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**WEB DEVELOPMENT WEDE5020**

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# Organisation Overview

* Urban Trends Clothing
* **Urban Trends Clothing** was founded in 2010 in Cape Town, South Africa, by two young entrepreneurs with a passion for fashion and urban culture. The store began as a small outlet offering trendy casual wear such as graphic t-shirts, denim, and athleisure, aiming to provide affordable yet stylish clothing for the youth market. Between 2010 and 2013, the business built a reputation for keeping up with international fashion trends while maintaining a uniquely South African identity. By 2014, the brand expanded its product range to include accessories such as sneakers and hats, which complemented its clothing lines and attracted a wider audience. In 2016, Urban Trends launched its first online store, marking a significant step in reaching customers across the country as online shopping gained popularity. From 2017 onward, the brand strengthened its presence by collaborating with local street artists and hosting pop-up events, creating a strong connection with its urban customer base and cementing its image as more than just a retail store, but a cultural movement that celebrated individuality and style.

**Vision Statement**

* To be the leading South African retail brand that inspires self-expression and confidence through affordable, stylish, and trend-driven urban fashion.

**Mission Statement**

* Urban Trends Clothing is committed to providing high-quality, fashionable apparel that reflects the dynamic spirit of youth culture. We strive to make style accessible to everyone by offering innovative designs, excellent customer service, and a shopping experience that celebrates individuality and urban identity.

Target Audience

* Urban Trends Clothing’s target audience consists mainly of young adults and teenagers between the ages of 16 and 30 who are highly fashion-conscious and influenced by urban culture. The brand appeals to students, young professionals, and style-driven individuals who want to stay up to date with the latest trends while keeping affordability in mind. This audience values trendy, streetwear-inspired fashion that allows them to express their individuality and creativity. Urban Trends particularly resonates with South Africa’s urban youth, where street style plays a vital role in shaping identity and lifestyle. By focusing on this demographic, the brand successfully positions itself as an accessible and stylish choice for the modern youth market.

# Website Goals and Objectives

* The specific goals for the Urban Trends Clothing website are to increase brand visibility and attract more online traffic by showcasing the latest collections and promotions. The site aims to sell products directly through an easy-to-use e-commerce platform, allowing customers to browse, select, and purchase clothing securely online. Another key goal is to generate leads by encouraging visitors to sign up for newsletters, promotions, and loyalty programs, ensuring long-term customer engagement. In addition, the website will serve to provide valuable information, such as fashion tips, styling guides, and details about new arrivals or collaborations, helping Urban Trends build stronger connections with its target audience.
* To measure the success of the Urban Trends Clothing website, key performance indicators (KPIs) will be implemented. The first KPI is website traffic, which measures the number of visitors accessing the site over time, showing whether marketing efforts are effective in attracting customers. Another important KPI is the conversion rate, which tracks the percentage of visitors who make a purchase, providing insight into how well the website turns traffic into sales. The average order value (AOV) will also be monitored to determine the revenue generated per transaction, highlighting buying behaviour. In addition, customer engagement metrics such as time spent on site, pages visited, and bounce rate will be used to understand how effectively the site keeps users interested. Finally, customer acquisition cost (CAC) and return on investment (ROI) will be measured to assess the overall profitability and efficiency of online campaigns. Below are a list of the KPI’s:
* Website traffic (number of visitors)
* Conversion rate (visitors making purchases)
* Average order value (AOV)
* Customer engagement (time on site, pages viewed, bounce rate)
* Customer acquisition cost (CAC)
* Return on investment (ROI)

# Current Website Analysis

* The current Urban Trends Clothing website demonstrates a number of strengths that support the brand’s online presence. Firstly, the site has a visually appealing design that reflects modern fashion trends, helping to attract the target audience of young and style-conscious shoppers. The website also offers clear navigation, making it relatively easy for users to browse categories such as men’s, women’s, and accessories. In addition, the presence of high-quality product images enhances customer trust and assists in the decision-making process. The website’s integration with social media platforms is another strength, as it allows customers to connect with the brand across multiple channels and encourages engagement.

However, the website also presents several weaknesses that limit its effectiveness. The site sometimes suffers from slow loading speeds, which can frustrate users and increase bounce rates. Another weakness is the lack of detailed product descriptions, which may prevent customers from making informed purchase decisions. Additionally, the website has limited personalization features, meaning it does not provide tailored product recommendations or content to users. The absence of a strong mobile optimization strategy is also a challenge, as many customers access retail sites via smartphones. Lastly, the website has minimal customer support features, such as live chat, which could improve customer satisfaction and conversion rates.

* Based on the weaknesses identified in the existing Urban Trends Clothing website, several areas can be improved to enhance user experience and overall performance. Firstly, the **loading speed of the website** should be optimized by compressing images, reducing unnecessary scripts, and improving server performance, ensuring that users can browse products without delays. Secondly, the **product descriptions** need to be expanded to include detailed information such as fabric type, sizing guides, and care instructions, which will help customers make informed purchasing decisions.
* Another key area for improvement is the addition of **personalization features**, such as product recommendations based on browsing history or customer preferences, which can increase engagement and boost sales. The website should also implement **responsive design improvements** to ensure seamless use across all devices, especially mobile phones, where a significant portion of traffic originates. Lastly, **enhanced customer support tools** such as live chat, chatbots, or an FAQ section should be introduced to provide immediate assistance, thereby improving customer satisfaction and retention.

# Proposed Website and Functionality

1. Homepage

**Features**: Eye-catching banner showcasing new arrivals or promotions, quick navigation menu, featured products, and customer testimonials.

**Functionality**:

Clear call-to-action buttons (e.g., *Shop Now*, *Sign Up*).

Search bar for easy navigation.

Links to social media platforms for brand engagement.

2) About Us Page

**Features**: A brief history of Urban Trends Clothing, its vision and mission statements, and the brand’s unique identity.

**Functionality**

Well-structured text with images to support storytelling.

Definition list for highlighting values or achievements.

3) Products/Services Page

**Features**: Organized product catalog with categories (e.g., Men, Women, Accessories).

**Functionality**

Add-to-cart and wishlist options.

Product filters (size, price, color).

Zoom-in option for product images.

Secure checkout and multiple payment methods.

4) Contact Page

**Features**: Company address, phone number, email address, and social media links.

**Functionality**:

Contact form for direct inquiries.

Google Maps integration to show store location.

Click-to-call and email links for mobile users.

5) Additional Features

**Blog/News Section**: For fashion tips, styling guides, and updates on new collections.

**Customer Account Area**: For order tracking, saved items, and purchase history.

**Newsletter Subscription**: Pop-up or footer sign-up for promotions and updates.

**Security Features**: SSL certification for safe transactions.

# Design and User Experience

## 1. Colour Scheme (Proposed Palette)

* The proposed colour scheme should align with Urban Trends Clothing’s youthful, urban-inspired image:
* **Primary Colour**: Black – conveys sophistication, style, and modernity.
* **Secondary Colour**: White – provides contrast, cleanliness, and simplicity.
* **Accent Colour**: Gold or Mustard Yellow – symbolizes creativity, boldness, and confidence.
* **Neutral Tone**: Light Grey – balances the palette and improves readability.
* This palette creates a bold yet stylish look, reflecting the streetwear culture while maintaining professionalism.

## 2. Typography (Font Choices and Hierarchy)

* To ensure clarity and branding consistency:
* **Headings (H1, H2, H3)**: *Aptos Bold* – strong and eye-catching, perfect for product categories and page titles.
* **Body Text**: *Aptos Regular* – clean and easy to read for descriptions, blog posts, and customer information.
* **Call-to-Action Buttons & Highlights**: *Aptos Semi-Bold Italic* – slightly differentiated for emphasis (e.g., *Shop Now*, *Add to Cart*).
* **Hierarchy:**
* H1 (largest, bold) → Page titles (e.g., “New Arrivals”).
* H2 (medium, bold) → Section headers (e.g., “Men’s Collection”).
* H3 (smaller, semi-bold) → Sub-sections (e.g., “Accessories”).
* Body text (regular, size 11) → Product descriptions, about us, and blog content.

## 3. Layout and Design (Overall Approach)

* **Minimalist grid-based layout** with plenty of white space for a modern, clean look.
* **Full-width hero banner** on the homepage featuring high-quality lifestyle images.
* **Consistent navigation bar** at the top for easy movement between pages.
* **Product-focused design** with large, high-resolution images and simple text overlays.
* **Footer** with quick links, newsletter signup, and social media integration.
* This approach ensures a professional look while keeping products as the main visual focus.

## 4. User Experience Considerations

* **Navigation**: Simple top navigation bar with drop-down menus (Men, Women, Accessories, Sale).
* **Layout**: Organized into clear sections; avoids clutter for better usability.
* **Colour Scheme**: Black and white background for readability, with gold accents guiding the user’s attention to important actions (e.g., “Checkout,” “New Arrivals”).
* **Responsiveness**: Optimized for both desktop and mobile users.
* **Accessibility**: Legible fonts, high colour contrast, and alt text for images.

# Technical Requirements

To establish an online presence for Urban Trends Clothing, the website will require a reliable web hosting service that offers sufficient bandwidth, storage, and uptime to handle customer traffic efficiently. A custom domain name such as *www.urbantrendsclothing.co.za* will be registered to align with the brand’s identity and ensure professionalism. The hosting package should also support email accounts linked to the domain (e.g., info@urbantrendsclothing.co.za) for customer communication, as well as SSL certification to provide a secure browsing and shopping experience.

**Programming Languages and Frameworks**

The website will be developed using a combination of standard front-end and back-end technologies:

* **HTML5** → to structure the content of the web pages.
* **CSS3** → to style and design the website, including the color scheme, typography, and responsive layouts.
* **JavaScript** → to add interactivity such as navigation menus, product carousels, and form validations.
* **Frameworks/Libraries**:
  + **Bootstrap** (for responsive and mobile-first design).
  + **React.js** or **Vanilla JavaScript** (depending on project scope) to enhance interactivity.
* **Back-end (optional for e-commerce features):** A server-side language such as **PHP** or a framework like **Node.js** could be integrated to handle databases, user accounts, and transactions.
* **Database:** If e-commerce is included, a **MySQL** or **MongoDB** database will be required to store product, customer, and order information.

# Timeline and Milestones

**Phase 1: Planning & Requirements (Week 1–2)**

* **Tasks:**
  + Define website goals: showcase clothing products, brand story, contact info
  + Decide essential pages: Homepage, About Us, Products, Contact
  + Choose urban-inspired design elements (colors, typography, layout)
* **Milestone:**
  + **Project Proposal Submission** – Week 2

**Phase 2: Research & Wireframing (Week 3–4)**

* **Tasks:**
  + Research competitor urban fashion websites
  + Create low-fidelity wireframes for all pages
  + Plan navigation flow, product hierarchy, and information structure
* **Milestone:**
  + **Wireframe Submission / Approval** – Week 4

**Phase 3: Design & Mockups (Week 5–6)**

* **Tasks:**
  + Develop high-fidelity mockups using urban aesthetic
  + Ensure typography and color palette match brand identity
  + Review mobile and desktop visual appeal
* **Milestone:**
  + **Design Mockup Submission** – Week 6

**Phase 4: Development & Coding (Week 7–10)**

* **Tasks:**
  + Set up hosting/domain (e.g., Netlify, GitHub Pages)
  + Code HTML, CSS, and JavaScript for pages and interactivity
  + Implement product gallery, contact form, and responsive design
* **Milestones:**
  + **Beta Version / Mid-term Demo** – Week 9
  + **Final Development Completion** – Week 10

**Phase 5: Testing & Refinement (Week 11)**

* **Tasks:**
  + Test links, forms, responsiveness, and interactive features
  + Optimize images and website loading speed
  + Fix bugs and refine design details
* **Milestone:**
  + **Final Website Ready for Submission** – Week 11

**Phase 6: Final Submission & Presentation (Week 12)**

* **Tasks:**
  + Submit website files and project documentation
  + Prepare presentation/demo showcasing Urban Trend Clothing brand
* **Milestone:**
  + **Project Submission & Presentation** – Week 12

# Budget

**💻 1. Website Development**

For a small business website with 5–8 pages (e.g., homepage, about us, products, contact), the development cost typically ranges from **R6,000 to R20,000**. This includes:

* **Design & Layout**: Urban-inspired aesthetics with responsive design.
* **Content Management System (CMS)**: WordPress or similar for easy updates.
* **Basic SEO**: On-page optimization for search engines.
* **Contact Form Integration**: For customer inquiries.

*Estimated Cost*: **R6,000 – R20,000**

**🌐 2. Hosting & Domain**

* **Domain Name (.co.za)**: Approximately **R90 – R250 per year**.
* **Web Hosting**: Shared hosting plans suitable for small businesses range from **R100 to R900 per month**, depending on the provider and features.

*Estimated Annual Cost*: **R1,200 – R10,800**

**🔧 3. Website Maintenance**

Ongoing maintenance ensures your website remains secure, up-to-date, and functional. Typical services include:

* **Software & Plugin Updates**: Regular updates to CMS and plugins.
* **Security Monitoring**: Protection against potential threats.
* **Content Updates**: Adding new products, blog posts, or promotions.

Maintenance costs vary based on the complexity of the website and the service provider:

* **Basic Maintenance**: Suitable for small business websites, ranging from **R500 to R2,500 per month**.

*Estimated Annual Cost*: **R6,000 – R30,000**