Cover page

Subject name: Web Development

Subject code: WEDE5020

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1. Organisation Overview:

Name: Speedsurf

Provide a brief history of the organisation : Speedsurf was originally created around the early 2000s its purpose its purpose is to provide internet connectivity to homes and businesses.

Mission and vision statements: Speedsurf's mission is to expand their reach of internet connectivity over the state and provide people with good quality internet.

Their vision statements are to provide good quality internet over the whole country.

Target audience: People that are 18 or older.

2. Website Goals and Objectives:

Define specific goals for the website: Increasing website traffic would be a big benefactor in creating sign-ups and generating leads for the company that could then potentially give them more subscriptions for their internet service.

Determine and present key performance indicators to measure success:

They have a high uptime of 90%+

They cover most of Durban

They are highly recommended by their current subscribers

3. Current Website Analysis:

Analyse strengths and weaknesses of the existing website:

Strengths:

- The website is visually appealing
- Clear pricing of packages and subscription services
- Good support for customers that want to know more
- Readable text
- Professionalism giving off that they are trustable

Weaknesses:

- Bad wording
- No review page to encourage users that it is an exceptional service

4. Proposed Website Features and Functionality:

1. Home Page includes an introduction and a small description of what the business offers.

2. Services Page shows what services the company offers.

3. Hardware shows what hardware the company offers.

4. Fiber Deals, shows the packages that are available too purchase.

5. Get Fiber, lets the user fill in a form that goes to an email where it will be taken as a lead.

6. About Us, says what the history and purpose of the company is

7. Contact Us, contains contact details of multiple sources of the company

5. Design and User Experience:

- Colour Scheme: White Red Pink Purple Blue Black, I find that is a good colour palate for the brand and that the colours work well together.
- Typography: They made use of Noyh Slim SemiLight text font which looks professional and readable.
- Layout and Design: The design and layout of the website I think is good, it's quite spacious with the information they provide.
- I think the user experience is good, easy to find what you are looking for and everything is clear, and you can easily contact them over multiple platforms if need be.
- Wire Frames: Attached with Email

6. Technical Requirements:

We are going to use HTML, CSS and JavaScript to create the website and will host the
domain using domains.co.za. The domain name will be https://speedsurf.co.za/

7. Timeline and Milestone:

1. Create and setup the different pages 9 August – 11 August

2. Add detail colour and information 12 August – 15 August

3. Add Visuals (pictures, videos, motions for website)

4. Finish up by double checking that everything works and is correct 16 August – 20 August

5. Start and Finish GitHub actions and prepare for submission 21 August – 25   August

6. Submit 26 August

8. Budget

- R90 – R 250 for hosting the Website

- R2 000 Debugging

- R 5000 for UI/UX

- Front/Back - end Development R 8000

- Maintenance cost per month R 500

9. References:

Speedsurf Air Fibre uncapped internet at a low contention ratio of 10:1. These packages are aimed at home and Small Business users. [Online}.

Available at: https://speedsurf.co.za/ [7 August 2025].

Speedsurf Air Fibre uncapped internet at a low contention ratio of 10:1. These packages are aimed at home and Small Business users. [Online}.

Available at: https://speedsurf.co.za/services [7 August 2025].

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Available at: https://speedsurf.co.za/hardware [7 August 2025].

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Available at: https://speedsurf.co.za/air-fibre-uncapped [7 August 2025].

Speedsurf Air Fibre uncapped internet at a low contention ratio of 10:1. These packages are aimed at home and Small Business users. [Online}.

Available at: https://speedsurf.co.za/fibre/get-fibre [7 August 2025].

Speedsurf Air Fibre uncapped internet at a low contention ratio of 10:1. These packages are aimed at home and Small Business users. [Online}.

Available at: https://speedsurf.co.za/about-us [7 August 2025].

Speedsurf Air Fibre uncapped internet at a low contention ratio of 10:1. These packages are aimed at home and Small Business users. [Online}.

Available at: https://speedsurf.co.za/contact-us [7 August 2025].

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[Online] Available at: https://www.canva.com/ [7 August 2025].