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| XILOMBE HELPING HANDS |
| SUBJECT NAME: WEB DEVELOPMENTSUBJECT CODE: WEDE5020NAME: XILOMBE BVUMAST10480355 |

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Proposal content

# 1.Organization Overview:

## · Name: Xilombe Helping Hands

## · A brief history on Xilombe Helping Hands:

Xilombe established the nonprofit charity organization Xilombe Helping Hands with the goal of assisting struggling people and communities. The group was founded in 2018 with the goal of helping those in need by offering basic services including clothing, food, and mental health care. Through community involvement, Xilombe Helping Hands provides food and clothing to underprivileged people in addition to counselling and mental health assistance. Our work at Xilombe Helping Hands empowers people, helps them rebuild their self-esteem, strengthens their resilience, and—above all—improves their general quality of life.

## Mission and vision statements:

Mission: Our mission is to support and empower underprivileged individuals and communities

Vision: We see a world where everyone has equal access to basic needs, mental well-being and opportunities for growth.

## Target audience:

1. Underprivileged individuals
2. Vulnerable communities
3. People with mental health issues

# 2. Website goals and objectives

### Specific website goals

1. We want to raise awareness about the organization’s mission and services
2. Increase online donations and volunteer recruitment
3. Provide resources and support for underprivileged individuals and communities
4. We want to share our success stories and showcase the organization’s impact
5. We plan on encouraging community engagement
6. Support fundraising events

### Key performance indicators

* Website traffic and engagement
* Online donation conversion rates and total donation
* Volunteer

# 4. Proposed website features and functionality

* Homepage: Introduction, call to action and featured stories
* About us: Organization history, mission and team profiles
* Services: Overview of services, counselling and community outreach programs
* News: Latest updates, press releases and stories of impact
* Contact us: Contact form, address, phone number, email

# 5. Design and user experience

Colour scheme: Warm blue, bright coral, deep green and cream/light grey

Typography:

Font: Open sans (primary font), Merriweather (secondary font) and Montserrat (accent font)

Font hierarchy:

**Headings**: 24-36px (font size), 1.2-1.5 (line height). **Body**: 16-18px (font size), 1.5-1.8 (line height). **Small texts**: 12-14px (font size), 1.2-1.5 (line height).

Layout and design: The design approach is warm, compassionate and professional. The aim of the design is to convey a sense of empathy, trust and hope. This can be achieved using warm colours, gentle typography, emotional storytelling, using a clean and modern design, clear navigation and inspiring stories.

Users experience considerations: Easy navigation, clear layout and easy to read

# 6. Technical requirements

HTML-to properly structure the website, CSS-to style the website and JAVASCRIPT-to enhance user experience

# 7. Timeline and Milestones

24 March: Submission of project proposals

25 March: Research and sourcing

27 March: Website structure and planning

29 March: HTML structure and basic content

3 April: Repository

5 April: part 1 submission

# 8. Budget

* Development: R129500-R277500(custom design and development)
* Hosting (1st year): R9250-R27750(virtual private server hosting)
* Maintenance (1st year): R37000-R74000 (regular updates, security monitoring and content updates)
* Total: R175750-R379250

## 9. References

Reference list entry

Chat GPT(2025)

Meta AI (2025) response to prompt(Meta AI)

**In text citation**

In this reference “Meta AI” and Chat GPT are the authors I used help me generate content. “2025” is the year the content was generated.

XILOMBE HELPING HANDS – Chat GPT helped me to brainstorm ideas

XILOMBE ELECTRONICS – META AI assisted me in brainstorming ideas

**Research references:**

I looked at examples of actual online electronic retail stores such Takealot and Makro.