

WEB DEVELOPMENT

WEDE5020 PART 1

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"Bright Future Foundation," a non-profit organisation

1. Overview of the Organisation

Bright Future Foundation (BFF).

The Johannesburg, South Africa-based non-profit Bright Future Foundation was established in 2010. Through programs for education, mentoring, and skill development, it seeks to empower underprivileged young people. More than 5,000 students have benefited from BFF's assistance in obtaining job development opportunities, scholarships, and tutoring since its founding.

Mission: To provide education and mentorship support to poor youngsters in order to establish equitable possibilities for them.

Vision: A society in which all children have the means and abilities to realise their greatest potential.

Target Audience: Volunteers, possible sponsors, and low-income students between the ages of 10 and 25 (Tonjoo, 2025)

2. Website Objectives and Goals

- Raise awareness of activities and programs.
- Create streamlined contribution processes to draw in sponsors and contributors.
- Use online application forms to find volunteers.
- Make learning materials easily accessible to pupils.

B) KPIs, or key performance indicators:

- Traffic to the website per month (unique visitors).
- quantity of donations and volunteer sign-ups.
- Average amount of time spent on pages with program information.
- Engagement and bounce rate on educational resource pages (Hocoos, 2025; Catchpoint, 2025).

3. Analysis of Current Websites

- BFF now uses WhatsApp groups and social media. Although efficient for rapid updates, this method is devoid of a contribution platform, centralised information, and professionalism. Limited reach, low search engine exposure, and an unstructured internet presence are among its drawbacks (SmartHost, 2025).

4. Suggested Features and Functionality of the Website

- **Homepage:** Call to action for donations, hero banner, and program highlights.

- The "About Us" page includes our history, mission, vision, and accomplishments.
- **Programs Page:** a thorough summary of educational projects.
- **Volunteer/Donate Page:** Secure online contribution channel and sign-up forms.
- **Contact Page:** An inquiry form, many office locations, and Google Maps integration (Tonjoo, 2025).

5. User experience and design

- Green and blue hues (development, education, and trust) make up the colour scheme.
- Fonts: Google Fonts (Open Sans for body, Montserrat for headers).
- The layout is simple, grid-based, and features menus that are easy to use.
- Clear calls to action, accessible design, and responsive layouts are all aspects of user experience (SmarterHost, 2025).

The structure will be mapped using wireframes: homepage → programs → volunteer/donate → contact.

6. Technical Needs

- Shared hosting that has an SSL certificate.
- The.org.za domain highlights the non-profit status.
- Languages: JavaScript, CSS3, HTML5.
- WordPress is the CMS for simpler updates (Tonjoo, 2025).

7. Timeline and Significant Events

- Weeks 1-2: Content collection and research.
- Weeks three and four: Design and wireframing.
- Weeks 5 and 6: Development of HTML and CSS.
- Testing and debugging in week seven.
- Week 8: Launch and deployment (Catchpoint, 2025).

8. Spending plans

The estimated cost is R12,000, which includes R1,500 for the name and hosting, R8,000 for design and development, and R2,500 for content and upkeep (SmarterHost, 2025).

References list

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