

ST10487205

Ntokozo Nhlakanipho Zulu

Web Development Project Proposal

WEDE5020

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**Organization Overview**

**Name**

Zulu Photography

**Brief History**

Founded in 2022, Zulu Photography is a dynamic photography business specializing in sports and wedding photography. With a passion for capturing high-energy moments on the field and timeless memories on the big day, we offer professional, high-quality photography services tailored to each client’s needs. Our work combines technical precision with artistic creativity, ensuring every shot tells a compelling story, whether it’s a split-second goal or an emotional “I do.”

**Mission and Vision Statements**

To capture powerful, authentic moments through high-quality sports and wedding photography, delivering timeless images that reflect the energy, emotion, and story of every event we cover. To become a trusted name in sports and wedding photography across South Africa and beyond, known for artistic excellence, professionalism, and creating lasting memories for every client.

**Target Audience**

Our target audience includes engaged couples seeking timeless wedding photography and sports teams, schools, and event organizers needing dynamic action shots. We also serve parents of young athletes who want professional images of special moments. We focus on clients who value quality, creativity, and lasting memories.

**Website Goals and Objectives**

**Specific goals for the website**

The goal of our website is to showcase our photography portfolio, attract new clients in sports and wedding photography, and promote our expanding services. As we grow, the site will reflect our versatility across various photography styles, making it easy for clients to explore, book, and connect with us online.

**Key Performance Indicators (KPIs)**

A new photography website's key performance indicators (KPIs) include monitoring website traffic, portfolio page engagement, queries, and visitors influenced by social media. Early targets center on booking conversions, lead generation, and visibility (Chaffey & Ellis-Chadwick, 2019). These metrics aid in assessing online performance and directing marketing initiatives. Initial growth is also shown in email sign-ups and client testimonials (Kotler et al., 2017).

**Proposed Website Features**

This website should have a built in contact or booking form, mobile friendliness, an eye-catching portfolio, and simple navigation. Image galleries, customer reviews, social media connections, and SEO optimization to increase visibility are among the desired features (Chaffey & Ellis-Chadwick, 2019).

**Design and User Experience**

The website’s overall design aesthetic will feature a clean cream white/beige and black color scheme, creating a timeless and elegant feel. Cursive fonts will be used for headings to convey creativity, paired with clean print fonts for readability. The layout will follow user-friendly design principles, guided by low-fidelity wireframes to ensure intuitive navigation and clear information hierarchy (Lidwell, Holden & Butler, 2010; Krug, 2014), enhancing the user experience across all devices.

**Technical Requirements**

The website needs secure hosting with good speed and a custom domain name that matches the brand. It will be built using HTML for structure, CSS for styling, and JavaScript for interactive features (Duckett, 2014; Freeman & Robson, 2019). These tools ensure the site looks good, works well, and is easy for visitors to use.

**Timelines and Milestones**

The project timeline includes the proposal submission on 08 August 2025, followed by Part 1 due on 27 August 2025. Part 2 is scheduled for submission on 26 September 2025. The Portfolio of Evidence, which marks the final phase of the project, the submission date has not yet been disclosed. Each milestone allows for focused progress and timely completion of the photography website.

**Budget**

**Estimated Budget**

* **Domain name registration (annual):** R150 – R250
* **Website hosting (annual):** R800 – R1,500
* **Website design and development (once-off):** R3,000 – R7,000
* **Ongoing maintenance and updates (annual):** R1,000 – R2,000
* **Optional add-ons (SEO, email, plugins):** R500 – R1,500

**Estimated Total (Year 1): R5 450 – R12 250**  
Costs may vary depending on service providers and project complexity (Chaffey & Ellis-Chadwick, 2019; Kotler et al., 2017).

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Chaffey, D. & Ellis-Chadwick, F., 2019. Digital Marketing. 7th ed. Harlow: Pearson.

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