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| --- | --- | --- | --- |
| 0 | 3.0 | Homepage | nan |
| 1 | nan | • Header / navigation bar with links for Home, About, Contact and Book A Test | nan |
| 2 | nan | • Welcome section / message with Book An Eye Test form | nan |
| 3 | nan | • Banner stating “Find us at our new premises in 8 Recreation Road, Fish Hoek!” | nan |
| 4 | nan | • Brief introductory passage about the business – it’s primary service and motivation | nan |
| 5 | nan | • Footer section to serve as a symbolic signature of the business and repeat the main website | nan |
| 6 | nan | links as per the navigation bar | nan |
| 7 | nan | nan | R 850.00 |
| 8 | 4.0 | About Us | nan |
| 9 | nan | • Team / staff section | nan |
| 10 | nan | • 400-500 word section on Colin Rodd / bio | nan |
| 11 | nan | ◦ education | nan |
| 12 | nan | ◦ experience | nan |
| 13 | nan | ◦ number of years working as an optometrist | nan |
| 14 | nan | ◦ friendly-looking portrait photograph alongside text | nan |
| 15 | nan | ◦ speciality and motivation | nan |
| 16 | nan | • List of services offered by the practice | nan |
| 17 | nan | nan | R 550.00 |
| 18 | 5.0 | Contact Us | nan |
| 19 | nan | • Contact details including physical address, phone numbers, email address(es), and postal | nan |
| 20 | nan | address. | nan |
| 21 | nan | • Enquiry form with fields for name, surname, contact number, email address and a short | nan |
| 22 | nan | message of 1-2 paragraphs. | nan |
| 23 | nan | • The enquiry form sends through to colin.rodd@yahoo.com or as designated. | nan |
| 24 | nan | nan | R 550.00 |
| 25 | 6.0 | Book A Test | nan |
| 26 | nan | • When this link is clicked, the eye test booking form is displayed. | nan |
| 27 | nan | • The form takes the following input fields from users | nan |
| 28 | nan | • When the user submits the form by clicking the button at the bottom, the details are checked | nan |
| 29 | nan | automatically by the website and if all fields were completed; | nan |
| 30 | nan | • Then the data is sent via email to the required email mailbox-- colin.rodd@yahoo.com – or | nan |
| 31 | nan | whichever is preferred. | nan |
| 32 | nan | • Optiona l: send an automatic SMS or EMAIL to people after they have completed the eye | nan |
| 33 | nan | test form to establish “first contact” | nan |
| 34 | nan | • All submissions are saved to our database so that we can recover any test bookings at any | nan |
| 35 | nan | point in time should the email go missing. | nan |
| 36 | nan | Total | R 3 850.00 |