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Group 7

XHAW WIL report:

We have been asked by a small-to mid-size enterprise to create a web page and mobile app to advertise their business, receive requests for information from potential customers as well as provide quotes to the potential skills training for domestic workers and gardeners. Their company's name is "Empowering the Nation". I feel the website and app should share the same colours in background, texts, should have similar information and should both be very relatable. The company name we've made for ourselves is TechMinds Institute. The design I recommend we use for the website and app is all earthly colours, human connection and a design of care and success. We should use an eco-friendly approach to represent that the website reaches out to people, so they know that the website and app is friendly. Precious has asked us to display their Six-month courses and Six-week courses. She has also asked that we display the discount information for them and the payment method page. The goal of making this website is to reach out to people looking for work and studies. I recommend the website and app has easy navigation, making it user friendly, with clear menus and a add on bar with different options to take them straight to the courses or details page. We should have a home page that introduces the organisation and aim, about us page to provide information about the organisation, its history, mission, vision and team members, programs and services page, contact us and payment page.

XHAW WIL Presentation:

Presentation Outline: Web and Mobile App Development for "Empowering the Nation"

1. Introduction

- Overview of the SME: "Empowering the Nation" is an initiative by Precious Radebe, established in 2018 in Johannesburg.

- Mission: To empower domestic workers and gardeners by providing skills training, enabling them to offer more skilled services or start their own businesses.

- Target Audience: Domestic workers, gardeners, and employers seeking to upskill their employees.

2. Project Goals

- Develop a Website and Mobile App: Both platforms should offer the same functionality and be user-friendly.

- Promote Courses and Training Programs: Make course information easily accessible to potential customers.

- Facilitate Customer Requests and Quotes: Enable users to request information, select courses, and receive fee quotes.

3. Functional Requirements

- Home Page:

- Must include the logo, a brief explanation of the business, and links to course summaries.

- Courses Overview:

- Six-Month Courses: Includes First Aid, Sewing, Landscaping, and Life Skills.

- Six-Week Courses: Includes Child Minding, Cooking, and Garden Maintenance.

- Course Detail Pages:

- Each course should have a dedicated page with its fees, purpose, and content details.

- Fee Calculator:

- Allows customers to select courses, calculates total fees including applicable discounts and VAT (15%), and generates a quote.

- Contact Details Page:

- Should list the phone number, email, and three Johannesburg venues with maps for directions.

4. Discount Structure

- One Course: No discount.

- Two Courses: 5% discount.

- Three Courses: 10% discount.

- More than Three Courses: 15% discount.

5. Technical Requirements

- Responsive Design: Ensure that both the website and mobile app work seamlessly across devices (desktop, tablet, mobile).

- Navigation and Usability:

- Use icons and menus to facilitate easy navigation.

- Include a back button for navigation to the previous screen.

- Form Validation and Error Handling:

- Validate user input for forms (e.g., name, phone number, email).

- Use error messages to guide the user in case of incorrect input.

- Course Selection and Fee Calculation:

- Use arrays to store selected courses and calculate total fees.

- Ensure the calculation includes discounts and VAT.

6. User Experience and Design

- Visual Design:

- Reflect a professional image using appropriate colours, fonts, and imagery.

- Align the design with the organization's goal of empowerment and skill development.

- Logo Development:

- Since there's no existing logo, consider a design that symbolizes growth, skill-building, or community support.

7. Additional Features

- Maps Integration:
- Embed Google Maps or a similar service to show the locations of the venues.
- Contact Form Submission:
- Enable customers to request a consultant's contact for booking courses.

8. Project Phases

- Phase 1: Planning and Requirement Analysis:
- Identify the target audience, key functionalities, and technical requirements.
- Phase 2: Design:
- Create wireframes and design mock-ups for web and mobile interfaces.
- Phase 3: Development:
- Develop the website and mobile app simultaneously to ensure consistency.
- Phase 4: Testing:
- Conduct usability testing and validate the form functionalities.
- Phase 5: Deployment:
- Launch both platforms, with ongoing support and updates.

9. Conclusion

- Impact of the Project: The website and mobile app will facilitate access to skills training for domestic workers and gardeners, promoting economic growth and empowerment in the community.

- Future Enhancements: Potential additions could include online registration, payment gateways, and digital certificates for completed courses.

Presentation Outline: App Design for "Empowering the Nation"

1. Introduction

- Project Overview: "Empowering the Nation" aims to provide skills training for domestic workers and gardeners, helping them become more marketable and independent. The app will be used to advertise courses, allow users to request quotes, and contact the organization.

- My Role: I was responsible for designing the app, ensuring that it met the project's objectives while maintaining a professional and user-friendly interface.

2. Design Goals

- User-Centric Approach: Make the app easy to navigate for all users, including those who may not be tech-savvy.

- Consistent Experience Across Platforms: Ensure the design is consistent with the website and offers a similar experience on both platforms.

- Professional Appearance: Use appropriate colours, fonts, and imagery to reflect the organization's mission of empowerment and skill development.

3. Design Process

- Step 1: Requirements Gathering

- Gathered information on course content, pricing, discount structure, and the contact process.

- Step 2: Wireframing

- Created basic sketches of the app layout, focusing on the home screen, navigation menus, course summaries, and detail pages.

- Considered the placement of buttons, icons, and menus to ensure intuitive navigation.

- Step 3: Prototyping

- Developed interactive prototypes using Figma.

- Added details such as colour schemes, fonts, and images to give a more realistic view of the final design.

- Step 4: Feedback

- Presented the prototypes to my partners for feedback.

- Made adjustments based on suggestions from my partners.

4. Key Design Features

- Home Screen

- Featured a brief introduction to the organization, along with links to the six-month and six-week course summaries.

- Designed a simple and clean layout with a professional colour palette.

- Course Summary and Detail Pages

- Created separate screens for each six-month and six-week course.

- Included course descriptions, content details, fees, and a link to the fee calculator.

- Fee Calculator

- Designed a form where users can select courses, view applied discounts, and see the total fee with VAT included.

- Ensured a user-friendly design by making the fee calculation process straightforward.

- Contact Screen

- Displayed contact details, including phone number, email, and physical addresses of the training venues.

- Integrated maps for easy navigation to the venues.

5. Design Challenges and Solutions

- Challenge 1: Displaying Course Information Clearly

- Solution: Organized information into collapsible sections to prevent information overload and keep the design clean.

- Challenge 2: Discount Structure Implementation

- Solution: Created an intuitive checkbox list for course selection, with the total fee updating dynamically based on the selected courses.

6. Tools and Technologies Used

- Canva for wireframing and prototyping.

- Colour Scheme and Font Choices:

- Android Studio for the app

- Used legible fonts to ensure readability on all screen sizes.

- Visual Studio for the website.

7. Accessibility Considerations

- Colour Contrast: Ensured that text and background colours had sufficient contrast for readability.

- Navigation: Included back buttons on all screens and a simple drop-down menu for easy access to different sections.

8. Conclusion

- Impact of the Design Work: The app design aligns with the organization's goals, providing a platform that supports skills training and economic empowerment.

- Personal Learning Experience: Working on this project helped me understand the importance of user-centered design, accessibility, and iteration based on feedback.
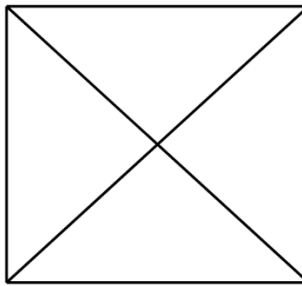
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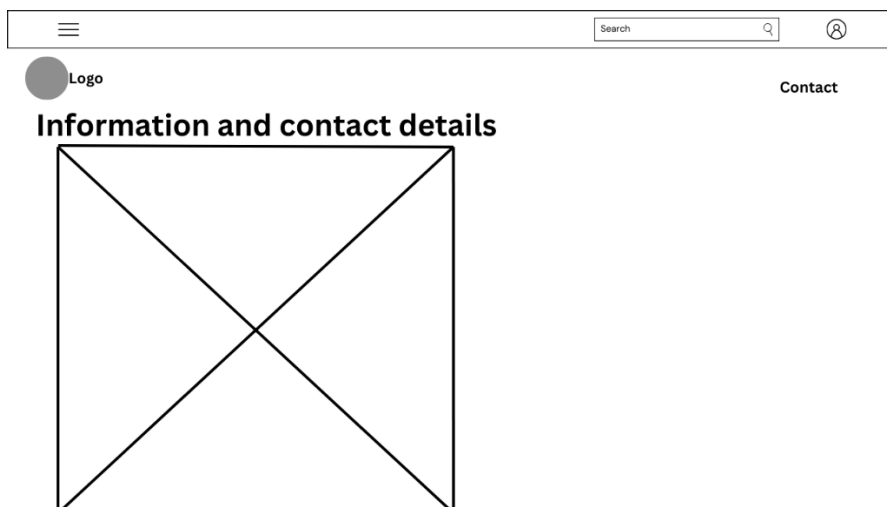
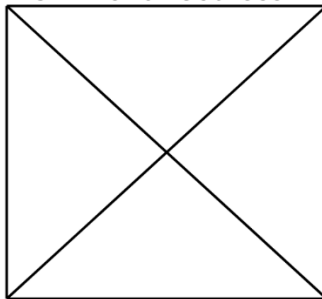● **Logo**   **Contact**
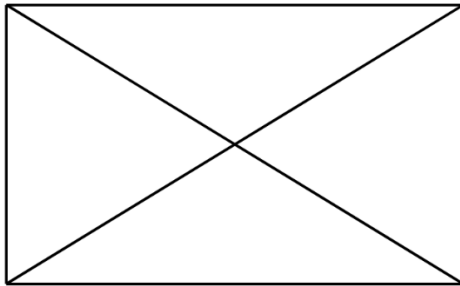
Payment   Bank Details

● **Logo**   **Contact**

Six-Month Courses   Six-Week Courses
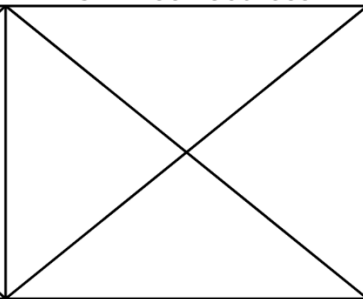
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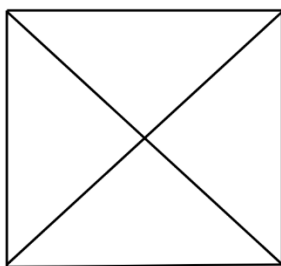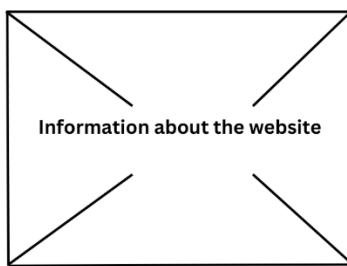**Information about the website**

Details

My mobile app wireframes:

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