A logo with text on it

AI-generated content may be incorrect.

Faculty of Information Communication And Technology Department of Information Communication And Technology

Year :2025

NAME & SURNAME: LISAKHANYA QWAKA

STUDENT NUMBER: 10485274

MODULE NAME: WEDE5020 POE PROPOSAL

[Website Goals & KPIs 3](#_Toc206607016)

[Current Website Analysis 3](#_Toc206607017)

[Proposed Features. 4](#_Toc206607018)

[Design Aesthetic 4](#_Toc206607019)

[Technical Requirements 4](#_Toc206607020)

[Timeline with Milestones 5](#_Toc206607021)

[Budget. 5](#_Toc206607022)

[Sitemap 6](#_Toc206607023)

[References 6](#_Toc206607024)

Target organisation: Woolworths

Organisation Overview:

I have chosen the retail store Woolworths. Woolworths Holdings Limited was established in Cape Town in 1931 and has evolved into South Africa’s leading retailer, well-known for its high-quality food, clothing and homeware (Woolworths Holdings Limited, 2025). Guided by the mission “Quality You Can Trust” (Woolworths Holdings Limited, 2025). Their vision is to keep sustainable retail leadership, involving environmental responsibility with a superior customer experience. The online grocery platforms target urban and suburban families, young professionals and health- conscious customers who value fresh, responsibly sourced produce, convenient delivery and seamless digital shopping” (Woolworths Holdings Limited, 2025.

Website Goals & KPIs

The new platform will:

* Increase the average online basket value by 20% within the 12 months, measured via monthly revenue per user.
* Improve mobile conversion rate from 3% to 8% by optimizing UX and reducing load times.
* Achieve a Net Promoter Score of 65+ through post purchase surveys.
* Reduce cart abandonment from 25% to below 15%.

Each KPI aligns with Woolworths strategic objective to strengthen customer loyalty and capture a larger share of the fast-growing online grocery market.

Current Website Analysis

The current Woolworths website offers a reliable and strong brand consistency but lacks in some critical areas:

* Performance: Mobile page speed 50/100, causing user drop-off (Nielsen, 2021)
* Checkout Complexity: When a customer is checking out the website has five separate pages for guest checkout, which lead to a 25% abandonment rate
* The website also has limited dietary filters (e.g. vegetarian, gluten-free) and offers no dynamic product recommendations based on purchase history.
* Accessibility: Incomplete ARIA labelling and insufficient contrast ratios, risking non-compliance with WCAG 2.1 AA standards (W3C, 2018)

Proposed Features.

The homepage showcases weekly specials and seasonal campaigns, accompanied by “Shop Now”. The services are also available with different types of category pages (Produce, Bakery, Meat, Dairy) with price range, brand and pack size. There’s also a page for checkout form offering guest, account and express modes (via Apple Pay and Google Pay) with real time address validation. Then they also have a contact us page where you will find the number you can text or call when you need help, with Chatbots for FAQs, with escalation to live agents during peak hours. Real-time updates on pick-pack status and delivery window, plus re-order shortcuts.

Design Aesthetic

* The colour scheme for Woolworths is green, pure white and light for neutrality.
* Typography:
* Headings: Open Sans Bold
* Body: Lato Regular
* Layout: Responsive CCS Grid for productive galleries and Flexbox for header/footer alignment.

Technical Requirements

* Hosting: AWS South Africa Region with auto-scaling and CloudFront CDN.
* Domain: [www.woolworths.co.za](http://www.woolworths.co.za)
* Frontend: Next.js for server-side rendering, TypeScript, Tailwind CSS
* Backend: SAP Commence Cloud 2211 with Java 11; REStful APIs expose product, cart and checkout services.
* Data & Integrations: Snowflake for analysis, Adobe Target for personalization, PayFast and Stripe for payments, Zendesk Chat.
* Compliance: WCAG 2.1 AA and POPIA data handling practices.

Timeline with Milestones

|  |  |  |
| --- | --- | --- |
| Phase | Duration | Deliverables |
| Discovery & Planning | Weeks 1-2 | Requirements doc, user journeys, sitemap |
| Design | Week 3-5 | High fidelity mock-ups, interactive prototype, design specs |
| Development | Week 6-11 | Fronted components, API integrations, checkout flow |
| Content & Testing | Week 12-12 | Content population, unit & integration tests, accessibility audit |
| User acceptance | Week 14 | UAT sign off, performance tuning |
| Launch & Handover | Week 15 | Production deployment, staff training, support handover |

Budget.

|  |  |
| --- | --- |
| Item | Cost (ZAR) |
| Discovery & Design | 800,000 |
| Fronted Development | 2,400,00 |
| Backend & API Integrations | 1,200,000 |
| Testing & QA | 500,000 |
| Project Management & Training | 300,000 |
| Hosting, CDN & License (annual) | 250,00 |
| Contingency (10%) | 545,00 |
| Total | 6,995,00 |

Sitemap

References

Nielsen, J. (2021) ‘Mobile Web Usability’, Nielsen Norman Group.  
Woolworths Holdings Limited (2025) About Us. Available at: <https://www.woolworths.co.za/about-us> (Accessed: 13 August 2025).  
W3C (2018) ‘Web Content Accessibility Guidelines (WCAG) 2.1’. Available at: <https://www.w3.org/TR/WCAG21/> (Accessed: 13 August 2025).