WEB DEVELOPMENT (INTRODUCTION)

MODULE CODE: WEDE5020/p/w

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PART 1: BUILDING THE FOUNDATION

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# Project Proposal 1 – GreenSteps Youth Foundation

Organisation Overview:  
GreenSteps Youth Foundation is a community-based non-profit founded in 2016 in Durban. It focuses on empowering underprivileged youth through environmental education, skills development, and volunteer programmes.  
  
Mission: To create a generation of environmentally conscious young leaders.  
Vision: A future where youth are active stewards of their communities and natural environment.  
Target Audience: Local youth (ages 12–25), volunteers, sponsors, and community partners.

Website Goals and Objectives:  
- Raise awareness about programmes and projects.  
- Recruit volunteers with an easy sign-up process.  
- Attract sponsors through showcasing successes.  
KPIs: Increase monthly visits by 20%, gain 50 new volunteers per quarter, and secure 5 sponsors annually.

Proposed Website Features and Functionality:  
- Homepage with hero image and call-to-action.  
- About Us page with history and mission.  
- Projects page with highlights.  
- Volunteer sign-up form.  
- Contact page with multiple locations and a contact form.

Design and User Experience:  
Colour Scheme: Green (#2E7D32), Blue (#0288D1), White (#FFFFFF).  
Typography: Montserrat for headings, Open Sans for body text.  
Layout: Simple, modern, mobile-friendly.  
Wireframes: Homepage with hero banner, project highlights, and call-to-action.

Technical Requirements:  
Domain: greensteps.org.za  
Frontend: HTML, CSS, JavaScript  
Hosting: Shared hosting.

Timeline and Milestones:  
- Week 1: Research, content gathering, sitemap.  
- Week 2: Build HTML structure.  
- Week 3: Add CSS styling.  
- Week 4: Finalise forms and test site.

Budget: R900 per year (hosting & domain), R500 annual maintenance.

# Project Proposal 2 – Sweet Crumbs Bakery

Organisation Overview:  
Sweet Crumbs Bakery is a family-owned bakery based in Cape Town, established in 2012. It specialises in artisanal bread, cakes, and pastries using locally sourced ingredients.  
  
Mission: To deliver high-quality baked goods with a homemade touch.  
Vision: To become Cape Town’s preferred community bakery.  
Target Audience: Local residents, businesses, and online customers.

Website Goals and Objectives:  
- Enable customers to order products online.  
- Strengthen brand identity.  
- Engage customers with recipes and promotions.  
KPIs: 30 online orders/month, 15% repeat customers in 6 months, growth in social media traffic.

Proposed Website Features and Functionality:  
- Homepage with rotating product slider.  
- About Us page with bakery story.  
- Products page with prices.  
- Order form for customers.  
- Contact page with map and hours.

Design and User Experience:  
Colour Scheme: Cream (#FFF3E0), Brown (#6D4C41), Pink (#F8BBD0).  
Typography: Playfair Display for headings, Lato for body text.  
Layout: Product-focused, grid layout with large images.

Technical Requirements:  
Domain: sweetcrumbs.co.za  
Frontend: HTML, CSS, JavaScript  
Hosting with e-commerce plugin support.

Timeline and Milestones:  
- Week 1: Content and sitemap.  
- Week 2: Build HTML structure.  
- Week 3: Upload product images.  
- Week 4: Test ordering form.

Budget: R1,200 per year (hosting & domain), R600 payment integration, R500 maintenance.

# Folder & File Structure

The website will use a structured file system as shown below:

Root Folder: WebsiteProject/  
│── index.html (Homepage)  
│── about.html (About Us)  
│── services.html / products.html  
│── enquiry.html (Enquiry / Orders / Volunteer)  
│── contact.html (Contact Page)  
│  
├── css/  
│ └── style.css  
├── js/  
│ └── script.js  
├── images/  
│ ├── logo.png  
│ ├── hero.jpg  
│ ├── products/ (subfolder for bakery)  
│ └── projects/ (subfolder for NPO)  
└── docs/  
 └── README.md

# Sitemap

The sitemap outlines the structure and navigation hierarchy:  
  
- Homepage (index.html)  
 → About Us  
 → Services / Products  
 → Enquiry  
 → Contact

# Timeline and Milestones

Week 1: Research, content gathering, and sitemap.  
Week 2: HTML structure development.  
Week 3: Add CSS styling and images.  
Week 4: Testing, debugging, and launch preparation.

# References

[Wix.com (2025). 15 benefits of a website for business growth.](https://www.wix.com/blog/benefits-of-a-website)

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