Website Project Proposal

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Proposal(Target Organization):

Name: TechMobiles Accessories
Types: Retail Store(Moblie Phone & Gadget Accessories)
Business Type: Fictional, but realistic
Goal: Create an online presence, promote products, increase sales both in-store and
Online

Project Proposal for techMobile Accessories

Organization Overview

Name: TechMobiles & Accessories
TechMobiles & Accessories is a modern retail store based in cape Town that specializes in mobile phone and gadget accessories. The store has quickly gained popularity for offering affordable, high-quality tech accessories including phone cases, chargers, wireless earbuds, screen protectors, and smartwatch bands.

Mission: To provide customers with stylish, affordable, and durable accessories that enhance their mobile device experience.

Vision: To become the leading mobile accessory retailer, with a strong online presence.

Target Audience: Tech individual aged 18-45, students, professionals, and casual shoppers looking for reliable accessories at competitive prices.

Website Goal and Objectives

Goals:
Establish a professional and modern online presence.
Enable online browsing of products and promotions.
Generate leads and enquiries via forms.
Drive foot traffic to the physical store.

SMART Objectives:
Achieve 1,000 unique website visits per month within the first three months.
Receive at least 50 product enquiries per month via the enquiry form.
Maintain a bounce rate under 40% for product pages.
Increase social media engagement by 15% within six months through website integration.

Competitor / Current Website Analysis
Current Website: None. TechMobiles & Accessories currently has no online presence.

Competitor Analysis:
MobileFun.co.uk: Well-organized product categories, clear pricing, customer reviews, and responsive design.
Takeaways for TechMobiles:
Categorize products clearly (cases, chargers, earbuds, etc.).
Include high-quality images and product descriptions.
Implement responsive design for mobile users.

Proposed Website features and functionality

Homepage: Highlight top products, current deals, and store information
About us: share company background, values, and team
Products Page: Categorized display of accessories(e.g., chargers, cases, headphones)
Enquiry Page: Contact/enquiry form for product questions
Contact Page: Map, contact details, store hours, and social media links

Design and User experience
Colour scheme: Blue, grey, and white for a tech-modern feel
Typography: Roboto and Open Sans for readability
Layout & UX: clean, grid-based layout, sticky navigation menu, mobile responsive.
Wireframes: will be created to visualize layout and navigation

Technical Requirements
Hosting provider (e.g., GoDaddy or Hostinger)
Domain: www.techmobilesaccessories.co.za
Programming: HTML, CSS, JavaScript(basic site)
Toots: Visual studio Code, GitHub

Timeline and Milestones
Week 1: Research and planning
Week 2-3: Wireframes and content collection
Week 4-5: Develoment(HTML, CSS, structure)
Week 6: Testing and debugging
Week 7: Submission and final review

Budget (Estimates)
Hosting & Domain: R600/year
Development: student-built(no cost)
Maintenance: R150/month (optional hosting support)

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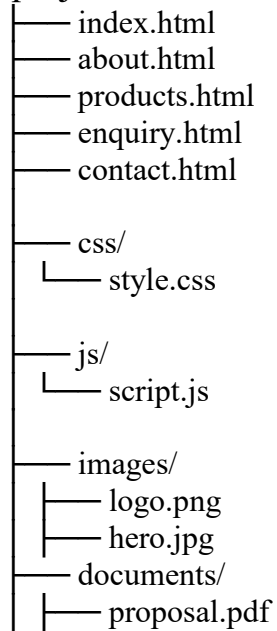## Website sitemap

Index.html(Home)
About.html(About us)
Products.html(Products Page)
Enquiry.html(Enquiry from Page)
Contact.html(Contact Page with map & form)

Folder and File Structure

```
/project-root-folder
├── index.html
├── about.html
├── products.html
├── enquiry.html
├── contact.html
│
├── css/
│   └── style.css
│
├── js/
│   └── script.js
│
├── images/
│   ├── logo.png
│   ├── hero.jpg
├── documents/
│   ├── proposal.pdf
```

Wireframes (Annotated)

Homepage:
Header: Logo (left), navigation links (right)
Hero Image: Full-width, promo banner
Featured Products: 3-4 items with image, name, price, "Buy Now" button
Footer: Contact info, social media icons

Products Page:
Sidebar: Categories
Product Grid: 2-3 columns, responsive
Filter & Sort: Price, Type

Enquiry Page:
Form: Name, Email, Product, Message, Submit button
Confirmation message after submission

Contact Page:
Embedded Map
Store hours
Social media links