

Website 33 South Backpackers

Link to design prototype :

<http://33south.digitalfundi.co.za/>

Development requirements

To do:

Required PHP framework: Laravel

Required Database: Mysql

Create a custom cms using Laravel(Not wordpress or Joomla because we are moving away from wordpress for scalability reasons. The new website should handle large Volumes of transactions and online bookings and also integrate with Samper)

CMS Module:

Merge the new CMS with the proposed template design here: <http://33south.digitalfundi.co.za/>

Booking module and online payments

Develop online booking system with booking cart and integrating with at-least 3 payment gateways.

We have a system called Samper that shows how many rooms have been booked and how many are free. This should be integrated with the booking cart on the front-end so that only available rooms can be added to the cart. Online Booking page should show a list of all available rooms and should have an option for the user to view details about the room including pictures. It should have an add to cart button which will add the selected room to the booking cart. A user can select more than one room and add to the cart. The user should be able to remove items from the cart before checkout.

Once the user has added everything he needs to the cart there should be a checkout button that is visible all the time when there is at-least one item in the cart. On clicking checkout the user should be taken to a checkout page which will calculate all the items and totals and give the user an option to pay by credit card. We need at least 3 payment gateways integrated so that we can accept as many credit cards as possible. We also need a mechanism to avoid credit card fraud as this can lead to loss of income. Major cards like visa, Master card etc. should be accepted.

After a successful payment a PDF receipt should be generated for the user and also emailed to the user's personal account.

Back Office Module

Manage Online payments and add reporting features

All payments made from the front end should be logged in a payment table and listed on the back-end. We also need to manually add payments from the reception, this will help have all payments logged into the system.

We also need a payment gateway log list that shows all the payment gateway responses successful or unsuccessful payments and reasons why a payment was unsuccessful.

We also want to be able to refund customers from the backend but only super users should have this right. Admin users can be limited to logging manual payments.

Manage Website Content

Static text and image updates from the back-end just like any CMS functionality.

Affiliate system Module

Add Pixel tracking management

We want to run an affiliate program where 3rd parties refer customers to our website. Each affiliate will have a unique Id. The affiliate will be rewarded an agreed amount Each time they refer a customer from their website and the customer is successfully booked into our system(After a successful payment)

An affiliate listing table should show all the affiliate in the system and how many conversions they have made.

It should also log all pixel tracks wether converted or not.

Design Requirements

General information

Not patterns in the background. The orange stripe on every page should be plane orange without patters. **Yellow : instructions for Mthabisi, Green: Instructions for interns and Natasha**

Menu:

Home (Link to the first page)

About Us

Accommodation (2 Options: dorm rooms, private rooms)

Ayoba deals (2 Options: winter specials, summer specials)

Tours (3 Options: Cape Town, Around Cape Town, South Africa)

Gallery

Contact (phone number, google maps, directions how to come to Obs, information about public transport)

More Pages (Things to do (remove “options:” from the name) [4 Options: Around Obs, Cape Town, Garden Route, South Africa]

Public transport, About Observatory, About Cape Town, About Townships, Garden Route, Guest book) (no other options for now, maybe Natasha wants to add some)

Bottom:

Can you create it like the following draft?

Our cooperation partners:

**Logos from: SAYTC, bazbus, 4 star, backpacking South Africa,
(photos in dropbox)**



Cooperation partners: light grey; contact us and find us on: orange; all with the pattern.

Home:

Slightshow from 3 or 4 pictures

Picture of the house – A home far away from home

Picture of the room – Clean, safe and affordable

Picture of the people – Meet colourful people

Booking details:

Light grey and delete children,

Best Ayoba deal (link to the ayobal deal page)

Photo Gallery

Text

Welcome to 33 South Backpackers

You won't find a cleaner and cheaper accommodation near Cape Town's hotspots than our comfortable backpackers. This is what backpacking and travelling is about!

Get immersed in our culture and join us for a creative evening at the Gypsy bar, or book at our travel desk an adrenaline pumping tour – we guarantee you an unforgettable experience at our Backpackers Cape Town and South Africa!



Free WIFI Free Breakfast 24 hour reception

Free WIFI (Change image to a Wifi-image?)

By providing free WIFI our guests can always keep their family and friends up to date about their stay in Cape Town.

Free Breakfast (we can keep the image)

To enable you a pleasant start into the day we provide all our guests a light and lovely breakfast.

24 hour reception (we can keep the image)

In order to be always available for guests requests and to ensure that our guests experience also a safe stay in the night we offer a 24-hour reception.

Gallery – pictures from the latest Gallery

Text:

Garden Route and Winter Special

Text is coming soon

Photos from the Garden Route

Link to the Winter special page - + booking possibility

Recommendation:

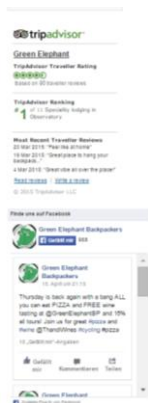
Link from the guest book, maybe 3-4 recommendations have space on the page? Like the following format:

“Nice and lovely place to stay even though it was way too short.”

Nils (Germany)

All our nice reviews from our guestbook should be typed town and put on the guestbook page, the best 3 or 4 ones are shown on the “Home” page.

Link to Tripadvisor like this? Maybe also facebook?



<http://www.greenelephant.co.za/>

About Us

Our Backpackers

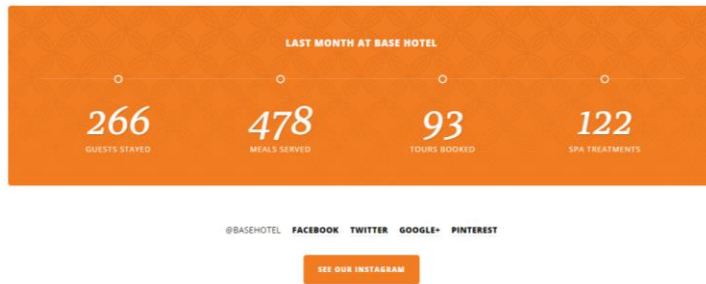
Photo from all staff members , a photo from our accommodation is ok for now

33 South offers you a home far away from home.

Our hostel is conveniently located in the very heart of “Obs” (Observatory), Cape Town’s most bohemian and culturally rich neighbourhood, walking distance to a large variety of quirky bars and pubs, unique restaurants and is centrally accessible to many tourist destinations.

24 hour reception/Free breakfast/Free Wifi/Gybsy Bar/communal kitchen (text for the grey fields)

Please remove this:

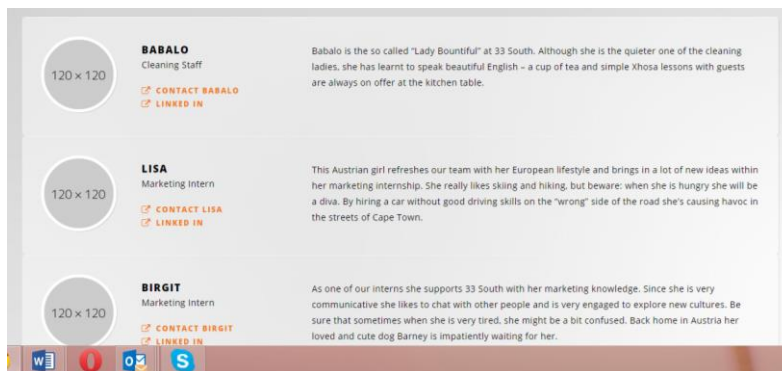


Instead add the following text

Our lovely staff

The 33 South Team is as colourful, diverse and attractive (if we may say so ourselves!) as the rooms themselves! They all bring along a piece of their unique personalities, a welcoming smile, boundless enthusiasm and endless knowledge of what this beautiful place we call our 'home' has to offer.

Please remove the headings : Message from the manager and staff, also do not separate the text from Natasha from the other staff. Add her description also like :



Remove the contact signs – leave them at Natashas descriptions – link to her Email address: management.33southbackpackers@gmail.com or her linked In profil

Pictures are on dropbox

Natasha (Please talk to Natasha about a photo, she could not decide yet)

As the new owner of 33 South Boutique Backpackers Natasha is responsible for everything (Human Resources, Marketing and administrative work) and ensures that the guests have a pleasant stay. Some call her a wine connoisseur and although she is always buzzing around, she never forgets to smile. When she uses her syrupy-sweet voice then you know she's about to ask a favour!

Babalo

Babalo is the so called "Lady Bountiful" at 33 South. Although she is the quieter one of the cleaning ladies, she has learnt to speak beautiful English – a cup of tea and simple Xhosa lessons with guests are always on offer at the kitchen table.

Elvis

With his Congalese charm, and boyish good looks, Elvis brings a sense of calm to 33 South. Responsible for ensuring guests have a safe and peaceful nights sleep, he also practices his baking skills by making the famous muffins served with the free daily breakfast.

Gladwin

Our powerful and handsome Gladwin works on the reception and supports Natasha with some administrative work. He is a real Cape Town insider and in his leisure time you'll find him at the gym or playing basketball. Gladwin loves reading and it's worth having a good chat about literature with him.

Ivor

Ivor is our helpful maintenance man. He ensures that everything works and that our backpackers is always in tip-top shape. You can see his creative side in our funky bar he's designed & built. What would we do without him!

Ace

Ace loves chatting with people and is the magic link between our international guests. He ensures that you are never bored when you stay here at 33 South. With his passion for painting, music and poetry he provides an insight into the African lifestyle. He's a sporty kind of guy, so don't miss out one of his guided and adventurous tours.

Thandi

Thandi is our hard-working and always smiling cleaning bee. With her high commitment and her enthusiastic personality she also gets trained on our reception. She speaks fluent English and loves chatting with other people. As a local she's always happy to share information and point guests in the right direction.

Thea

Thea is fresh off the boats (ok some call them yachts – fancy pants!) and helping out her biggg sister Kim every now and then. In her free time she runs a raw food and yoga retreat.

Vivien

Vivien ensures that you enjoy pleasant and comfortable rooms and spoils us with her delicious cuisine. Always available for an informative chat, religion is one of Vivien's favourite topics.

Unfortunately we do not have a text and a photo from the following staff, which should be also shown on our website.

Hugh

Text an photo!!

Maletuka

Text an photo!!

Mellisande

Text and photo!!

Lele (Bohemian Lofts)

Text and Photo!!

Leloko

Text and Photo!!

Special at the bottom – Garden Route and Cape Town special (Ayoba deals)

Accommodation

Possibility to choose between dorm and private rooms.

Photos: Tygerberg – private room (stay from R 460), Kalk bay – dorm rooms (stay from R 160)

Text below the photos:

33 South is a Boutique Backpackers situated in the heart of Observatory, the lively and eclectic Student neighbourhood we lovingly call “Obs”.

With each room themed after a neighbourhood in Cape Town however, you won’t have to go far to experience the true life of a “Capetonian!” Enter our world of travel and adventure by clicking on the following dorm or private rooms: Khayelitsha, Kalk Bay, District6, Jounge, Tygerberg and Bokaap – enjoy the tour!

Dorm rooms

The screenshot displays a website layout for accommodation. On the left, a large grey rectangle contains the text "770 x 500". Below this, under the heading "STANDARD ROOM INCLUSIONS", there is placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus hendrerit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi. Sed pretium, ligula sollicitudin laoreet viverra, tortor libero sodales leo, eget blandit nunc tortor eu nibh. Nullam mollis. Ut justo." This text is repeated twice. To the right of the dimensions is a vertical list of room types: "STANDARD ROOM", "OCEAN VIEW ROOM", "DELUXE ROOM", "JUNIOR SUITE", "PREMIERE SUITE", and "3 BED PENTHOUSE". Above this list, an orange banner says "STAY FROM \$149 PER NIGHT". Below the room types list is a grey box for a "Family Escape ACTIVITY PACKAGE" with dimensions "380 x 250" and a "VIEW SPECIAL" button. At the bottom of the screenshot, a row of social media icons (Word, OneDrive, Outlook, Skype) is visible.

New photos for the rooms are required, that we have at least 3 per room

Photos dropbox (3 photos maybe in a slide show, like the front page)

Right: stay from R 160 per night

All dorm rooms: Khayelitsha, Kalk Bay, District 6, Jounge

Winter special again.

Text:

Khayelitsha

We Have themed this room after the Township neihgbourhood, Khayelitsha.

Sawubona – Welcome! Inspired by the raw beauty of the corrugated iron jungle that lies on the N2, one of Cape Town’s principal highways, the Kayelitsha room takes you rocketing into the heart of the townships, where everyday bits and pieces are arranged into an individual style that can only be described as “shack chic.”

Bright, vibrant and full of “Vooma,” this four bed room has real personality. Percale linen and quality mattresses ensure a relaxing nights rest that will leave you humming “thu-la-thu – thu la mama” (a traditional Xhosa Lullaby) as you fall asleep. Large Individually locking Lockers and digital code safes for each guest ensure your belongings are kept safe. Hamba kakuhle!

Text for the grey fields

- Large Locker with hangers
- Digital code built-in safe
- Highest quality percale Linen
- Extra-size
- Extra length adult bunk beds

Free WIFI (Change image to a Wifi-image?)

Free Breakfast (we can keep the image)

24 hour reception (we can keep the image)

Kalk Bay

Photos dropbox

This 6 bed dorm is themed after the calming fishing village of Cape Town, Kalk Bay.

Tranquil, picturesque and steeped in Fishing tradition, Kalk bay harbour envelopes you in a time-warp. Discover the lesser-known way of life of Kalk bay’s locals and the sleepy day-to-day fishing community in this cool and calm six bed room. Percale linen and micro-fibre duvets make every night spent in this room a relaxing experience. Large lockers which reveal the catch of the day, as well as a digital code safe per person, ensure that there’s nothing “fishy” about the security of this room.

Text for the grey fields

- Large Locker with hangers
- Digital code built-in safe
- Highest quality percale Linen
- Extra-size
- Extra length adult bunk beds

Free WIFI (Change image to a Wifi-image?)

Free Breakfast (we can keep the image)

24 hour reception (we can keep the image)

District 6

Photos dropbox

This dorm room is themed after the Apartheid-famous neighbourhood, District 6.

With Table Mountain in their backyard, the people of District six use music to tell the story of South Africa's past and traditions with enthusiasm and "gees" that is second to none. The spacious room, themed after the Cape Town neighbourhood of "District 6" celebrates the rhythm and beat of local music and musicians in Cape Town, and gives you an insight into the vibrant and colourful neighbourhood that has its origins in 1867.

Overlooking a typical Cape Town sunset, six Extra length and breadth beds (with soft percale linen) ensure a peaceful nights rest among the vinyl's whose slow rhythmic playing could be heard echoed through the steep cobblestones of Cape Town's oldest neighbourhood. Of course, with a large locker and digital code safe, safety comes standard.

This is also our Ladies only dorm room on request.

Text for the grey fields

- Girls Dorm
- Large Locker with hangers
- Digital code built-in safe
- Highest quality percale Linen
- Extra-size
- Extra length adult bunk beds

Free WIFI (Change image to a Wifi-image?)

Free Breakfast (we can keep the image)

24 hour reception (we can keep the image)

Jouge

Photo dropbox

We have themed this room after "De Waterkant" Neighborhood:

Home to Cape Town's most beautiful and "larney" people, where extravagance and foamy Café Lattés are the order of the day – "de Waterkant" is Cape Town's Jouge hub. Jouge? Jouge describes anything that is over-the-top, extravagant and simply "De-viine!"

Enjoy the plush interior of this Parisian Printemps inspired bedroom that sleeps eight people, and certainly won't hold back on Percale linen and Micro-fibre Duvets. With aone "Casier Grande" and a digital code safe per person, it isn't even a question that all precious possessions will be kept safe. So, until then - Aurevoir, and ciao ciao!

Text for the grey fields

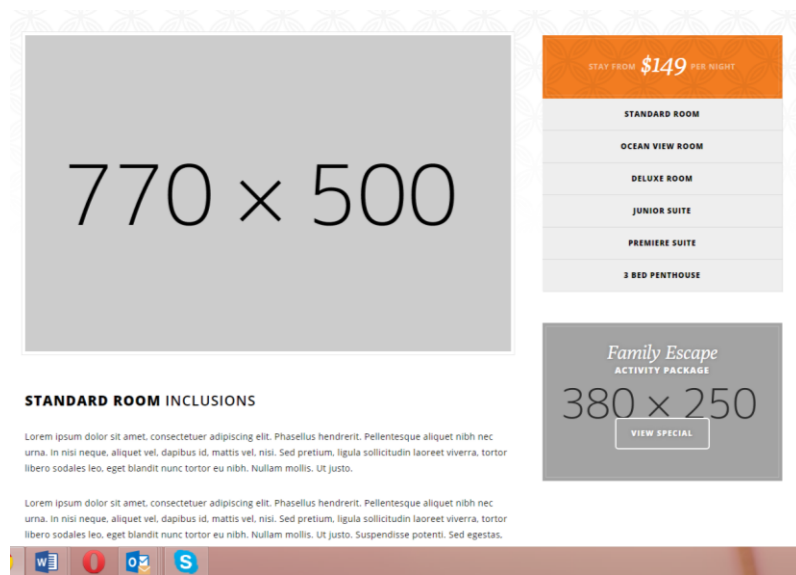
- Large Locker with hangers
- Digital code built-in safe
- Highest quality percale Linen
- Extra-size
- Extra length adult bunk beds
-

Free WIFI (Change image to a Wifi-image?)

Free Breakfast (we can keep the image)

24 hour reception (we can keep the image)

Private Rooms



New photos for the rooms are required, that we have at least 3 per room
Photos dropbox (3 photos maybe in a slide show, like the front page)
Right: stay from R 460 per night
Private rooms: Tygerberg, Bokaap
Winter special again.
Text:

Tygerberg

Photo

This private room is themed after the Afrikaans Neighbourhood, Tygerberg.

Sitting on the border between Cape Town CBD and the wine-rich Stellenbosch, is the “Boerewors Gordyn” (Directly translated means “Farmer’s sausage curtain”) a metaphorical line which divides the cosmopolitan city of Cape Town from the historically rich Afrikaans neighbourhoods of Tygerberg and Durbanville.

We invite you to spend an evening “behind the Boerewors Gordyn” in this simple yet sleek double – bed room, and enjoy a “lekker” nights rest on the finest percale linen.

Grey field

- Large cupboard with hangers
- Digital code built-in safe
- Highest quality percale Linen
- King/Twin bed setup
- Shared Bathroom

Free WIFI (Change image to a Wifi-image?)

Free Breakfast (we can keep the image)

24 hour reception (we can keep the image)

BoKaap

This large room is themed after the famous colorful Cape Malay neighbourhood Bokaap.

Trendy and comfortable double en-suite room ideal for couples or singles looking for a room away from the bustle of the main house. Have a lie-in in the comfy four-poster bed, or plan your day out in Cape Town surrounded by images of the beautiful Bokaap district. Simple, Spacious and worth returning “home” to!

We are also able to add an additional single bed into this room for travelling triples or families.

Text for the grey fields:

- Private Bathroom with shower
- Available in King-size/Twin bed
- Digital code safe & DSTV
- High Quality percale linen
- Extra-bed on request

Free WIFI (Change image to a Wifi-image?)

Free Breakfast (we can keep the image)

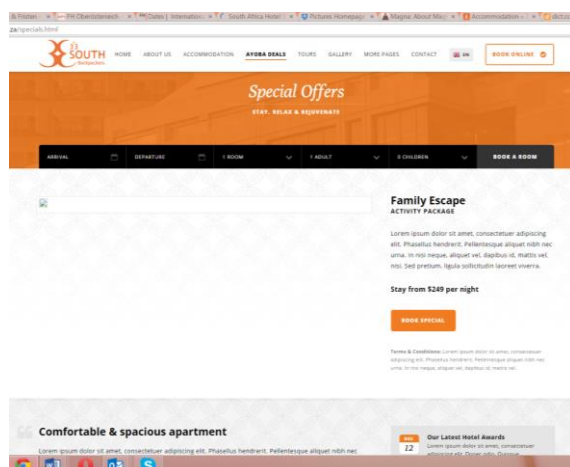
24 hour reception (we can keep the image)

Ayoba deals

Text:

When it's time for a getaway, 33 South offers unique travel packages for your stay in Cape Town. Explore the tourist attractions within and around Cape Town while staying with our lovely backpackers. Whether it's an adventure, sightseeing or sports getaway, we can supply everything from sightseeing to adventurous tours. Book one of our Ayoba deals and get also **10 %** discounts on all other tours.

Photos from the special are on dropbox, maybe also a slight show with 3 pics is possible ?) Can we minimize the pictures? That all the texts fits on the page?



Cape Town Postcard special

Stay at our backpackers and explore Cape Town at your own pace by using the Hop-on Hop-off City Sightseeing bus. Hop off and on at any of our stops with your ticket. We also show you around our colourful and exciting student neighbourhood that offers a lot of quirky bars and lovely restaurants. In Cape Town you can experience one of the most beautiful sunrises and sunsets, which you can see after you have hiked up Lions Head. Click to check availability & book online.

What is included:

- 5 nights accommodation
- Breakfast
- Neighbourhood walking tour
- Welcome drink at "The Gypsy Bar"
- **Trip on Hop-on Hop-off City Sightseeing bus**
- Sunset hiking to Lions Head

Book package from R1000

Prices have to be edited by Natasha

Valid from May to December 2015

Cape Town Garden Route Special

Stay 4/6 nights at our backpackers before or after a care-free exploration of the unspoilt paradise along the south eastern coast of South Africa. Big5 Game drive, ostrich riding, elephant riding, walk with lions, whale watching, bungee jump, waterfall zipline and more... Click to check availability & book online.

What is included:

- 4/6 nights at the backpackers
- Breakfast
- Neighbourhood walking tour
- Welcome drink at "The Gypsy Bar"
- 6 or 4 days guided tour along the Garden route

Choose between:

6 day Cape Town and 4 day Garden Route:

Included in price: Qualified guide, all transport, all accommodation, Game Drive in Addo, Cango Caves adventure or standard tour in Oudstroom, 3 x breakfast & 3 dinner, entry to Tsitsikama national Park, Knysna heads, Visit to an aloe factory

Book package from R3999

Prices have to be edited by Natasha

Price: R 3999

6 day tour package:

All accommodation, daily breakfast and dinner, all transport, Cape Agulhas, beer/wine tasting in Hermanus, Tsitsikama National Park, Cango Caves/ Cango wildlife ranch entry fee, Entrance to Addo elephant NP, Game drive in Addo, Knysna Heads, Entrance to Wilderness National Park, Canoe trip and hike to waterfall in Wilderness, Visit to an aloe factory, stop at Storms River/Jeffreys Bay

Book package from R5000

Prices have to be edited by Natasha

Cape Peninsula Adventure Tour

Explore Cape Town and its tourist attractions within 5 days. The Cape Peninsula tour is a true highlight of Cape Town and a definite 'must-do' day tour for any visitor. Come and experience the beauty of the Peninsula and enjoy the tourist attractions around Cape Town while le staying 5 days at our backpackers.

What is included:

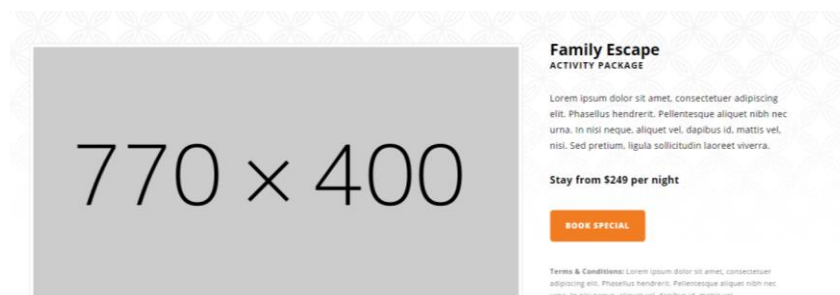
- 5 nights accommodation
- Breakfast
- Neighbourhood walking tour
- Sunset/sunrise hiking up Lion's Head
- Cape Peninsula tour with Baz Bus
- 1x Traditional South African braai

Book package from R1500

Prices have to be edited by Natasha

Tours

Can you please use the same Layout as for the specials? Please also minimize the pictures. At the moment no slide show is needed.



Text for the specials has to be created. Natasha has already received a draft for the wine tasting tour and for the township tour. Every tour should be described shortly, a photo should be shown and the booking button should be there.

- Township Tour

- Surfing
- Guided hiking to Table Mountain
- Guided sunrise/sunset hiking to Lions Head
- Wine Tasting
- Volunteering for one day

Check out other tours – wine and bikes, Cape to Addo, Safaris, etc...

Links or logos of collaboration partners

Gallery

Ask Natasha or Ace about further pictures. Maybe WTM, etc. Photos are on dropbox

Valentins Braai

Wine tasting

Stellenbosch

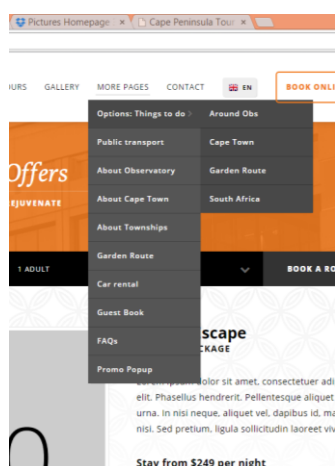
Sunset hiking

Sunrise hiking

33 South frame

Etc.

Things to do



Around ObZ (maybe you can find some further pics later and the interns, staff can write more content?)

- Eat at Obz Café
- Beerpong at Forex
- Eat at the touch of madness

- Comedy night at armchair
- Coffee at Huneybun
- Coffee at Mango and Ginger
- Go out to Stones
- Meet locals in Trenchtown
- Visit the heart museum

Cape Town

Evening

- Madness Monday at Mercury
- Waiting room
- Beerhouse
- Open Air cinema in Kirstenbosch
- Kirstenbosch summerset concerts
- Casino and Ice skating in Grand West

Dinner

- Eat at Eastern Bazaar
- Eat at Mama Africa
- Godfather in Camps Bay

Markets

- Old Biskuit Mill on Saturday
- Hotbay Market on Friday to Sunday
- Route 44 Market
- Green Market Square
- Blue Bird Garage Market in Muizenberg
- Blaauklippen Family Market in Stellenbosch
- Mzoli's Braai

Daily tours

- Shark cage diving
- Whale watching
- Zipline tour

Garden route

What can you do along the Garden Route!! Content necessary

South Africa

What can you do in rest South Africa?

Public Transport

Information about the public transport in Cape Town. Minitaxes (dangerous at nights!), cubs, train station, busses, mycitybus, rental cars, etc.

About Observatory

Information about the suburb, University, pictures, etc. Don't walk around alone at night.

About Cape Town

Information about Cape Town and South Africa in general.

About Townships

Information and pictures about the townships: history, which townships, how many inhabitants, etc.

Garden Route

Information about the garden route, special areas, what can you do there

Car rental – delete will be mentioned by public transport#

Guest book

Recommendations like the following format:

"Nice and lovely place to stay even though it was way too short."

Nils (Germany)

Further recommendations

Comment: Amazing staff, I really enjoyed my time here and love to stay longer. The cleaning ladies just give me some inner too.

Name: *Axel*

Country: Sweden

Comment: This was my home for two months and these people are my family, Love you all.

Name: *Kristina*

Country: New York

Comment: Amazing Hostel its more like a home and family I want to stay!!!!

Name: *Hanna*

Country: England

Comment: Thank you 33south! I had an amazing time here and I will miss you all.

Name: *Daniel*

Country: *England*

Comment: Pleasant stay, Private room comfortable and helpful staff.

Name: Bex

Country: KZN

Comment: I had a wonderful stay. I loved the décor, and friendliness.

Name: Jacque

Country: Benoni Gauteng

Comment: Calm place, nice staff very comfortable beds and clean.... Breakfast could be better.

Name: Micheala

Country: Switzerland

Comment: Very strict check out time!!!!

Name: Nick

Country: Straya

Comment: Another stay. More friends made cant Beat the experience!!!!!! YOU ROCK

Name: Juan

Country: Namibia

Comment, loved the muffins, loved the people will miss you and will never forget this amazing experience.

Name: Lara

Country: Nederland

Comment: Cool pace! Great muffins

Name: Molly

Country: NC

Comment: Clean, Warm, Colourful and friendly .POSITIVE!!!

Name: Gilbert

Country: Switzerland

Comment: Had the time of my life!!! Bye for now.

Name: Schalk

Country: Limpopo

Comment: Enjoyable breakfast and times nice last stay before leaving SA! LOL... Get a door code!

Name: Victor

Country: Sweden

Comment: Nice place the big problem is no TV in the room.

Name: Benson

Country: Malawi

Comment: Thanks for the great time in Cape Town! I will miss you so much!!!

Name: Birgit

Country: Austria

Comment: Splended people & fantastic Times

Name: Mac

Country: SA

Comment: Great stay managed to make good contacts.

Name: Ramosa

Country: JHB

Comment: Our home away from home! We had an amazing time ! I will miss the GYPSY Bar!!!

Name: Tija

Country: USA

Comment: Had an awesome time met so many awesome people. Thank you everyone.

Name: Em

Country: Australia

Comment: First hostel I have been in. felt very welcome. Thank you

Name: Rachel

Country: UK

Contact

Picture from guests or staff, everything else it is okay.

Further steps

Before the website will be put online everything should be proof read. Please put the website online as soon as possible. @Natasha: Please bring in your suggestions as well. If you need any further instruction you can always reach me on my email-address. Please make a lovely website which represents our backpackers very well 😊

Thank you for your effort.

It was a pleasure working with you.

Warm regards

Birgit