



WEB DEVELOPMENT (INTRODUCTION)

WEDE5020

Group: 2

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1. Organisation Overview

Name: WoodCraft Creations

History: WoodCraft Creations started off as a local artisan workshop in 2015 and has since grown into a respectable carpentry business. Over the course of our nearly 10 years in the residential and commercial sectors, we have established a reputation for exquisite craftsmanship, personalized design, and a customer-focused mindset. We mostly promote our work through social media and word-of-mouth, which indicates that we have a loyal clientele.

Mission: Our mission is to turn raw materials into useful artwork by producing classic, fine wooden objects that improve the living and working environments of our clients.

Vision: To become the area's leading carpentry service, known for superior sustainable craftsmanship, creative design, and unmatched client pleasure.

Target Audience: Our primary audience includes:

- **Homeowners** seeking custom furniture (e.g., dining tables, shelving, kitchen cabinets)
- **Interior Designers and Architects** looking for reliable partners for bespoke project work
- **Local Businesses** (e.g., cafes, offices) in need of custom fixtures, fittings, and décor

2. Website Goals and Objectives

The new website's main objective is to create a polished online storefront that turns internet interest into actual client queries, which will propel corporate expansion. **Specific Goals:**

Lead Generation: To establish itself as the main avenue for new customer questions and requests for quotes.

Information Hub: To offer concise, comprehensive details about our services, workflow, and cost structure;

Brand Elevation: To highlight our workmanship and portfolio, defending our premium status in the market.

Key Performance Indicators (KPIs):

- Using SEO and social media promotion, increase unique website visitors by 40% within six months of debut.
- Using the website's contact forms, generate at least 15 qualified quote inquiries each month.

- Achieve an average session time of more than two minutes and a bounce rate below 45%, which indicates interesting content.
- In client conversations, get explicit compliments on the website's layout and use.

3. Current Website Analysis

As of right now, WoodCraft Creations has no official website. We just have social media profiles as our online presence.

Strengths:

- Offers a fresh start with no technological debt or legacy content to handle

Weaknesses:

- Limited Discoverability: Google searches for "custom furniture" or "local carpenter" do not turn up us for potential clients.
- Lack of Credibility: In the digital age, the lack of a good website can erode perceived professionalism and confidence.
- Ineffective Inquiry Process: It is ineffective and results in missed opportunities to rely just on phone conversations or direct messages on social media.
- Portfolio Restrictions: Social media sites aren't the best places to display a wellcurated, excellent portfolio.

4. Proposed Website Features and Functionality

A five-page core structure that is intended to be clear and convert will serve as the foundation for the website.

The homepage is a strong introduction that includes a hero image of a flagship project, a succinct value proposition, obvious call-to-action buttons (such as "View Our Portfolio," "Get a Quote"), and a sample of testimonials.

About Us: This section will build trust by providing information about our company's history, craftsmanship philosophy, and key team members along with their bios and photos.

Services: A specific page that lists and describes our main products (commercial projects, wood décor, cabinetry, and custom furniture) together with initial price ranges or estimates.

Portfolio: An image-focused portfolio that allows users to sort projects by category, such as office, living room, or kitchen. High-quality photos, a succinct case study, and, if available, the client's testimonial will be included with every project.

Contact us: A site includes our phone number, email address, physical workshop address (with Google Maps integrated), connections to our social media profiles, and a simplified quote request form.

5. Design and User Experience

The warmth, excellence, and genuineness of the WoodCraft Creations brand will all be reflected in the design.

Color Scheme: Woodworking-inspired natural and warm palette with rich browns and tans as the main hues

- Background: Off-white and clean
- For best readability, choose dark charcoal gray text.

Fonts:

- Headings: To communicate refinement and tradition, use Playfair Display, a refined serif font.
- For clarity and a contemporary look, choose Open Sans, a highly readable sans-serif typeface, for the body text.

Design and Layout: A simple, responsive layout that puts an emphasis on images.

Photographs of our work will be framed with enough of white space so that the content is the main attraction. Every page will have an easy-to-use navigation system. Aspects of User Experience (UX):

- Designing for Mobile First: The website will be optimized for all device sizes and fully responsive.
- Easy Navigation: All parts are easily accessible with a straightforward navigation and a sticky header.
- Quick Loading Times: To guarantee speedy load times, images will be optimized without compromising quality.
- Clear Call-to-Actions (CTAs): Users will be guided toward conversion by prominent, action-oriented buttons (such as "Schedule a Consultation," "View Our Work").

6. Technical Requirements

- **Domain Name:** www.woodcraftcreations.co.za
 - **Hosting Provider:** A trustworthy local company that offers shared Linux hosting, including SSL certificate installation for security (HTTPS), such as Afrihost or Hostinger
- Frameworks & Programming Languages:**
Front-end: JavaScript, HTML5, and CSS3 for essential features

Framework: Bootstrap 5 to guarantee pre-built component consistency and a responsive, mobile-friendly grid layout

Backend: A static website with a form-handling service (such as Formspree or a basic PHP script) is adequate for launch; no sophisticated backend is initially needed.

7. Timeline and Milestones

A realistic 7-week development timeline aligned with academic submission deadlines.

Week	Task Description	Milestone / Deliverable
1	Planning & Content Gathering	Finalised sitemap, brand assets, and all written content compiled
2	Wireframing & UI Design	Low and high-fidelity mockups for all pages completed and approved
3-4	Front-End Development	Fully coded, responsive website with all core pages and styled components
5	Functionality & Form Integration	Contact forms tested and operational; crossbrowser compatibility checked
6	Content Population, SEO & Final Testing	All text and images uploaded; basic on-page SEO implemented; final UX testing
Week	Task Description	Milestone / Deliverable
7	Final Submission & Handover	Project of Evidence (PoE) submitted. Website ready for deployment

8. Budget

The estimated budget covers the first year of operation. Development cost is estimated at a competitive student/freelancer rate.

Item	Cost (ZAR)	Frequency	Notes
Domain Registration	R 99.00	Per Year	Standard .co.za domain

Web Hosting (Basic)	R 1,200.00	Per Year	Includes email accounts & SSL
Development (Estimated)	R 5,000.00	One-Time	Design and build of 5-page site
Total First-Year Cost	R 6,299.00		
Annual Recurring Cost	R 1,299.00	Per Year	Domain + Hosting renewal

9. References

- Afrihost. (2025). *Shared Hosting Packages*. Retrieved from <https://www.afrihost.com/>
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- Bootstrap Team. (2025). *Bootstrap Documentation v5.3*. Retrieved from <https://getbootstrap.com/>
- Google Fonts. (2025). *Playfair Display & Open Sans*. Retrieved from <https://fonts.google.com/>
- **Industry Research:** Analysis of competitor websites for local carpentry and furniture businesses

Picture References

- **Double Basin Bathroom Vanity** – Buywood Furniture (Australia). Description of a solid American Oak double-basin vanity with soft-close drawers and marinegrade finish. [Buywood Furniture](#)
- **Wood Vanities: How to Make the Look Work for You** – Bella Bathrooms blog (South Africa). Tips on selecting durable wood for bathroom vanity units, including finishes and design suggestions. [Bella Bathrooms and Tiles](#)
- **Zenandi Wooden Dining Chair** – Truewood Furniture (South Africa). Product listing featuring a stylish, customizable wooden dining chair available in multiple finishes with pricing detail (R 2,390.00). [Truewood Furniture](#)
- **Black Chair with Cushion and Wooden Legs (Model K133N)** – Bibeca (UK/Europe). A modern chair with oak legs and black cushioned seat, priced at €122.14, with dimensions specified. [Bibeca](#)

- Niceaget.click. Appears to be a generic placeholder or shopping cart page with minimal content and no identifiable product details. [NiceAget](#)
- **Classic Folding Chair** – Annabella Furniture (Indonesia). Product page for an outdoor folding chair, though specific details beyond the title and category (CHAIR, OUTDOOR) are not provided. [Annabella Furniture](#)
- **The WoodMaster** (South Africa). Company homepage offering custom carpentry, cabinetry, furniture restoration, and bespoke woodwork services. [The Wood Master](#)
- **1600 × 800 Managerial Panel Desk with Open Storage – Monument Oak & Black – Desk & Chair Office Furniture** (South Africa). Managerial desk with open storage, detailed specs (melamine top and panel, color combo), priced at R 3,899.00. [deskandchair.co.za](#)

ACADEMIC HONESTY DECLARATION

Please complete the Academic Honesty Declaration below.

Please note that your assessment will not be marked, and you will receive 0% if you have not completed ALL aspects of this declaration.

Declaration

	SIGN
I have read the assessment rules provided in this declaration.	Pande
This assessment is my own work.	Pande
I have not copied any other student's work in this assessment.	Pande
I have not uploaded the assessment question to any website or App offering assessment assistance.	Pande
I have not downloaded my assessment response from a website.	Pande
I have not used any AI tool without reviewing, re-writing, and re-working this information, and referencing any AI tools in my work.	Pande
I have not shared this assessment with any other student.	Pande
I have not presented the work of published sources as my own work.	Pande
I have correctly cited all my sources of information.	Pande
My referencing is technically correct, consistent, and congruent.	Pande
I have acted in an academically honest way in this assessment.	Pande