WEB DESIGN & DEVELOPMENT (5020)
POE PROPOSAL
OTSHEPEGILE MARIBE
ST10476707

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Website proposal content:

First organization proposal: Nike

1. Organization overview:

The company was founded on January 25, 1964, as "Blue Ribbon Sports", by Bill Bowerman and Phil Knight, and officially became Nike, Inc. on May 30, 1971. The company takes its name from Nike, the Greek goddess of victory. The Nike mission statement is "to bring inspiration and innovation to every athlete in the world." And the Nike vision statement is "to do everything possible to expand human potential." The target audience are people who are intensely interested in sports, fitness, and health-conscious lifestyles. Nike attracts athletes, fitness enthusiasts, and casual wearers, leveraging collaborations with famous athletes and influencers to reinforce its brand image.

2. Website goals and objectives:

Nike's marketing strategy goals and objectives align with the company's core values and mission. From promoting diversity, equity, and inclusion to driving sustainability and responsible sourcing, Nike aims to positively impact society and the environment while selling the best products and services.

3. current website analysis:

Strengths of the current Nike website includes images of products and allows customers to customize their product as they wish meanwhile the weaknesses of the website include some of the items are out of stock and returning items take longer than they should.

4. Proposed website features and functionality:

The Nike homepage is a leading example of the ever-evolving design of the web. With the focus of striking graphics, the page is dominated by a photo of a new product. The use of the pattern illustration is bold and very effective including the help service to make it easier for the customers.

5. Design and user experience:

The design of the Nike website is sleek and modern. It uses a clean layout that emphasizes visuals over text. This approach allows users to focus on the products without being overwhelmed by information. The use of high-quality images and videos showcases the products effectively. Navigation is intuitive. Users can easily find what they are looking for, whether it is shoes, apparel, or accessories. The menu is organized into clear categories, making it simple to browse through different sections. Have you ever found yourself lost on a website? Nike minimizes that frustration by keeping things straightforward.

6. Technical requirements:

HTML and CSS

7. Timeline and milestone:

1964: Nike began as Blue Ribbon Sports by Bill Bowerman and Phil Knight. It had no Swoosh logo. They mainly sold Onitsuka Tiger shoes from Japan. **1971**: Carolyn Davidson created Nike's famous Swoosh logo and launched it. **1978**: Nike improved its brand by putting its name, "Nike," above its famous Swoosh logo. This move made the logo easier to spot and helped Nike become a top worldwide sports brand. Every update showed the history behind the Nike logo. It got bigger and changed the designs they liked.

8. Buget:

From the year 2014 till 2025 the budget is estimated to be 5 billion.

9. References:

Nike SWOT Analysis - Business Model Analyst

Nike: A Comprehensive **Analysis** of Performance, Strategy, and 202...

12 Advantages and Disadvantages of Nike - Carlos ...

Second organization proposal: Chick cosmetics

1. Organization review:
   The name of this organization is chick cosmetics. Chick Cosmetics is designed, curated and assembled in Johannesburg, South Africa. Chick Cosmetics was created in 2018, the inspiration and vision of Nomfundo. At Chick Cosmetics we do beauty differently. We have the idea of changing the world with products that break the traditional style. We create safe

effective beauty products using cruelty-free ingredients, ethical marketing and sustainable practices mainly targeted to the future of the people. Through engaging content and collaborations with influencers, the brand effectively reached its target market, teens and young adults seeking affordable yet trendy beauty products. Chick Cosmetics quickly gained recognition for its innovative offerings.

2. Website goals and objectives:
   We have the idea of changing the world with products that break the traditional style. We create safe effective beauty products using cruelty-free ingredients, ethical marketing and sustainable practices mainly targeted to the future of the people.

3. Current website analysis:
   Strengths of the current website are product differentiation; cosmetic brands can gain a competitive advantage of unique product features or addressing specific consumer needs.

   One of the most critical weaknesses for cosmetic brands lies in maintaining consistent product quality. Brands often face challenges in ensuring that every batch of their products meets the same high standards. cosmetic brands must address these weaknesses strategically. By improving product quality, embracing inclusivity, prioritizing sustainability, maintaining authenticity, optimizing distribution, and fostering innovation, they can thrive in a competitive market. Remember, acknowledging weaknesses is the first step toward growth and success.

4. Proposed website features and functionalities:
   The chick cosmetics homepage is a leading example of the ever-evolving design of the web. With the focus of striking graphics, the page is dominated by a photo of a new product. The use of the pattern illustration is bold and very effective including the help service to make it easier for the customers.

5. Design and user experience:

   Intuitive Navigation: The most effective designs often feature intuitive navigation, allowing users to predict their next steps effortlessly. For example, a website selling skincare products might use icons representing different skin concerns, leading users naturally to products tailored to their needs.

6. Technical requirements:
   HTML and CSS

7. Timeline and milestones:

Chick Cosmetics is designed, curated and assembled in Johannesburg, South Africa. Chick Cosmetics was created in 2018, the inspiration and vision of Nomfundo.

8. Buget:
   The budget or development and maintenance is estimated to be between R50000-R100000

9. References:

RocketReach
https://rocketreach.co

Our Story – Chick Cosmetics

Women's Month: Nomfundo Njibe is the founder of …

Marking rubric:

MODULE NAME:		MODULE CODE:
WEB DEVELOPMENT (INTRODUCTION)		WEDE5020/p/w

STUDENT NAME:
STUDENT NUMBER:

PART 1					
Marking Criteria	Does not meet the required standard	Meets the required standard	Partially exceeds the required standard	Greatly exceeds the required standard.	Feedback
Knowledge: Website Project Proposal: Goals and Objectives [3 Marks]	• No goals and objectives provided. 0 Marks	• Goals and objectives are vague or incomplete. 1 Mark	• Goals and objectives are clear but lack detail. 2 Marks	• Goals and objectives are clear, detailed, and well-aligned with the project. 3 Marks	

Knowledge: Website Project Proposal: Current Analysis [3 Marks]	• No analysis provided. 0 Marks	• Analysis is superficial or incomplete. 1 Mark	• Analysis is adequate but lacks depth. 2 Marks	• Analysis is thorough and insightful. 3 Marks	
Knowledge: Website Project Proposal: Proposed Website Features and Functionality [3 Marks]	• No features and functionality proposed. 0 Marks	• Proposed features and functionality are vague or incomplete. 1 Mark	• Proposed features and functionality are clear but lack detail. 2 Marks	• Proposed features and functionality are comprehensive and well-detailed. 3 Marks	
Knowledge: Website Project Proposal: Design Aesthetic [2 Marks]	• No design aesthetic provided. 0 Marks	• Design aesthetic is vague or lacks coherence. 1 Mark		• Design aesthetic is clear and well-defined. 2 Marks	

Knowledge: Website Project Proposal: Wireframes [2 Marks]	• No wireframes provided.	• Wireframes are incomplete or lack detail.		• Wireframes are complete and well-detailed.	
	0 Marks	1 Mark		2 Marks	
Knowledge: Website Project Proposal: Technical Requirements [2 Marks]	• No technical requirements provided.	• Technical requirements are vague or incomplete.		• Technical requirements are clear and well-defined.	
	0 Marks	1 Mark		2 Marks	
Knowledge: Website Project Proposal: Timeline [2 Marks]	• No timeline provided.	• Timeline is vague or unrealistic.		• Timeline is clear and realistic.	
	0 Marks	1 Mark		2 Marks	

Knowledge: Website Project Proposal: Budget [3 Marks]	• No budget provided.	• Budget is vague or unrealistic.	• Budget is clear but lacks detail.	• Budget is detailed and realistic.	
	0 Marks	1 Mark	2 Marks	3 Marks	
Skill: Website Project Proposal Two Proposals [5 Marks]	• Two proposals were not submitted before the due-date of Part 1	• Only 1 proposal was submitted.	• 2 proposals were submitted but lacked content	• 2 proposals were submitted with complete content as instructed	
	0 Marks	1 - 2 Marks	3 – 4 Marks	5 Marks	
Skill: Content Research and Sourcing [10 Marks]	• Content is missing or irrelevant.	• Content is somewhat relevant but incomplete.	• Content is relevant and mostly complete.	• Content is highly relevant, comprehensive, and well-organised.	
	0 – 4 Marks	5 Marks	6 – 7 Marks	8 – 10 Marks	
Skill: Website Structure and Planning [5 Marks]	• No sitemap provided.	• Sitemap is incomplete or lacks detail.	• Sitemap is complete but could be more detailed.	• Sitemap is comprehensive and well-detailed.	
	0 Marks	1 - 2 Marks	3 – 4 Marks	5 Marks	

Skill:	• No file and folder structure provided.	• File and folder structure is disorganised or incomplete.	• File and folder structure is organised but could be improved.	• File and folder structure is well-organised and logical.	
File and Folder Structure [5 Marks]	**0 Marks**	**1 - 2 Marks**	**3 – 4 Marks**	**5 Marks**	
Skill: **HTML Structure and Basic Content:** **HTML Tags for Layout** [10 Marks]	• Layout is missing or incorrect. The structure does not follow HTML5 semantic elements (e.g., using `<div>` instead of `<header>`, `<footer>`, `<main>`, etc.). • • The page is not organised logically, and elements are misplaced.	• Layout is present but incomplete or incorrect. • Some HTML5 semantic elements are used, but there are significant errors or omissions. • The structure is somewhat logical but has noticeable issues.	• Layout is mostly correct but has some issues. • Most HTML5 semantic elements are used correctly, but there are minor errors or inconsistencies. • The structure is logical and mostly organised.	• Layout is correct, complete, and well-structured. • All HTML5 semantic elements are used appropriately, and the structure is logical, organised, and easy to navigate.	
	0 – 4 Marks	**5 Marks**	**6 – 7 Marks**	**8 – 10 Marks**	
Skill: **HTML Structure and Basic Content:** **HTML Tags for Layout**	• Content tags are missing or incorrect. Essential tags like `<h1>`, `<p>`, `<img>`, `<a>`, etc., are not used or are used incorrectly. • The content is not properly structured.	• Content tags are present but incomplete or incorrect. Some essential tags are used, but there are	• Content tags are mostly correct but have some issues. Most essential tags are used correctly, but there are minor	• Content tags are correct, complete, and well-structured. • All essential tags are used appropriately, and the content is logically structured and easy to read.	
[10 Marks]		significant errors or omissions. • The content structure is somewhat logical but has noticeable issues.	errors or inconsistencies. • The content structure is logical and mostly organised.		
	0 – 4 Marks	**5 Marks**	**6 – 7 Marks**	**8 – 10 Marks**	
Skill: **HTML Structure and Basic Content:** **Sufficient Content Added to the Website** [5 Marks]	• No content added. • The pages are empty or contain placeholder text.	• Content is insufficient or irrelevant. • The pages have minimal content that does not align with the website's purpose.	• Content is sufficient but could be improved. • The pages have relevant content, but it may lack depth or detail.	• Content is comprehensive and relevant. • The pages are filled with detailed, relevant content that aligns with the website's purpose.	
	0 Marks	**1 - 2 Marks**	**3 – 4 Marks**	**5 Marks**	
Skill: **HTML Structure and Basic Content:** **Menu/Links to Navigate Through the Website** [5 Marks]	• No navigation menu provided. Users cannot navigate between pages.	• Navigation menu is incomplete or incorrect. • Some links are missing or broken, making navigation difficult.	• Navigation menu is present but could be improved. • All links are functional, but the menu may lack clarity or usability.	• Navigation menu is complete, functional, and user-friendly. • All links are functional, and the menu is easy to use and enhances the user experience.	
	0 Marks	**1 - 2 Marks**	**3 – 4 Marks**	**5 Marks**	

Skill: HTML Structure and Basic Content: Comments [5 Marks]	• No comments added to code	• Some vague comments added but does not explain fully	• Comments made, but not enough for code that is developed/written	• Comments made fully explain the code that is developed/written.	
	0 Marks	**1 - 2 Marks**	**3 – 4 Marks**	**5 Marks**	
Skill: GitHub: Project Pushed with Multiple Descriptive Commits [5 Marks]	• No commits made.	• Few commits made, lacking descriptions.	• Commits are made but lack detail.	• Multiple descriptive commits made regularly.	
	0 Marks	**1 - 2 Marks**	**3 – 4 Marks**	**5 Marks**	
Skill: GitHub: README Document Contains All Relevant Information [5 Marks]	• No README document provided.	• README document is incomplete or lacks detail.	• README document is present but could be improved.	• README document is comprehensive and well-detailed.	
	0 Marks	**1 - 2 Marks**	**3 – 4 Marks**	**5 Marks**	

Skill: GitHub: Changelog Section Contains a Record of Development [5 Marks]	• No changelog provided.	• Changelog is incomplete or lacks detail.	• Changelog is present but could be improved.	• Changelog is comprehensive and well-detailed.	
	0 Marks	**1 - 2 Marks**	**3 – 4 Marks**	**5 Marks**	
Skill: References [5 Marks]	• No references provided.	• References are incomplete or incorrectly formatted.	• References are present but could be improved.	• References are comprehensive and correctly formatted.	
	0 Marks	**1 - 2 Marks**	**3 – 4 Marks**	**5 Marks**	

TOTAL (100)	
REFERENCING DEDUCTIONS	
GENERAL FEEDBACK	