
WEBSITE DEVELOPMENT PROPOSAL-WEDE5020

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GROUP 1

WEBSITE DEVELOPMENT FOR FUTURE FORWARD SA

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1. Organizational Overview

1.1 Name:

Future Forward SA

1.2 Brief History:

Future Forward SA is a non-profit that helps young people in South Africa get ready for life and work. With so many young people struggling to find jobs and not having the right advice or skills, the organisation was created to fill that gap. Since it started, Future Forward SA has worked with schools, community groups, and local partners to offer workshops, mentorship, and other resources that help young people get ready for both work and personal challenges. The goal is to help them build the skills and confidence they need to face the future.

1.3 Mission Statement:

Future Forward SA helps young South Africans develop life skills and career knowledge, offering mentorship and opportunities to help them succeed in life and work.

1.4 Vision Statement:

Future Forward SA envisions a generation of empowered young people in South Africa who are ready to succeed. They focus on building leadership, critical thinking, and resilience to reduce youth unemployment and create opportunities for a brighter future.

1.5 Target Audience:

Future Forward SA targets young people aged 15 to 30, especially from under resourced communities, helping them build skills for education and employment. They also work with educators and community leaders to support youth empowerment.

2. Objectives and Goals:

2.1 Website Goals:

The main goal of the Future Forward SA website is to boost the organisation's online presence and act as a go-to space for information, interaction, and helpful resources. The website will:

- Share clear details about who the organisation is, its mission, vision, and current projects.
- Highlight success stories and testimonials to inspire young people to get involved.
- Provide easy access to useful resources like workshops, training, and mentorship opportunities.
- Make it easy for young people, donors, and partners to connect with the organisation.
- Increase visibility to attract volunteers, sponsors, and community partners who can help support its work.
- Build trust by offering a professional, easy-to-use website that anyone can navigate.

2.2 Key Performance Indicators (KPIs):

To measure website success, we'll track things like site traffic, user engagement, resource downloads, event sign-ups, and mobile performance, along with how well the site ranks in search results.

3. Current Website Analysis:

3.1 Strengths and Weaknesses:

Future Forward SA doesn't have a website right now, which limits its visibility. However, this also gives the organisation a chance to create a brand-new, professional site without the hassle of dealing with outdated technology.

3.2 Areas for Improvement:

Not having a website makes it harder for Future Forward SA to get noticed, share resources, and connect with donors or partners. Having a website would make it easier to communicate, build a stronger brand, and be more accessible to everyone.

4. Proposed Features:

The proposed website for Future Forward SA will include the following essential features for each webpage:

4.1) Homepage:

- **Name and Logo:** Displayed clearly for brand recognition.
- **Navigation Menu:** Links to *About, Programs, Resources, Contact, Donate*.
- **Hero Section & CTA:** Strong tagline with a “Join” or “Donate” button.
- **Success Stories:** Featured highlights to engage visitors.

4.2) About Page:

- Information about the organization’s history, mission, vision, and values.
- Profiles of key team members or mentors.
- Visual timeline or milestones to showcase growth and achievements.

4.3) Programs/Workshops Page:

- Details of available youth programs, workshops, and training sessions.
- Schedule or calendar of upcoming events.
- Registration form (frontend only) that collects basic participant information.

4.5)Resources Page:

- Downloadable materials (guides, templates, or educational PDFs).
- Links to external resources for further skill development.
- Search or filter functionality to help users find resources quickly.

4.6) Contact Page:

- Contact form to submit inquiries.
- Email, phone number, and social media links.
- Embedded Google Maps location (optional) if physical events are held.

4.7) Donate Page:

- Information about how donations support the organization.
- Buttons or links to external donation platforms (PayFast, PayPal, etc.).

4.8) General Website Features:

- Responsive design for mobile and tablet use.
- Consistent color scheme, typography, and branding.
- Smooth scrolling and interactive navigation menu.
- Footer with quick links, social media icons, and copyright information.

These features ensure that the website is informative, user-friendly, and visually appealing while remaining realistic for a frontend-only build.

5.) Design and User Experience (UX):

- 5.1) Simple, Youth-Friendly Design:** The website will feature an easy-to-navigate layout, modern colors, clear text, and engaging images, with wireframes showing how each page will be structured.
- 5.2) Responsive & Accessible:** It will be mobile-friendly, easy to use on any device, and accessible to everyone, following design principles for smooth navigation and readability.
- **Wireframe:** wireframe will include:
 - **Header:** Logo + Menu
 - **Hero Section:** Image + Tagline + CTA button
 - **Featured Programs:** 3-4 program cards
 - **Success Stories:** Testimonials or quotes
 - **Footer:** Contact info + Social media links

6). Technical Requirements

The website for Future Forward SA will be designed as a frontend-only platform, built using HTML, CSS, and JavaScript, without any backend functionalities. The technical requirements include:

6.1) Hosting and Domain:

- Domain name: The website will require a professional domain name, e.g., www.futureforwardsa.org.
- Hosting: Affordable shared hosting services such as Namecheap, Hostinger, or GitHub Pages for free hosting can be used to ensure accessibility.

6.2) Programming Languages and Tools:

- HTML: To structure the website content and layout.
- CSS: To style the website, manage color schemes, typography, and responsive layouts.
- JavaScript: To handle simple interactive elements, such as navigation menus, image sliders, and button functionality.
- Code Editor: Visual Studio Code or similar editor for writing clean and organized code.
- Browser Testing: The website will be tested on multiple browsers (Chrome, Firefox, Edge) to ensure cross-browser compatibility.

6.3) Other Requirements:

- Responsive Design: The website will be fully responsive, ensuring usability on mobile, tablet, and desktop devices.
- Accessibility: Implementation of alt texts for images and readable color contrast to make the site accessible to all users.
- Version Control (Optional): GitHub may be used to track changes and maintain code versions for better project management.

By meeting these technical requirements, the Future Forward SA website will be user-friendly, reliable, and accessible, while remaining achievable for a frontend-only development project.

7.) Timeline:

- Week 1 (28 July – 1 August): Research and planning – understand the organization’s needs, target audience, and required website features.
- Week 2 (4 – 8 August): Wireframe and content structure – create wireframes for each page and plan content layout.
- Week 3 (11 – 15 August): Development of main pages – build the homepage, about page, Programs, and Resources pages with HTML/CSS; ensure responsive design.
- Week 4 (18 – 22 August): Development of Contact and Donate pages – add contact form, external donation links, and footer.
- Week 5 (25 – 27 August): Testing, revisions, final review, and submission – check cross-browser compatibility, fix styling issues, proofread content, finalize styling, and submit proposal and website.

8.) Budget

- Domain Name: Approx. R150 per year for a professional domain (e.g., www.futureforwardsa.org).
- Hosting: Shared hosting services (e.g., Namecheap, Hostinger), approx. R100–R120 per month.
- Development Tools: Free tools such as Visual Studio Code and GitHub Pages.
- Design Resources: Free stock images or graphics; optional paid graphics (~R200 if needed).
- Testing & Maintenance: Minimal cost for device/browser testing (~R100 if any).

Total Estimated Budget: R500–R600 for the first year, keeping it realistic for a youth-focused non-profit.

9.) References

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