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Group 1

PORTFOLIO OF EVIDENCE

WEDE5020w

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**1. Organisation Overview**

GreenFuture SA, established in 2016 in Cape Town, is a nonprofit focused on promoting environmental sustainability. Since its inception, it has run over 50 community projects, including tree-planting drives, recycling initiatives, and clean energy awareness campaigns. Its mission is to create a greener South Africa through education, advocacy, and practical action. The vision is to empower communities to adopt eco-friendly practices and to reduce carbon footprints nationwide by 2030.

The target audience includes schools, youth groups, environmental activists, eco-conscious families, government partners, and corporate sponsors.

**2. Website Goals and Objectives**

The website aims to raise awareness about sustainability, attract donors, and grow volunteer participation. Specific objectives include:

* Recruit 40 volunteers per month for community clean-up and eco-projects.
* Raise R60,000 in annual donations to fund tree-planting and renewable energy campaigns.
* Provide accessible educational resources for schools and communities.

KPIs will include volunteer sign-ups, donation amounts, event participation rates, and resource downloads (Nielsen Norman Group, 2024).

**3. Current Website Analysis**

GreenFuture SA currently maintains a basic social media presence, which provides limited visibility but lacks the professionalism and functionality of a dedicated website (WordPress.org, 2025). A tailored platform incorporating donation and event-registration features would foster stronger engagement and inspire greater confidence among donors (WordPress.org, 2025).

**4. Proposed Features**

GreenFuture SA’s current social media presence offers limited visibility but falls short in credibility and functionality compared to a professional website. A dedicated site with features for donations and event registration would boost engagement and build donor trust.

Proposed Website Features

* Homepage: Eye-catching hero banner showcasing environmental projects with clear calls-to-action for donations or volunteering.
* About Us: Overview of the organization’s history, mission, vision, and team members.
* Projects: Details on initiatives like tree planting, recycling programs, and renewable energy workshops.
* Donate: Secure payment gateway, QR code, bank details, and a tracker to display donation progress.
* Volunteer: Easy sign-up form, event calendar, and descriptions of volunteer roles.
* Resources: Free downloadable guides, infographics, and educational content.
* Contact: Contact form, interactive location map, and direct contact information.

**5. Design and User Experience**

The website will feature a vibrant color scheme of eco-green (#2E7D32) and sky blue (#4FC3F7) to symbolize environmental sustainability and clean energy (Coolors, 2025). Typography will combine Lora for clear, readable body text and Montserrat for bold, contemporary headings (Fonts.google.com, 2024a; Fonts.google.com, 2024b). Visual consistency will be achieved using icons from open-source libraries such as Feather Icons and Flaticon (Feather Icons, 2025; Flaticon, 2025). Backgrounds and imagery will be sourced from free stock platforms like Unsplash, Pexels, and Pixabay, emphasizing environmental themes (Unsplash, 2025; Pexels, 2025; Pixabay, 2025). 6. Technical Requirements

**6. Technical Requirements**

The site will be hosted on Afrihost’s nonprofit hosting plan with the domain greenfuture.org.za (Afrihost, 2025). It will be developed using HTML, CSS, and JavaScript, with potential integration of eco-conscious WordPress themes such as Eco Nature or Green Earth to ensure a sustainable and functional design (WordPress.org, 2025).

**TIMELINE AND MILESTONES**

**7. Timeline**

The project timeline spans from August 20, 2025, to November 21, 2025, following the academic schedule and the updated submission dates. All milestones are scheduled during the specified academic weeks, beginning immediately after the current date.

Milestones

Milestone 1: Project Planning and Research

* Date: August 20–22, 2025 (Academic Week 1)
* Description: Select the Bread for All Foundation as the target organisation, conduct initial research on its mission and community needs, and draft a project plan. Define goals (e.g., responsive design, transparency features) and outline the POE (Portfolio of Evidence) structure.
* Submission: ICE 1 due by the end of the week.

Milestone 2: Project Proposal and File Structure

* Date: August 23–25, 2025 (Academic Week 1)
* Description: Write and finalise the project proposal (Pages 7-9 of POE), including hosting (e.g., Afrihost evaluation), domain options (e.g., breadforall.org.za), and initial file structure using Visual Studio Code. Set up the GitHub repository.
* Submission: ICE 2 due by the end of the week.

Milestone 3: Website Structure and HTML Development

* Date: August 26–27, 2025 (Academic Week 2, start)
* Description: Develop the basic website structure and plan the layout (e.g., hero banner, sticky nav). Begin coding HTML for key pages (e.g., Homepage, About Us) and commit initial progress to GitHub.
* Submission: Part 1 due on August 27, 2025.

Milestone 4: HTML Content Addition

* Date: August 28–September 1, 2025 (Academic Week 2)
* Description: Add content to the website, including mission statements, service details (e.g., soup kitchens), and initial impact stats. Update the GitHub repository with commits.
* Submission: ICE 3 due by the end of the week.

Milestone 5: HTML Refinement and CSS Styling Start

* Date: September 2–8, 2025 (Academic Week 3)
* Description: Work through feedback from Part 1, refine HTML structure, and begin applying CSS to style the site (e.g., Warm Orange palette, Montserrat typography).
* Submission: ICE 4 due by the end of the week.

Milestone 6: CSS Styling and Initial Responsiveness

* Date: September 9–15, 2025 (Academic Week 4)
* Description: Enhance CSS for consistent styling and implement initial responsive design principles across devices.
* Submission: N/A (ongoing work).

Milestone 7: Responsive Design Development

* Date: September 16–22, 2025 (Academic Week 5)
* Description: Continue refining responsive design, test on mobiles, tablets, and desktops, and update the GitHub repository.
* Submission: N/A (preparation for Part 2).

Milestone 8: Part 2 Submission – Responsive Design

* Date: September 23–26, 2025 (Academic Week 6, start)
* Description: Finalise responsive design, incorporate feedback, and submit Part 2. Ensure all pages (e.g., Donate, Volunteer) are accessible and functional.
* Submission: Part 2 due on September 26, 2025.

Milestone 9: JavaScript Functionality Integration

* Date: September 27–October 6, 2025 (Academic Weeks 6–7)
* Description: Add JavaScript for interactive elements (e.g., donation tracker, sticky nav) and begin dynamic content integration, such as SEO basics.
* Submission: N/A (ongoing work).

Milestone 10: Dynamic Content and Form Validation

* Date: October 7–13, 2025 (Assessment Week)
* Description: Implement dynamic content (e.g., newsletter sign-up) and HTML forms (e.g., volunteer form) with JavaScript validation. Test and refine functionality.
* Submission: N/A (ongoing work).

Milestone 11: Final Functionality and Testing

* Date: October 14–October 27, 2025 (Academic Weeks 9–10)
* Description: Add final touches, including SEO and publishing readiness. Conduct thorough testing and commit all changes to GitHub. Update the README file.
* Submission: N/A (preparation for Part 3).

Milestone 12: Part 3 Submission – Final Website

* Date: November 3–21, 2025 (Academic Weeks 11–12 and Summative Assessment Week)
* Description: Finalise the website, address any feedback, and submit Part 3, including the complete POE, code, and documentation.
* Submission: Due between November 3–21, 2025 (targeting November 7, 2025, for alignment with summative assessment).

1. **BUDGET**

Development Costs

* Self-Development: R0 (since I am developing the website, no external labour costs apply).
* Tools and Software: R0 (since I have access to tools like Visual Studio Code, which is free, or that any paid tools are already covered).

Hosting

* Initial Hosting: R39–R419 per month (based on Afrihost shared Linux plans, e.g., Bronze Home at R39/month with 1GB storage or Platinum Pro at R419/month with 50GB). For the first year, opt for the Bronze plan at R39/month, totaling R468 annually.
* Annual Cost: R468 (one-time setup for the first year, adjustable based on traffic growth).

Domain Registration

* Domain Name: R99–R150 per year (e.g., .co.za or .org.za domain through Afrihost or a similar provider, with the first year often free with hosting). Assume R99 for the first year.
* Annual Cost: R99 (one-time registration for the first year).

Maintenance

* Ongoing Updates: R100–R200 per month (for content updates, security patches, and minor adjustments, estimated based on your time and potential third-party tools).
* Annual Cost: R1,200–R2,400 (R100–R200 x 12 months).
* Total Estimated Budget
* First Year Total: R1,767–R2,967
* Breakdown: R468 (hosting) + R99 (domain) + R1,200–R2,400 (maintenance).
* Recurring Annual Cost (Year 2 onwards): R1,668–R2,819 (excluding the one-time domain fee).

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