that has a few pages and a contact form can cost between R6000 and R13000.

. Custom website – A complex or even a website that is custom built can be pricy and can cost between R20000 and R50000

|  |  |
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(IIE,2025)

Women for Change

Women for Change (WFC) is a foundation that was founded in the year 2016 and in that short period of time has become one the most influential non-profit organisations that is dedicated to the fight against Gender Based Violence. The organisation has always been driven by the mission to make sure to raise awareness, to not only inspire but advocate for meaningful change. Women for Change has used the power of social media to not only expose the GBV crisis but to demand justice.

Theres has been a rapid growth in the online community with over 520,000 followers and the impressions has been over 40 million monthly, Women for Change has made the stories of survivors heard, not only that they have influenced the public opinion and has also put pressure on policymakers to take decisive action. Women for Change has created a power platform that allows victims of sexual assault to break their silence, find unwavering support and guidance, and access vital resource.

(Women for Change, 2025)

The goals of Women for Change.

. Raise awareness – Makes sure boldly the truth of Gender Base Violence and break the silence and spark action nationwide.

. Empowering Through Education – Makes sure to guide and even educate society on Gender Base Violence, prevention strategies on changes needed to end the violence.

. Providing Lifesaving Support – Makes sure to offer safe and accessible support online and provide guidance for victims and survivors.

. Relentless Advocacy for Justice – Makes sure to continue the fearlessly fighting for the rights of survivors and victims’ by always challenging systems, demanding accountability, and driving legal and policy reform.

Our Vision & Mission Statement

Vision

Women for Change has a vision of a South Africa that has no violent lives for women and children, a country that is only rooted in dignity, equality and justice.

Woman for Change also strives for a future where gender-based violence does no longer exist, sexual assault is not common, and where every survivor has support.

(Women for Change, 2025)

Mission

Women for Change is determined in its fight to end gender-based violence. We set out to raise awareness, expose injustice and to empower victims, survivors through relentless advocacy, trauma-informed support, and innovative technology.

Website goals

Website traffic

**Increase in website traffic is important because it allows for many things such as:**

**.** awareness of brand – The increase in your website traffic can lead to more people and even different organisations becoming more and more familiar with the organization and that will allow for more word of mouth.

. Revenue Opportunities shall be higher – The more traffic that you gain from your website will result in more money that could ether be through lead generation, sales that are direct or advertising.

. SEO Benefits – The platform Google loves websites that attracts new and or more visitors.

(Women for Change, 2025)

**How to get more donations for nonprofits.**

There are many ways to get more people and even organisations to donate to the fund so that you can get more capital for the fund to help those in need such as:

. Creating a donation page that is also branded – The most important and the very first thing to do is make sure that your website is solid shape. You web page should always be secure, up-to-date, and on-brand – with minimal effort required from your end!

. Offer a convenient text-giving option - Text to give will allow any potential donor the chance to donate by sending a text message with their mobile phones**.**

(DonorBoxBlog, 2025)

**The five key elements of a KPI**

**.** A measure – Every Key Performance Indicator needs to have a measure. That means set and measure what will be your organizations most essential set of outputs

. A Target – Every KPI needs to have a target that will match what your measure is and the period of your goal.

. A Data Source – a key source of data is essential for your measurement**.**

**.** Reports – Reports each month are essential for your measures.

. An Owner – Someone needs to be responsible for reporting measures progress each month.

**(Geeksforgeeks, 2025)**

Current website analysis

When I looked through the website, I didn’t find much wrong but below are some:

. The information found on this website is a bit outdated some of the information that I found on the website is not up to date with what’s new in the world.

. The design is not as I creative and could have been done a lot better for example the colours are plain

. The content is also not as much as I had hoped it would be when I started reading and going through the website.

**Area of improvements // (IIE, 2025)**

When looking at the above-mentioned weaknesses there are ways to fix them such as the following:

. Make sure that the content on the pages is always up to date and the information is relevant.

. When creating a design, the main them to consider is that it has to eye catching for the user to be attracted to it.

. Make sure that content is also more and that there’s plenty of information talking about many of the foundation and what it is about. I would also have liked to have seen more pictures of the organization**.**

Proposed website features and functionality

**Proposed Website features and functionality. // (IIE, 2025)**

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<https://www.softermii.com/blog/top-programming-languages-and-frameworks-for-software-development> [Accesses 10 August 2025]

Technical requirements

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//<https://www.codecademy.com/resources/blog/what-is-a-framework/> [Accesses 10 August 2025]

(SofterMii,2025)

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Timeline

Timelines and Milestones

(IIE, 2025)

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Part 3 (IIE, 2025)

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