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POE PART 1

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**TransX Logistics – Website Proposal**

**Prepared by:** Maanda Mahuwa  
**Date:** 25 August 2025  
**Client:** TransX Logistics (Road Freight & Courier Services, South Africa)

**Slogan:** *Driven by Trust, Powered by Speed.*

**1) Organisation Overview**

**Name:** TransX Logistics  
**About:** TransX Logistics is a specialist in road transport, supporting both SMEs and large enterprises across South Africa. We provide reliable linehaul services, last-mile courier solutions, refrigerated freight, and short-term warehousing.

Our head office is in Midrand Waterfall, with operational depots strategically located in Centurion, Durban, and Cape Town.

**Mission:** To move goods safely, on time, and with complete transparency.  
**Vision:** To become South Africa’s most trusted mid-market transporter, powered by technology-driven operations.  
**Slogan:** *Driven by Trust, Powered by Speed.*

**Target Audience:**

* **Primary:** Procurement managers and operations teams at SMEs/enterprises requiring nationwide distribution.
* **Secondary:** E-commerce merchants and individuals needing ad hoc courier deliveries.
* **Tertiary:** Drivers and owner-operators looking for career opportunities or partnerships.

**Key KPIs:**

* Monthly quote requests
* Conversion rates (quote → booking)
* On-time delivery percentage
* Website performance (LCP < 2.5s, CLS < 0.1)
* SEO performance: organic traffic & keyword rankings

**2) Website Goals & Objectives**

The website will:

1. Build brand credibility with a clear service catalogue.
2. Generate qualified leads through get a quote and book a pickup forms.
3. Provide shipment tracking for clients.
4. Showcase compliance documents (B-BBEE, insurance, permits) to inspire trust.
5. Improve discoverability with SEO-friendly content and structure.

**3) Current Website Analysis**

**Assumption:** The company currently has either a single-page website or a Facebook presence with basic contact details.

**Strengths:**

* Visible phone number and email address
* Strong hero image showing transport services
* Google Business profile with location details

**Weaknesses:**

* No clear call-to-action or online quoting system
* Slow load times due to unoptimized images
* Thin content with poor keyword coverage (no city/route service pages)
* Security gaps (no SSL or outdated content)
* Accessibility issues (low contrast, missing alt text)
* No analytics → no data-driven decisions

**Areas for Improvement:**

* Add a structured Services section with dedicated pages
* Introduce a get a quote workflow with required shipment details
* Implement parcel/load tracking (manual first, API integration later)
* Improve site speed (lazy loading, caching, responsive images)
* Add schema markup for SEO
* Enforce SSL, security headers, and form validation
* Set up analytics and conversion tracking

**4) Proposed Website Features & Functionality**

**Essential Pages:**

* **Home:** Value proposition, CTAs (get a quote, track shipment), trust badges, services, coverage map, testimonials
* **About:** Company background, mission/vision, leadership, compliance downloads, B-BBEE details
* **Services:** Main page + child pages for Road Freight, Refrigerated Freight, Courier/Last Mile, Warehousing
* **Sectors/Use Cases:** E-commerce, FMCG, Healthcare/Cold Chain, Manufacturing
* **Track Shipment:** Tracking input field (Phase 1: manual, Phase 2: API integration)
* **Get a Quote / Book a Pickup:** Multi-step form with file upload option
* **Careers:** Driver applications and vacancies
* **Contact:** Locations, map, hours, contact form, WhatsApp link
* **Legal:** Privacy policy, Terms, POPIA notice

**Functional Requirements:**

* Secure, validated forms (with spam protection)
* Service filters (by vehicle type, payload, region)
* High performance (compressed images, caching, preconnect for fonts)
* Accessibility compliance (WCAG 2.2 AA)
* SEO best practices (semantic HTML, metadata, structured data)
* Analytics (GA4 with event tracking for leads and calls)
* Scalable structure for CMS/API integration later

**5) Design & User Experience**

**Brand Personality:** Trustworthy, fast, and approachable while maintaining an industrial professional feel.

**Colour Palette:**

* Navy #0A2A43 – Primary (headers, buttons)
* Cobalt #1F6FEB – Accent (links, highlights)
* Safety Yellow #F2C744 – CTA highlights
* Slate #F3F4F6 – Backgrounds
* Charcoal #111827 – Body text

**Typography:**

* Headings: Poppins (bold, modern)
* Body: Inter (clean, readable)
* Clear hierarchy with consistent spacing

**Layout & Design Approach:**

* 12-column responsive grid (max width ~1200px)
* Sticky header with CTA buttons always visible
* Service cards with icons for scanning
* Real photos of fleet, drivers, depots (optimized for performance)
* Trust signals: client logos, compliance badges, reviews

**UX Considerations:**

* Simple, intuitive navigation
* Clear CTAs (get a quote primary, track shipment secondary)
* Step-based forms with progress indicators
* Mobile-first design with thumb-friendly buttons and maps

**6) Technical Requirements**

**Phase 1 (Launch):**

* Stack: HTML5, CSS3, JavaScript (vanilla)
* Tools: Node (optional for minification), image optimization tools
* Hosting: Shared Linux or managed static hosting (Netlify/Vercel)
* Domain: transxlogistics.co.za
* SSL: Let’s Encrypt or hosting provider
* Analytics: GA4

**Phase 2 (Enhancements):**

* CMS: Headless (Strapi/Contentful) or WordPress
* Tracking API: Integrated with TMS/OnTrack or custom solution
* CRM: HubSpot/Zoho for lead management
* Security: Content Security Policy, sanitization, advanced headers

**Deliverables (Code):**

* Multi-page HTML site (index, about, services, track, quote, contact)
* Shared CSS and JS files
* Optimized image assets (WebP preferred)
* README with setup instructions and references

**7) Timeline & Milestones (6 Weeks)**

* **Week 1:** Discovery & Planning → Approved sitemap & wireframes
* **Week 2:** Content & Design → Copywriting + mockups signed off
* **Week 3:** Front-End Build → Beta version online
* **Week 4:** Forms & Interactions → Functional, validated forms
* **Week 5:** Performance, SEO & QA → Lighthouse 90+ score
* **Week 6:** Launch & Handover → Go live with full documentation

**8) Budget (ZAR, VAT excl.)**

* Domain (.co.za): R120/year
* Hosting: R150–R300/month (R1,800–R3,600/year)
* Design & Development: R18,000–R28,000
* Content & Photography (optional): R3,000–R8,000
* Analytics & SEO setup: R2,000
* Maintenance & Updates: R1,500/month
* Contingency (10%): R2,500–R4,000

**Estimated Total (Phase 1): R27,000 – R45,000 + hosting/domain + VAT**

**9) References**

* W3C (WCAG 2.2 Accessibility Guidelines)
* Google (SEO Starter Guide, Lighthouse Scoring Guide)
* Schema.org (Structured data guidelines)
* OWASP (Top 10 Security Practices)
* POPIA (South Africa – privacy guidance)
* National Road Traffic Act (Compliance for transport operators)
* Internal TransX Logistics (Brand and fleet guidelines)

**SECOND WEBSITE PROPOSAL**

**Golden Crust Scones – Website Proposal**

**Prepared by:** Maanda Mahuwa

**Date:** 25 August 2025

**Client:** Golden Crust Scones (Artisan Bakery, South Africa)

**Slogan:** *Freshly Baked Happiness in Every Bite.*

**1) Organisation Overview**

**Name:** Golden Crust Scones

**About:** Golden Crust Scones is a small, passionate bakery focused on one thing: making the best scones you’ve ever tasted. We specialize in fresh, handcrafted scones baked daily with care. Our menu ranges from classic butter scones to fruity, savory, and seasonal specials. Our main bakery is in Centurion, but we also supply selected retail partners in Pretoria, Johannesburg, and Cape Town.

**Mission:** To bake fresh, high-quality scones that bring warmth and joy to every customer.

**Vision:** To become South Africa’s most loved scone brand through creativity, consistency, and authentic customer connections.

**Slogan:** Freshly Baked Happiness in Every Bite.

**Target Audience:**

* **Primary:** Coffee lovers, students, and busy professionals looking for a quick, delicious treat.
* **Secondary:** Cafés, restaurants, and hotels that want to offer freshly baked scones to their patrons.
* **Tertiary:** Event planners who need bulk orders for weddings, birthdays, and corporate events.

**Key KPIs:**

* Monthly online orders
* Repeat customers
* Average spend per order
* Website traffic and conversions
* Customer reviews and ratings

**2) Website Goals & Objectives**

The website will:

1. Build a warm, inviting online presence that reflects the bakery’s personality.
2. Showcase our menu clearly and make it easy for people to order online.
3. Provide a smooth process for handling bulk and catering requests.
4. Share our brand story, values, and freshness promise.
5. Improve our online visibility through SEO and local search optimization.

**3) Current Website Analysis**

**Assumption:** The bakery currently relies on Instagram and Facebook to showcase products and take orders, which limits efficiency.

**Strengths:**

* Great product photos that highlight the deliciousness of the scones.
* An active social media following.
* Contact details and location are easily found.

**Weaknesses:**

* No structured product menu or catalogue.
* Orders must be placed manually through messages.
* No online payment or delivery scheduling system.
* No dedicated website or just a single landing page with limited functionality.
* Lack of SSL security and analytics tracking.

**Areas for Improvement:**

* Build a structured menu with categories (sweet, savoury, seasonal).
* Introduce an “Order Now” function with payment integration.
* Create a bulk orders/catering request form.
* Optimize images for faster loading times.
* Add SEO features and business schema markup to improve discoverability.
* Set up proper analytics tracking to make data-driven decisions.

**4) Proposed Website Features & Functionality**

**Essential Pages:**

* **Home:** Hero image, best-selling scones, an “Order Now” button, and customer reviews.
* **About:** Our bakery's story, the team, and our baking process.
* **Menu:** The full product catalogue with categories.
* **Order Online:** A shopping cart and checkout system with delivery or pickup options.
* **Bulk Orders/Catering:** An enquiry form for events.
* **Blog/Recipes:** Simple posts like “Perfect tea pairings with scones.”
* **Contact:** Map, hours, WhatsApp link, and a contact form.
* **Legal:** Privacy policy, terms, and a POPIA notice.

**Functional Requirements:**

* A shopping cart and secure checkout system.
* Bulk order and contact forms with validation.
* A mobile-friendly, responsive design.
* Optimized images and caching for site speed.
* Accessibility compliance (alt text, high contrast, easy navigation).
* SEO-ready with schema and metadata.
* GA4 analytics for tracking orders and enquiries.

**5) Design & User Experience**

**Brand Personality:** Warm, homely, fresh, and comforting.

**Colour Palette:**

* **Cream** (#FFF8E7) – Primary background
* **Raspberry** (#D94862) – Accent and buttons
* **Golden Brown** (#C68642) – To evoke warmth
* **Soft Grey** (#F3F4F6) – Background sections
* **Charcoal** (#333333) – Body text

**Typography:**

* **Headings:** Playfair Display (elegant, bakery feel)
* **Body:** Open Sans (clean and readable)

**Layout & Design Approach:**

* Large, inviting photos of fresh scones will be used throughout the site.
* Product categories will be displayed in simple cards for easy browsing.
* A sticky header will feature a prominent “Order Now” button.
* Clear calls-to-action (CTAs) like “Order Now” and “Bulk Orders” will be used.
* A quick and simple checkout process will ensure a smooth user experience.
* A mobile-first design approach will make shopping easy on the go.

**6) Technical Requirements**

**Phase 1 (Launch):**

* **Stack:** WordPress (with WooCommerce) or Shopify for the e-commerce functionality.
* **Frontend:** HTML5, CSS3, and JavaScript.
* **Hosting:** A reliable web host with SSL security.
* **Analytics:** GA4 analytics setup.

**Phase 2 (Enhancements):**

* Customer accounts and a loyalty program.
* Delivery integration with partners like UberEats or MrD.
* An expanded recipe blog.
* A newsletter signup with Mailchimp integration.

**Deliverables (Code):**

* A multi-page website (home, about, menu, order, catering, contact).
* Shared CSS and JS files for layout and forms.
* Optimized image assets.
* A README with setup instructions and documentation.

**7) Timeline & Milestones (6 Weeks)**

* **Week 1:** Discovery and Planning → Approved sitemap and wireframes.
* **Week 2:** Content and Design → Copywriting and mockups signed off.
* **Week 3:** Build Home, About, and Menu pages → Beta version online.
* **Week 4:** Build Order/Cart System → Functional checkout and forms.
* **Week 5:** Performance, SEO & QA → Testing and optimization.
* **Week 6:** Launch & Handover → Site goes live with full documentation.

**8) Budget (ZAR, VAT excl.)**

* **Domain (.co.za):** R120/year
* **Hosting:** R150–R300/month (R1,800–R3,600/year)
* **Design & Development:** R20,000 – R35,000
* **Photography (optional):** R3,000 – R6,000
* **Analytics & SEO Setup:** R2,000
* **Monthly Maintenance:** R1,200/month
* **Contingency (10%):** R2,500 – R4,000

**Estimated Total (Phase 1):** R27,000 – R47,000 + hosting/domain + VAT

**9) References**

* W3C (WCAG 2.2 Accessibility Guidelines)
* Google (SEO Starter Guide, Lighthouse Scoring Guide)
* Schema.org (LocalBusiness & Product)
* OWASP (Input validation and security basics)
* POPIA (Compliance, South Africa)
* Food Safety Standards (SA bakery compliance)