KGOMOTSO MADUNA ST10493476 WEDE 5020. PROPOSAL.

Wede 5020 Proposal

1.ORGANISATION OVERVIEW

- **ORGANISATION NAME: BEING A GODDESS (B.A.G)**
- **History:** Helpers union was founded in 2023 by Kgomotso Maduna, a young girl who was struggling to make ends meet. She was solely dependent on her dad. Her and her siblings were thrown out the house and left on the streets to fend for themselves. Kgomotso went to seek a shelter so she can have a roof over her head and basic needs, also for her siblings. When she finally got a good paying job, she bought herself a house and started a foundation that would assist young girls and women who were in the similar situation as hers. This foundation was to teach young women how to be independent and how to handle their finances, their life as woman and how to carry themselves out to the world and teach others how to be strong. This website has books on how to be a better woman for themselves and how young South African women can learn to make their own money and be there for themselves.
- **Mission:** To help women seeking help and encourage women empowerment.
- **Vision Statement:** Teaching young and mature women how to properly guide their lives and to follow their intuition because it will never lead them astray.
- **Target Audience:** Women who are entering adolescence and adulthood who feel like they need more guidance with how to manage their life and how to reach their goals and women.

2. WEBSITE GOALS AND OBJCTIVES

- **Objective:**
- Empower women and building their internal confidence.
- Encourage women to step outside their comfort zones and start impressing themselves instead of others. While respecting others.
- Teach them that they can strong and independent without a male while also nurturing their femininity and live a soft life.
- Show that women can have roles in male dominated spaces.
- Teach other women to explore their creativity and not care about others' opinions unless it is constructive criticism.

- **Key Performance Indicators:**
- Weekly
- Amount of purchased orders of books and other products online.

3. PROPOSED WEBSITE FEATURES

- **Homepage:** The introduction to the very vibrant BEING A GODDESS along with the showcase of the authentic books, guides and products that enhance and support the websites idea; BEING A BADEHS.
- **About Us:** Information about the idea and goals of B.A.G and its aspirations.
- **Product Catalogue:** A section with the authentic display of books as it enhances one's mindset and display of jewelry and feminine products that enhance one's appearance as it is a visual statement.
- **Promotions:** A section for upcoming new books.
- **Contact Us:** A form display for the contact details and email.
- **News Section/Blog:** Updates on new videos and new selling books and jewelry.
- **Customer Login/Account:** Administration of orders.

4. DESIGN AND USER EXPERIENCE:

- **Aesthetic Design:** Blue Violet
- **Color Scheme:** A mixture of both dark and light colors of purple and blueviolet that are sophisticated, feminine and with a sense of sophistication and fanciness.
- **Layout And Design:** An organized and clearly constructed desktop visualization. A background picture of a satin cover on my homepage.
- **Typography:** Written in an abbreviated form; B.A.G as the visualization for the brand name.
- **User Experience:** Simple and highly easy navigation bars with clear instructions to enhance clarity and reduce confusion.

5. TECHNICAL REQUIREMENTS

- **PLATFORM:** The construction of the website will be accomplished using the following source codes: HTML, CSS, JavaScript and Bootstrap for the functionality of the E-commerce.
- **Payment Integration:** Direct bank Payments for the purchasing of the books and the products.

6. TIMELINE AND MILESTONES

- **Stage 1:** Research and Planning [1 week]
- **Stage 2:** Design and Wireframing [2 weeks]
- **Stage 3:** Development of the Website [3 weeks]
- **Stage 4:** Testing and Revisions [1 weeks]
- **Stage 5:** Launch and Marketing [1 weeks]
- **Total Timeline:** 8 Weeks.

7. Budget

- E-commerce Setup: R 10,000
- Marketing and SEO Setup: R15,000
- Other mere expenses: R5, 000
- Total Expenses: R30,000

8. Sitemap

1. Home:

- The introduction to 'Being A Goddess'
- Simple and quick links to needed sections, such as book download and book purchase along with the jewelry purchase.

2. About us:

- Mission, Vision, Aims and Goals.
- Company history
- Testimonials

3. E-commerce section

- Product pages with precise details and the prices.
- Ordering of the products instructions.

4. Promotions:

- Special and enhanced knowledge of the books (limited editions)

5. Contact Us

- Contact Form
- Phone number and email address

6. Customer Account:

- Wishlist for what kind of advice they would like to see on the next selling book.

7. Privacy policy and Terms of Use

- Website Usage Policies
- Data Protection and Privacy Policy

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The website aims to educate and empower women by providing resources on self-worth, financial literacy, wealth-building strategies, and personal development. The platform will allow users to access educational content, join a community of like-minded individuals, and access both digital and physical resources for self-improvement.

This process document describes the flow of the website's features, how they interact, and the steps to implement them.

1. User Flow Overview

The user flow is structured to guide visitors through a seamless experience:

1. **Homepage** – Introduction to the mission with accessible navigation.
2. **Content Resources** – Articles, videos, and downloadable tools on financial literacy.
3. **Blog/Success Stories** – Real-life stories, tips, and blogs to inspire and motivate.
4. **Community Interaction** – Forums and support groups for peer-to-peer empowerment.
5. **Store (Optional)** – Purchase books, courses, and financial tools.
6. **Physical Store Information** – Access to location-based resources.