

Subject name: Web development

Subject code: WEDE5020

Name: Samukelisiwe Vilakazi

Student Number: ST10464050

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Organisation Overview:

Name of the Organisation:

ThisWeekend

Brief History

Founded in 2025, ThisWeekend is a local events hub designed to connect residents and visitors to the latest happenings—concerts, markets, sports events, and community activities.

Mission

To provide a one stop digital platform for discovering and sharing events across South Africa.

Target Audience

Urban residents aged 18 +, youth for community and church gathering aged 16+, local event organisers, tourists seeking weekend activities, and small businesses hosting pop-up events.

Website Goals and Objectives

- Increase Website Traffic: Achieve 1,500 unique monthly visitors within the first six months of launch.
- Centralise event listings in a clean, user friendly interface.
- Drive community engagement through ratings and reviews.
- Allow organisers to post events and reach a wider audience.
- Improve visibility for local businesses through event promotion.

Key Performance Indicators (KPIs)

- Event submissions per month.
- Bounce rate (aiming for under 40%).
- Average session duration (minimum of 2 minutes).
- User satisfaction via post-event surveys (target: 80%+ positive feedback).

Current Website Analysis

Currently, ThisWeekend operates through social media posts, limiting discoverability and searchability. No centralised event database exists, making it hard to track events efficiently.

- Strengths: Quick updates, basic audience reach, and low operational costs.

Weaknesses:

- Limited search functionality for events.
- Posts get buried in feeds and lack structured categorisation.
- No analytics or tracking for visitor engagement.
- Limited branding opportunities and poor user navigation

Areas for Improvement

- Centralised platform for all events with a clear navigation structure.
- Search and filter functionality for quick event discovery.
- Consistent branding and mobile responsiveness.
- Integration of analytics tools for performance tracking.

Proposed Website Features and Functionality

- Event calendar with filtering by date, category, and location.
- Registration system for organisers to submit events.
- Mobile-friendly, responsive design.

Design and User experience

Technical Requirements

- Domain & Hosting: thisweekend.co.za, hosted on a secure server with SSL.
- Languages & Frameworks: HTML, CSS, JavaScript(to be added)

Timeline and Milestones

- Week 1–2: Planning
- Week 3–5: Website design and development.
- Week 6: Testing, optimisation, and feedback collection.
- Week 7: final back testing

Budget

- Development & Design: R15,000 – R20,000
- Domain & Hosting (annual): R1,500 – R2,500
- Maintenance (monthly): R1,000 – R1,500
- Estimated Total (Year 1): R28,500 – R40,000

Reference

Design inspiration

- Computicket (2025) Buy Tickets Online – Events, Travel, Flights & More. [online]
Available at: <https://computicket.com/> (Accessed: 27 August 2025).

Youtube videos for codes

- <https://youtu.be/FazgJVnrVul?si=NHve8uQfS2JOOvRu>
- <https://youtu.be/CTjbDom7wKQ?si=UGtRlxxoptCzLngl> - hover and animation
- https://youtu.be/HD13eq_Pmp8?si=vD4jHi1d3Hf6eq42 - basic html
- <https://youtu.be/oYRda7UtuhA?si=n4Zt499Q3M9XryRC>
- A bit of chatgpt here and there.



Figure 1- Barbara, S. People at Concert. (Pexels.com, 2025)



Figure 2- Pixabay. B&w Bar. (Pexels.com, 2025)



Figure 3- Luis, Q. Prayer session. (Pexels.com, 2025)