

# DINM1 WEDE5020 PROPOSAL 2 HIS AND HERS CONFECTIONARY

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## Table of Contents

Proposal: E-Commerce Website Development for HIS and Hers Confectionery .....	2
1.0 Executive Summary .....	2
2.0 Project Objectives .....	2
3.0 Company Overview.....	3
4.0 Key Performance Indicators (KPIs) .....	3
5.0 Current Digital Analysis & Proposed Improvements.....	3
6.0 Proposed Website Features.....	4
6.2 Product Management & User Flow .....	4
6.3 Content & Marketing Tools.....	4
7.0 Design and User Experience (UX) .....	4
8.0 Technical Implementation .....	5
9.0 Project Timeline (September - December 2025) .....	5
10.0 Budget Estimate .....	6
References .....	7

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## Proposal: E-Commerce Website Development for HIS and Hers Confectionery

Prepared for: The Management of HIS and Hers Confectionery

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### 1.0 Executive Summary

This proposal outlines a plan for the comprehensive design, development, and launch of a custom e-commerce website for HIS and Hers Confectionery. The goal is to create a user-friendly and visually stunning platform that not only showcases the romantic, handcrafted quality of your artisan products but also significantly enhances your online presence and streamlines the purchasing process. Key features will include detailed product galleries, advanced filtering, and a secure checkout system. We anticipate this new platform will drive a 30% increase in online revenue within the first year.

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### 2.0 Project Objectives

Our primary objective is to build a digital presence that faithfully reflects the essence of His and Hers Confectionery. The new website will achieve the following:

- **Elevate Brand Perception:** Enhance the brand's luxury appeal through sophisticated design and premium branding.
  - **Improve User Experience:** Provide a seamless and intuitive browsing and ordering process.
  - **Increase Revenue:** Boost average order values through strategic cross-selling and the promotion of curated gift sets.
  - **Expand Marketing Reach:** Cultivate a robust subscriber base to support effective email and content marketing campaigns.
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### 3.0 Company Overview

- Name: HIS and Hers Confectionery
  - Industry: Artisan Food & Beverage
  - Brand Essence: Luxury, romance, shared experiences, and handcrafted quality.
  - Mission: To create exquisite, handcrafted treats for every special moment.
  - Vision: To be the premier online destination for premium, couples-oriented gourmet gifts.
  - Target Audience: Couples and individuals aged 25 to 55 who value artisan quality and purchase for both personal indulgence and thoughtful gifting.
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### 4.0 Key Performance Indicators (KPIs)

The following SMART objectives will be used to measure the website's success:

- Sales: Increase online sales by 30% within the first 12 months.
  - Traffic: Achieve 15,000 monthly organic visitors within one year.
  - Conversion: Maintain a conversion rate of 3.5% or higher.
  - Customer Loyalty: Grow the email subscriber list to 7,500 within one year.
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### 5.0 Current Digital Analysis & Proposed Improvements

An analysis of your current digital presence reveals both strengths and areas for improvement:

- Strengths: Your products are unique and backed by a compelling brand story. The existing high-quality product images are a significant asset for marketing.
  - Weaknesses: The lack of a dedicated e-commerce platform results in an over-reliance on third-party marketplaces, which limits brand control and customer data. Product descriptions also require optimization.
  - Proposed Solution: We will develop a custom, brand-owned, and SEO-friendly website that puts a strong focus on user experience and brand storytelling.
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## 6.0 Proposed Website Features

Our development plan is built on a foundation of clean code and robust functionality to ensure a high-performing site.

### 6.1 Core Site Structure & Design

- **Semantic HTML:** Utilize HTML5 semantic tags for superior SEO and accessibility.
- **Responsive Layout:** Build a flexible layout using modern CSS (Flexbox/Grid) to ensure the site looks perfect on any device.
- **Homepage:** Create an engaging homepage that prominently features curated collections and includes clear, compelling calls-to-action (CTAs).

### 6.2 Product Management & User Flow

- **Advanced Filtering:** Implement a responsive sidebar that allows users to easily filter products by occasion, flavour, and price point. Filter selections will be maintained throughout the user's session.
- **Detailed Product Pages:** Each product page will feature high-resolution image galleries with zoom functionality and well-structured, detailed descriptions.
- **Shopping Cart & Checkout:** Develop a persistent shopping cart using JavaScript and design a simple, multi-step checkout process with built-in form validation and secure payment gateways.

### 6.3 Content & Marketing Tools

- **Content Hub:** A blog section will be created with a clean, navigable article structure and optimized for SEO.
  - **Lead Generation:** Build accessible, responsive forms for both contact inquiries and newsletter sign-ups.
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## 7.0 Design and User Experience (UX)

The website's design will be crafted to embody your brand's premium and romantic essence:

- **Colour Palette:** A luxurious palette of deep burgundy and gold accents will convey a sense of romance and high-end quality.
- **Typography:** Carefully selected web-safe fonts will ensure optimal legibility and a sophisticated feel.
- **Layout:** The layout will prioritize stunning product imagery and intuitive, straightforward navigation.
- **Responsiveness:** A mobile-first approach will be used to guarantee a seamless experience for users on any device.

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## 8.0 Technical Implementation

- **Frontend Stack:** The website will be built using a robust and flexible stack of HTML5, CSS3, and vanilla JavaScript.
  - **Performance Optimization:** We will ensure fast load times by optimizing all images, minifying CSS/JavaScript files, and implementing lazy loading for all images.
  - **Accessibility:** The site will be developed to be fully compliant with WCAG 2.2 AA standards to ensure it is usable by everyone.
  - **Browser Compatibility:** We will conduct extensive testing to ensure full functionality across all modern browsers.
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## 9.0 Project Timeline (September - December 2025)

### Phase 1: Planning & Design (September)

- Weeks 1-2: Content inventory, sitemap planning, and wireframing.
- Weeks 3-4: HTML structure and CSS architecture planning.

### Phase 2: HTML/CSS Development (October)

- Weeks 1-2: Develop core page templates.
- Weeks 3-4: Implement responsive CSS and conduct initial testing.

### Phase 3: Functionality & Testing (November)

- Weeks 1-2: Integrate interactive elements and the checkout system.
- Weeks 3-4: Perform comprehensive quality assurance and cross-browser testing.

### Phase 4: Launch & Optimization (December)

- Weeks 1-2: Finalize SEO and performance tuning.
  - Weeks 3-4: Official public launch and post-launch monitoring.
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10.0 Budget Estimate

Item	Description	Cost
HTML/CSS/JS Development	Semantic structure, responsive CSS, and JavaScript functionality	R38,000
Content Integration	Formatting and integrating product data and descriptions	R 8,000
Performance Optimization	Image optimization and code compression	R 4,500
Accessibility Audit	Testing for WCAG 2.2 AA compliance	R 6,000
Browser Testing	Testing across all major browsers and devices	R 3,500
Total Estimated Investment		R60,000

## References

- World Wide Web Consortium (W3C) (2023). *HTML Living Standard*. Available at: <<https://html.spec.whatwg.org/multipage/>> (Accessed: 19 August 2025).
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