

[Document title]

[Document subtitle]



[Date]

[Company name]

[Company address]

Contents

[1. Organisation Overview 2](#_Toc207269200)

[2. Website Goals and Objectives 2](#_Toc207269201)

[3. Current Website Analysis 3](#_Toc207269202)

[4. Proposed Website Features and Functionality 3](#_Toc207269203)

[5. Design and User Experience 3](#_Toc207269204)

[6. Technical Requirements 4](#_Toc207269205)

**Project Title:** Sweet Crumbs Bakery Website

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## 1. Organisation Overview

Established in 2020, Sweet Crumbs Bakery is a tiny family-run bakery in Johannesburg, South Africa. What started off as a small home-based business has expanded into a beloved neighbourhood bakery known for its freshly baked items, friend staff and close ties to neighbourhood. The bakery is proud to provide a large selection of goods, such as handmade bread, cakes, pastries, muffins, buisquits and personalized birthday and wedding cakes made to each customer’s exact specifications.

Sweet Crumbs Bakery’s purpose is to serve delicious, fresh and reasonable priced baked goods that make communities, families and friends happy and united. To guarantee that customers receive both value and quality, each product is handcrafted with carefully chosen ingredients and baked with enthusiasm. Whether it’s a family breakfast, a celebration or a casual coffee break, the group firmly believes that food has the ability to bring people together and wants to be a part of life’s special moments.

By continuously providing quality in flavor, service and innovation, the bakery hopes to become the most cherished and trusted neighbourhood bakery in South Africa. In addition, Sweet Crumbs Bakery seeks to uphold its traditional principles while embracing contemporary trends. In order to meet the increasing demands of health conscious consumers, this involves providing healthier substitutes like sugar and gluten-free goods while maintaining the genuine flavor of its traditional recipes.

Sweet Crumbs Bakery caters to local families, working professionals, students and event planners that need high-quality baked items for special occasions as well as everyday usage. The bakery understands the significance of reaching out beyond the physical store as a result of the growing trend towards digital platforms. In order to accomplish this, creating an official website is therefore essential.

## 2. Website Goals and Objectives

• Goals:

• Build an online presence for Sweet Crumbs Bakery.

• Allow customers to browse products online.

• Provide enquiry and order functionality for customised cakes.

• Increase customer reach through online engagement.

• Key Performance Indicators (KPIs):

• Increase website visits by 25% within 6 months.

• Achieve at least 50 online enquiries within the first 3 months.

• Generate at least 30 new customer leads per month.

## 3. Current Website Analysis

(Not applicable – the bakery does not currently have a website.)

## 4. Proposed Website Features and Functionality

• Pages:

• Homepage (hero image, intro, featured products)

• About Us (history, team, values)

• Products (bread, cakes, pastries, seasonal specials)

• Enquiry (form for cake/custom orders)

• Contact Us (map, details, enquiry form)

• Functionality:

• Navigation menu linking all pages

• Contact forms with basic HTML validation

• Responsive layout for mobile and desktop

• Images of baked goods (sourced legally)

# 5. Design and User Experience

• Colour Scheme: Warm pastel palette (cream, brown, pink).

• Typography:

• Headings → “Poppins” (modern, friendly)

• Body → “Open Sans” (clean, readable)

• Layout:

• Clean, simple grid with hero banner

• Consistent navigation bar across all pages

• Footer with social media links

• Wireframe (low fidelity):

• Homepage: Banner → Intro → Featured products → Call to action

• About: Text → Team image → Mission/Vision

• Products: Grid of products with descriptions

• Enquiry: Form with fields (Name, Email, Product Type, Message)

• Contact: Address, map, contact form

### 6. Technical Requirements

• Hosting & Domain: Custom domain (e.g., sweetcrumbs.co.za) with shared hosting.

• Languages: HTML.

• Frameworks/Tools: Visual Studio Code, GitHub for version control.

• Timeline & Milestones:

• Week 1–2: Proposal & content research

• Week 3: Sitemap & wireframes

• Week 4: HTML skeleton & navigation setup

• Week 5: Content integration & testing

• Week 6: Final review & submission

• Budget (estimate):

• Domain: R100/year

• Hosting: R600/year

• Development: Student project (no labour cost)

• Maintenance: R200/year