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|  | **WEDE5020** |
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| **Website proposal for Ruby Pictures** |
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Website proposal for Ruby Pictures

# Organizational overview:

* **Name:** Ruby Pictures
* Ruby Pictures is a for-profit small business that started about a year ago and have managed to make a name for themselves and an affordable option to professional pictures they take pictures for any event from weddings to children’s birthdays.
* **Mission:** To provide affordable pictures for people that don’t have the money to splash on prominent photographers.
* **Target audience:** Anyone that has limited money.

# The goals of the website and the objectives:

* The website is to increase the visibility of the business to everyone that may need a photographer and find them much more easily. It is to also allow people to easily share their experiences with the photographer on the site.
* The photographer has already gained a large following for their works and the customer base has not stopped growing yet and the website would help in the growth of the business.

# The features proposed and the functionality of the website:

* The website a homepage that will outline the basics of the business and its mission along with a navigation bar that will have all the pages that can be accessed by the public, it will have an about us page that will go deeper in to what kind of work they do and purpose of the purpose of the work they do , the contact page will have the contact information of the business for people to be able to contact them and ask about their services, the work they do and how they can acquire their services and the website will have a service page that will all the types of photo services they offer.

# Design and user experience:

* The website will be in the color scheme of the business.
* The choices in the typography will be done in the preferred style of the business.
* The layout and design of the website will be in a way the business would like that is easy to understand.
* The business will consider how the user experience will be like so the navigation and layout will be recognizable the color scheme will be, so it differentiates itself from others.

# Technical requirements:

* The website will be made in HTML with styling form CSS and the functionality will be in JavaScript. The domain name would be the name of the organization and would be hosted by a trusted webhost like bluehost.

# Timeline and milestones:

* The website would take two to three weeks with about one week for the specifics another for the coding and the last for the checking and fixing of bugs this will make their to be a simple website and if need be if they want it to be more polished we could work on it for another month for the website to look like a high end website

# Budget:

|  |  |  |
| --- | --- | --- |
|  | One Time/Initial | Ongoing Yearly |
| Domain name | R176 |  |
| Web hosting | R5 322 |  |
| Web design | R32 680 |  |
| Content creation | R680 |  |
| Plugins and extensions | R580 |  |
| Seach engine optimization | R4 268 | R30 144 |
| Maintenance and updates |  | R4 512 |
|  | R43 716 | R34 656/Year |

# Reference

Leigh Benson Photography. A photographer I use as inspiration. [online] Available at: <<https://leighbensonphotography.com/>> [Accessed 16 August 2025].

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