Website Project Proposal

# Ran It Back – Clothing Website

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**Date:** AUGUST 2025  
**Submission For:** [WEDE502]

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1.Organisation Details

**1.1 Name**

**Ran It Back**

**1.2 Brief History**

*Ran It Back* was founded in 2023 by a group of young creatives passionate about urban fashion and street culture. What started as a limited-run t-shirt drop on social media quickly gained traction within local communities. With consistent social media engagement and collaborations, Ran It Back evolved into a full-fledged streetwear brand committed to bold designs, cultural relevance, and self-expression.

**1.3 Mission Statement**

*To empower individuals to express their identity and creativity through high-quality, street-inspired fashion.*

**1.4 Vision Statement**

*To become a globally recognized streetwear brand representing authenticity, resilience, and urban culture.*

**1.5 Target Audience**

* Ages 16–35
* Urban youth and creatives
* Streetwear enthusiasts and sneakerheads
* Fans of hip-hop, skate, and pop culture
* Located in the US, UK, Australia, and global online markets

2. Website Goals and Objectives

**Specific Goals:**

* Sell Ran It Back clothing and accessories online
* Establish a strong digital brand identity
* Grow organic traffic via SEO and social media links
* Collect customer emails for future marketing
* Promote drops, collaborations, and limited-edition items

**Key Performance Indicators (KPIs):**

* Website traffic (monthly unique visitors)
* Conversion rate (visitors to purchases)
* Bounce rate and session duration
* Email list growth (subscribers/month)
* Social media referrals to website
* Average order value (AOV)

3.Current Website Analysis *(If Applicable)*

**Note:** Assume a basic website is live at www.ranitback.com.

**Strengths:**

* Strong social media presence linked to website
* Clean product display
* Acceptable payment gateway functioning

**Weaknesses:**

* Inconsistent mobile experience
* Navigation lacks clarity
* Pages load slowly on mobile
* Minimal SEO presence

**Areas for Improvement:**

* Improve mobile optimization and responsiveness
* Streamline navigation bar and page flow
* Enhance SEO on all product and blog pages
* Implement faster hosting and CDN integration

4. Proposed Website Features and Functionality

**Essential Pages:**

* Homepage
* About Us
* Shop: Men's, Women's, Accessories
* Product Pages
* Lookbook / Blog
* Contact Page
* FAQ
* Cart & Checkout
* Login / Account

**Desired Functionality:**

* Product filters (size, color, price)
* Wishlist/save for later
* Secure checkout (Stripe, PayPal)
* Instagram feed integration
* Email signup popups
* Product reviews
* Order tracking dashboard for users

5.Design and User Experience

**Colour Scheme:**

* **Primary:** Jet Black (#000000)
* **Secondary:** White (#FFFFFF)
* **Accent:** Crimson Red (#D72638), Cool Grey (#B0B0B0)

**Typography:**

* **Headers:** *Bebas Neue* – Bold and street-style
* **Body Text:** *Open Sans* – Clean and readable

**Layout and Design:**

* Grid layout with high-impact visuals
* Large hero images on homepage
* Minimalist product presentation
* Sticky navigation menu for easy browsing

**User Experience Considerations:**

* Mobile-first responsive design
* Fast page loading (less than 2s)
* Clear CTAs (Add to Cart, View Collection, Subscribe)
* Easy product search/filtering
* Visual hierarchy maintained across all devices

**Low-Fidelity Wireframes (Descriptions):**

* **Homepage:**  
  Banner image > Featured drops > New arrivals > Lookbook > Footer
* **Product Page:**  
  Large image > Size selector > Add to Cart > Description > Reviews
* **Lookbook/Blog:**  
  Visual-based feed showing styled outfits and brand news

6.Technical Requirements

**Hosting & Domain:**

* Domain: www.ranitback.com (already owned or to be registered)
* Hosting Options: Shopify (preferred) OR Hostinger with WooCommerce

**Technologies & Frameworks:**

* HTML5, CSS3
* JavaScript (Vanilla or React.js)
* CMS: Shopify OR WordPress with WooCommerce
* Backend (if needed): Node.js
* Database: Firebase / MongoDB (for user data and orders)
* Analytics: Google Analytics, Meta Pixel

7.Timeline and Milestones

| **Week** | **Milestone** | **Deliverables** |
| --- | --- | --- |
| 1 | Project Planning | Requirements, assets collection |
| 2 | Design Phase | Wireframes, feedback loops |
| 3 | Front-End Development | Homepage, product page structure |
| 4 | Backend/Shop Integration | Payment system, product upload |
| 5 | SEO & Mobile Optimization | Mobile testing, performance fixes |
| 6 | QA Testing & Bug Fixes | User testing, cart & login verification |
| 7 | Launch Prep & Marketing Rollout | Social campaigns, newsletter |
| 8 | Website Launch | Go live and monitor |

8.References

 Shopify Developer Documentation

 Google Fonts – Bebas Neue

 Open Sans Font

 Color Hunt – Urban Palettes

 Inspiration from:

* www.kith.com
* www.stussy.com
* www.ssstuff.com.au

 UX Principles: Google UX Library