Project Proposal: MoreSneakers E-Commerce Website

1. Organisation Overview

Name: MoreSneakers

Brief History:

MoreSneakers is a South African-based sneaker retailer established in 2020. Founded by sneaker enthusiasts who noticed a gap in the market for affordable, quality sneakers, the company has grown from a small online store to a reputable retailer with both online presence and a physical store in Johannesburg. MoreSneakers specializes in providing trendy, comfortable footwear for men, women, and children at competitive prices.

Mission Statement:

"To provide stylish, comfortable, and affordable sneakers to everyone while delivering exceptional customer service and promoting sneaker culture in South Africa."

Vision Statement:

"To become South Africa's most trusted sneaker retailer, known for quality products, fair pricing, and community engagement."

Target Audience:

- Primary: Fashion-conscious individuals aged 16-35

- Secondary: Parents seeking quality sneakers for their children

- Tertiary: Sports enthusiasts and athletes seeking performance footwear

2. Website Goals and Objectives

Primary Goals:

- Increase online sales by 40% within the first year

- Establish brand identity and recognition in the South African market

- Provide an intuitive shopping experience that reduces cart abandonment

\*\*Key Performance Indicators (KPIs):\*\*

- Conversion rate (target: 3.5%)

- Average order value (target: R850)

- Website traffic (target: 10,000 monthly visitors)

- Customer retention rate (target: 25%)

- Mobile conversion rate (target: 2.8%)

3. Current Website Analysis

\*\*Strengths:\*\*

- Existing brand recognition in local market

- Established social media presence with 15,000 followers

- Positive customer reviews and testimonials

\*\*Weaknesses:\*\*

- Current website is outdated with poor mobile responsiveness

- Limited product filtering options

- Lengthy checkout process with high abandonment rate

- Insufficient product information and imagery

- No inventory management system integration

\*\*Areas for Improvement:\*\*

- Implement responsive design for all devices

- Streamline checkout process to 3 steps maximum

- Enhance product pages with multiple images and detailed specifications

- Integrate inventory management system

- Implement advanced filtering and search functionality

## 4. Proposed Website Features and Functionality

\*\*Essential Pages:\*\*

- Homepage: Featured products, promotions, new arrivals

- Product catalog with category filtering (Men, Women, Kids, Brands)

- Individual product pages with image galleries and size guides

- About Us: Company history, mission, and values

- Contact page with store locations and contact form

- FAQ section addressing common customer queries

\*\*Advanced Functionality:\*\*

- User accounts with order history and wishlists

- Product review and rating system

- Size recommendation tool

- Inventory status indicators

- Related product suggestions

- Newsletter subscription with exclusive offers

## 5. Design and User Experience

\*\*Design Aesthetic:\*\*

Modern, clean interface with emphasis on product imagery and easy navigation. The design will reflect the urban, youthful energy of sneaker culture while maintaining professionalism.

\*\*Colour Scheme:\*\*

- Primary: Black (#000000) - sophistication and modernity

- Secondary: White (#FFFFFF) - cleanliness and simplicity

- Accent: Electric Blue (#0066FF) - energy and call-to-action emphasis

- Supplementary: Light Gray (#F5F5F5) - backgrounds and subtle elements

\*\*Typography:\*\*

- Headings: Montserrat (700 weight) - modern and bold

- Subheadings: Montserrat (600 weight) - hierarchy and emphasis

- Body Text: Open Sans (400 weight) - readability and accessibility

\*\*Layout and Design Approach:\*\*

Grid-based layout with ample white space to highlight products. Consistent navigation across all pages with sticky header for easy access to shopping cart.

\*\*User Experience Considerations:\*\*

- Intuitive navigation with clear category structure

- Prominent search functionality with auto-suggestions

- Visual breadcrumbs for easy navigation

- Quick-add to cart functionality from category pages

- Progress indicator during checkout process

\*\*Wireframes:\*\*

[Note: Wireframes would be included here showing layout for homepage, category page, product page, and checkout process]

## 6. Technical Requirements

\*\*Hosting and Domain:\*\*

- Domain: www.moresneakers.co.za (already owned)

- Hosting: Cloud-based hosting with SSD storage, SSL certificate, and CDN integration

- Expected traffic capacity: 50,000 monthly visitors

\*\*Programming Languages and Frameworks:\*\*

- Frontend: HTML5, CSS3, JavaScript (React.js framework)

- Backend: Node.js with Express.js

- Database: MongoDB for product and user data

- Payment Gateway: PayFast integration for South African customers

- Additional: RESTful API architecture for future expansion

## 7. Timeline and Milestones

\*\*Week 1-2: Planning and Design\*\*

- Finalize project requirements

- Create detailed wireframes and mockups

- Develop design system and style guide

\*\*Week 3-5: Frontend Development\*\*

- Implement responsive homepage and navigation

- Develop product catalog and filtering system

- Create product detail pages

\*\*Week 6-7: Backend Development\*\*

- Set up database structure

- Implement user authentication system

- Develop shopping cart and checkout functionality

\*\*Week 8: Integration and Testing\*\*

- Integrate payment gateway

- Conduct thorough testing across devices and browsers

- Implement analytics and tracking

\*\*Week 9: Deployment and Launch\*\*

- Final server configuration and deployment

- SEO implementation

- Official website launch

\*\*Week 10: Post-Launch Optimization\*\*

- Monitor performance and user feedback

- Implement improvements based on analytics

- Begin digital marketing campaign

## 8. Budget

\*\*Development Costs:\*\*

- Website design and development: R45,000

- Content creation and migration: R8,000

- Third-party integrations (payment gateway, analytics): R5,000

\*\*Hosting and Maintenance:\*\*

- Annual hosting with SSL certificate: R4,800/year

- Domain renewal: R150/year

- Ongoing maintenance and support: R1,500/month

\*\*Marketing Budget:\*\*

- Initial digital marketing campaign: R10,000

- SEO optimization: R5,000

- Social media integration: R3,000

\*\*Total Estimated Initial Investment: R81,950\*\*

## 9. References

1. South African E-commerce Trends Report, 2023

2. Nielsen South African Retail and Shopper Report

3. PayPal South African E-commerce Report

4. Google Mobile Experience Guidelines

5. Web Content Accessibility Guidelines (WCAG) 2.1

6. South African Consumer Protection Act regulations

7. POPI Act compliance requirements for e-commerce

8. PayFast South African Payment Integration Documentation

This proposal outlines a comprehensive plan for developing a modern, user-friendly e-commerce website for MoreSneakers that will significantly enhance their online presence and sales capabilities while providing an exceptional customer experience.