

**Research and Planning - Website
Project Proposal**

ORGANISATION OVERVIEW:

Student ID: ST10482287

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Group: 1

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Research and Planning :

Website Project proposal

Organization Overview:

❖ **Brief history of the organisation:**

Made In Afflatus (M.I.A) is an upcoming clothing brand that is taking the country at storm which is funded and found by Glamour. Boy (Zithi) in December 2024. The brand is not just a clothing brand but a platform to showcase art and design from different backgrounds where customers can have the feel of exclusive style in the well designed “pieces”. This business is run by different individuals who bring their different blends to the brand. M.I.A includes purchasing of clothes and services such as deploying models, video and picture editing.

❖ **Mission and vision statements:**

- The business is in seek of reaching great heights and becoming well recognised by major market companies which their brand can be invested in.
- Their biggest goal is to have over 300 of their products sold at least in a year to reach well-known customers.

❖ **Target audience:**

This brand is targeting the youth who are interested in the fashion industry, from past sales most purchasing has been made by ages 17- 25

Website goals and objectives:

❖ **Define specific goals for the website (e.g., increase website traffic, generate leads, sell products, or provide valuable information).**

This website will be created to enhance the sales of the M.I.A products where website traffic may be generated to create a bigger name for the business.

❖ **Determine and present key performance indicators (KPIs) to measure success.**

The business has made some unforgettable achievements by having over 70 on their first drop from the 28th of December 2024.

M.I.A generated the total revenue from the first drop to this date is R61200 that 102 total sales made is 7 months.

Their estimated profit margins are R20400.

Current Website Analysis (if applicable):

❖ **Analyse strengths and weaknesses of the existing website.**

This business's goal is to create a website that is user-friendly which can attract customers to purchase their products.

Weaknesses: They are a lot of local clothing companies like M. I. A this is posed as competition towards their business.

Strengths: Not many local brands have a website that is fully functional and could improve the brand status in the fashion industry.

❖ **Identify areas for improvement based on the weaknesses identified.**

By creating this website there will be a larger difference in consistency between the local brands and the website will create and larger customer base.

Proposed Website Features and Functionality:

Outline essential features (e.g., homepage, about us, contact page, products/services page) and the desired functionality.

Web Pages

☐ Homepage

- Banner with products or new arrivals
- Modern designing with high-quality visuals

- Promotions (sales)
- Quick links to order New Arrivals
- Links to social media

☐ About Us

- Brand story, values
- Visuals of founders or early designs
- Fashionable streetwear significance

☐ Products and services

- Product grid (with categories, colour, sizes and prices)
- Product name, image and price
- “New Arrivals” or “Out of stock” tags where needed

☐ Shopping Cart / Checkout Page

- Summary order
- Remove/Edit items
- Enter promo code
- Shipping

☐ Contact Us page

- Contact (Name, Email, WhatsApp, Instagram)
- Email and Phone number
- FAQ links

❖ Google Map Embedded

❖ Google Form for inquiry Embedded to Contact Us

❖ Rich Contact information

- Contact (Name, Email)
- Phone number and email address
- Links for the customer support

Design and User Experience:

Discuss the overall design aesthetic and branding, highlighting the following:

Information given from the brand logo and design.

❖ Colour Scheme: [Proposed Colour Palette]

Purpose	Colour
Primary Color	Black
Secondary Color	Silver
Background Color	White
Text Color	Black
Call-to-Action (CTA)	Bright Blue

❖ Typography: [Font Choices and Hierarchy]

- **Font Type:**(Helvetica)
 - **Black**
 - **Design:** Metallic chrome finish to give off the lighting glow.
 - **Purpose of given fonts:** Strong and high-end mimic of the Mercedes car badge style which gives off a luxury-streetwear inspired brand experience.
- ❖ ("**made.in.afflautus**") a bold font, (San Francisco) ("**Thumbin Through Pain tees out now!**")

❖ Layout and Design: [Overall Design Approach]

(Zoom in for clearer details of images of the mobile preview wireframes)

1. Pages 1 and 2 are the home page wireframe.
2. Pages 3 and 4 are the product display wireframe.
3. Page 5 is the product details wireframe.
4. Pages 6 and 7 are the shop page wireframe.
5. Page 8 is the Login/Sign up page wireframe.
6. Pages 9, 10 and 11 are the About us page wireframe.

❖ Develop low-fidelity wireframes to visualise the website's layout and information hierarchy.



- ❖ User experience considerations (e.g., navigation, layout, colour scheme).

Navigation:

The M.I.A website will feature a simple and consistent navigation bar found at the top of each page, this will make access to key pages like Shop, About Us, and Cart ect. easy for users to use. There will be a sticky header that will ensure that the menu is always available for users, which improves the user flow and reduces confusion.

Layout:

There will be a responsive grid layout that will be used to display the business products in a organized and simple way. Grey or black spacing will ensure that the content is not overwhelming to the user and a mobile-friendly design will ensure a good experience across devices.

Color scheme:

The color scheme of this website will include the colors black, light gray, white and chrome accents that reflect the fashionable streetwear brand. There will be a high maintained contrast between background and text on each page to enhance readability, and bold colors such as bright blue will highlight the call-to-action buttons on the screen.

Technical Requirements:

Identify hosting and domain name requirements and programming languages and frameworks (e.g., HTML, CSS, JavaScript).

Framework	Requirements/Tools
<u>Frontend coding:</u>	HTML, CSS, JavaScript

Backend coding:

Node.js

E-Commerce:

Cart, Checkout

Payment

methods:

PayPal, Visa, ect.

Websecurity:

CAPTCHA

Mobile Ready:

Fast and responsive layout, quick loading

Timeline and Milestones:

Create a realistic project timeline with key milestones that follow the timeline during the subject's submission dates.

Planning & Research	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
Wireframing							
Design							
Coding							
Intergration							
Debug/ Testing							
Final report							

Budget:

Estimate the budget for development, hosting, and maintenance (while this is a series of assignments, the budget should reflect realistic amounts based on your research).

Category	Item	Estimated Cost (ZAR)	Frequency
1.Registaring the domain	Domain for ww.madeinafflautus.com	R150	Annually
2. Hosting website	SHEIN	R1,200	Annually

4. Web Design/Development	Canva	R0	One-time
6. Payment Gateway Fees	PayPal/Visa	±2.9% per transaction	Per sale
7. Branding	Logo designs	R0	One-time
8. Creation of content	Product photos, modelling	R700	One-time
9. Maintenance	Bug fixes, updates	R800	Monthly
10. Marketing	ads or social media boosts	R1000	Varies

Total costs of project: R3961,65

Reference:

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