Divine Dining

Project Proposal

Prepared for

Web Development (WEDE5020) ICE Task

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16 August 2025

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1. Organization Overview

Divine Dining is a modern restaurant founded in 2023 with the vision of offering a dining experience that combines elegance, comfort, and excellent food. Located in both 9 South African provinces, the restaurant specializes in a combination of local and international dishes, prepared with fresh ingredients and made with care.

Since its launch, Divine Dining has built a reputation as a welcoming space where families, friends, and food lovers can enjoy high-quality meals in a relaxed atmosphere. While most of its marketing currently takes place through word of mouth and social media, the business now seeks to expand its digital presence with a professional website that reflects its brand identity and makes it easier for customers to connect with the restaurant.

2. Website Goals and Objectives

The purpose of developing a website for Divine Dining is to create a central online hub that showcases what the restaurant offers and makes it more accessible to potential and existing customers. The website will:

- Strengthen Divine Dining's visibility and brand recognition.

- Provide visitors with an up-to-date menu in a user-friendly format.

- Allow customers to book tables online for added convenience.

- Support online ordering for both delivery and takeaway.

- Share the restaurant's story, upcoming events, and seasonal promotions.

- Encourage customer engagement through reviews, blogs, and special offers.

- Ensure a responsive design so it works seamlessly on phones, tablets, and desktops.

3. Current Website Analysis

At present, Divine Dining does not have its own official website. Instead, it relies on social media platforms to share updates and promote its services. While social media plays an important role in marketing, it has clear limitations. For instance, customers cannot easily browse a structured menu, place online orders, or make table reservations. Competitors with polished websites already provide these features, which places Divine Dining at a disadvantage in the digital space.

4. Proposed website Analysis

The proposed website will be designed to meet both customer needs and business goals. Planned features include:

- **Homepage** with an inviting welcome message, highlights of signature dishes, and clear call-to-action buttons.
- **About Us Page** telling the story of Divine Dining's beginnings in 2023, its mission, and its team of chefs.
- **Menu Page** with a well-organized, interactive digital menu that includes prices, categories, and images.
- **Online Reservations** where customers can easily book a table or request a venue for private events.
- **Ordering System** for delivery and takeaway, complete with secure payment options.
- **Photo Gallery** showcasing the food, ambience, and special occasions.
- **Customer Reviews** to build trust and credibility.
- **Contact s Location Page** with an embedded map, operating hours, and quick links to social media.
- **Updates Section** for sharing news, events, and promotions.
- **Accessibility Features** to ensure inclusivity for all users.
- **Security Enhancements** such as SSL encryption and secure payment gateways.

5. Design and use experience

The overall look and feel of the site will reflect Divine Dining's character: refined, approachable, and modern.

- **Visual Identity**: Warm color tones, elegant typography, and professional food photography to spark appetite and interest.
- **Navigation**: A simple, intuitive menu structure that makes information easy to find.
- **Responsiveness**: Optimized layouts for different screen sizes, ensuring smooth use on any device.
- **Accessibility**: Clear fonts, alt text for images, and easy navigation for all users.
- **Consistency**: Alignment of the website's design with the restaurant's logo, branding, and in-store aesthetic.

6. Technical Requirements

To ensure smooth functionality, the website will be built with the following in mind:

- Hosting and domain registration under a unique name such as **divinedining.co.za**.
- A content management system like WordPress for easy updates.
- Integration of e-commerce tools such as WooCommerce for online orders.
- A reservations plugin to manage table bookings efficiently.
- Secure payment gateways supporting multiple payment options.
- SSL certification, data encryption, and regular backups for protection.
- Search Engine Optimization for improved Google visibility.
- Google Analytics for monitoring traffic and user behavior.

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7. Timeline and Milestones

The development process will follow structured phases to make sure the project is completed on time:

- Gather requirements, research competitors, and finalize site objectives in 1st week.
- Create wireframes and initial design concepts in 2nd and 3rd week.
- Build core pages (Home, About, Menu, Contact) between 4th and 5th week.
- Add reservation and online ordering systems in 6th week.
- Conduct full testing for functionality, mobile responsiveness, and security in 7th week.
- Official website launch within week 8.
- Then Post-Launch: Regular updates, analytics tracking, and performance monitoring.

Conclusion

By developing this website, Divine Dining will take a big step toward solidifying its brand and providing customers with a convenient, engaging, and modern online experience. Since the restaurant was founded in 2023, its growth journey is just beginning, and a strong online presence will play a key role in ensuring long-term success in the competitive dining industry.

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8. References

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