

WEB DEVELOPMENT WEDE5020

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GROUP 1

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## 1. ORGANISATION OVERVIEW

Sunshine Tutoring Services

Sunshine Tutoring Services was established in 2012 and provides academic support and tutoring to primary and secondary school students. the company is an expert in customized individual learning plans and helping students achieve their full potential

. Mission: To offer affordable high-quality tutoring that supports academic confidence and achievement

. Vision: To be the most reliable tutoring service in the region, known for creative, student-centered approaches

. Target Market: parents of students aged between 7-18 years, students requiring evening support and community schools.

## 2. WEBSITE GOALS AND OBJECTIVES

. Goals

. Boost client base by 25% in one year

- . Provide online booking of lessons
- . Provide free learning resources and guidance to students
- . KPIs: sign-up rate from website number of lesson bookings, resource pages time spent

### 3. Current Website Analysis

The company's current website is plain, just gives contact details, and is not interactive. Although the information is concise, it is not appealing and is not mobile-friendly.

Areas for Improvement: Add booking functionality, refine design, make content work on all devices

### 4. PROPOSED WEBSITE FEATURES AND FUNCTIONALITY

- Welcome page emphasizing services and testimonials
- About us section with tutor profiles
- Booking systems for individual and group lessons
- Downloadable resources and educational blog
- Contact form and live chat support
- Secure Parent and Student login

### 5. DESIGN AND USER EXPERIENCE

5. Color scheme: Vibrant, encouraging colors(green, sky blue, and black) to produce an uplifting, learning atmosphere.

- Typography: A minimalist, sans-serif font such as lato, seeking legibility, and titles in Montserrat
- Design and Layout: Basic top navigation, eye-catching calls to action, adaptable layout.
- User Experience: Mobile-friendly, fast-loading, and accessible for all users.
- Wireframes: The wireframes will be of home page, admissions, and student portal layout

### 6. TECHNICAL REQUIREMENTS

Hosting: Managed WordPress hosting with SSL.

Domain: sunshinetutoring.co.za

Languages/Frameworks: WordPress (for CMS), HTML, CSS, JavaScript.

Custom plugin for bookings

7. Timeline and Milestones. weeks 1-2: Research, planning, and wireframes.

weeks 3-5: Design and content creation.

weeks 6-7: Development, testing and client review.

Week 8: site launch and user training

## 8 BUDGET

Estimated R8,000 (hosting: R1,200/year, domain: R150/year, plugin licenses: R2,000, design and maintenance: R4,650)

## 9. References

- . Smith, J., *Trends in E-commerce Website Design*. Tech journal. 2022
- . Jon, D., *HTML and CSS: Design and Build Websites*
- . Jennifer, N.R., *Learning Web Design: A Beginners Guide*