Esethu Busakwe – ST10462781

WEb decelopment  WEDE5020

kasi cloud lounge

Website proposal

Table of Contents

[Organisation Overview 1](#_Toc6639)

[Website Goals and Objectives 2](#_Toc6640)

[Essential pages 3](#_Toc6641)

[Design and User Experience 4](#_Toc6642)

[Timeline and Milestones 6](#_Toc6643)

[Budget 7](#_Toc6644)

[References 8](#_Toc6645)

# Organisation Overview

**Name:** Kasi Cloud Lounge

**History**

Kasi Cloud Lounge started in 2022 when a group of friends from Soweto decided that the township needed more than just taverns and corner chill spots. They wanted a safe, stylish place where people could gather, relax, and enjoy good vibes without having to travel to the city. It began with just two shisha pipes, a couple of fold-up tables, and a Bluetooth speaker in a backyard. Word spread fast friends told friends, Instagram posts started popping, and soon the backyard was too small for the crowd. In early 2023, they secured a small venue on a busy street in the Vilakazi street, Soweto, painted it with bold kasi colours, added comfortable seating, LED lighting, and a menu of shisha flavours inspired by local tastes. Now, Kasi Cloud Lounge is a buzzing hangout every weekend, part shisha bar, part social hub, where you can watch a soccer match, meet new people, or just enjoy the smoke clouds, authentic kasi cuisine and music to drift into the night air.

**Mission Statement:**

To create a safe, vibrant, and affordable hangout space in the heart of the township where people can relax, connect, and enjoy premium shisha experiences inspired by local culture.

**Vision Statement:**

To be the most loved shisha and social lounge brand in Johannesburg’s townships. A place

known for its unmatched vibe, authentic kasi energy, and community spirit.

# Website Goals and Objectives

**Primary Objectives**

* **Promote Services and Menu** – Display Shisha flavours, table hire prices, and event packages clearly. Currently, they use social media networks to promote their prices and menu.
* **Online Bookings** -Allow customers to reserve tables or shisha in advance, especially for weekends and events. They currently don’t have online bookings and customers struggle finding tables.
* **Event Marketing** - Promote upcoming parties, soccer screenings, and special nights. They use social media to promote events
* **Customer Engagement** - Connect with visitors through a blog or gallery featuring highlights, customer photos, and stories. They mostly engage with customers on their social media pages.
* **Showcase the Vibe** - Use photos, videos, and design to capture the lounge’s unique township atmosphere. They use their social media.
* **Social Media Integration** - Link to Instagram, Facebook, and WhatsApp for direct communication and updates.

**Key Performance Indicators**

* **Website Traffic** - Will show how well online marketing is working
* **Website Booking Conversion Rate** - Will show percentage of website visitors who book a table or shisha online. It directly links website use and sales.
* Newsletter Opt-ins - Helps build a database of loyal customers

# Essential pages

**Essential Pages**

* **Home** - This is the landing page. It’s going to be the centre to link all webpages and showcase some website functionality.
* **Bookings** - This where customers can check table and venue availability for bookings. They can also fill in a form to book tables or the venue.
* **Products/Menu** - This is where all products and services are displayed with prices and brief descriptions
* **About Us** - This is where we give visitors a brief history about us and our mission and vision statements. Location and operating hours.
* **Contact** - This is where contact information is found.

**Optional Add-ons**

* Newsletter or WhatsApp broadcast subscription form.
* Events page to show past and upcoming events.
* Blog for lounge updates, flavour spotlights, and event recaps.

# Design and User Experience

**Aesthetic:**

* Primary Colour: Pale blue for the background
* Secondary Colours: matte dark grey or charcoal black for the Navigation bar and hero section and White for the text
* Tertiary Colours: Orange or electric blue for the accents.
* Typography: modern sans-serif headings with clean, legible body fonts.

**User Experience**:

* Mobile-first design (most customers will browse on phones).
* Minimal navigation menu for easy access.
* Fast loading with compressed media.
* Call-to-action buttons always visible (Book Now, WhatsApp Us).

## Technical Requirements (Custom Build)

* **Framework / Stack:**
  + **Frontend:** HTML5, CSS3 (with Tailwind or Bootstrap), JavaScript (React or Vue for interactivity).
  + **Backend (optional for bookings):** Node.js with Express or Python (Django/Flask).
  + **Database (if needed for bookings/customers):** MySQL, PostgreSQL, or MongoDB.
* **Hosting:** 
  + Local SA provider or cloud host (e.g., Afrihost, HostAfrica). Domain registration with SSL certificate for secure browsing.
* **Key Integrations:** 
  + WhatsApp API / Chat button for direct messaging.
  + Google Maps API for location display. o Email/WhatsApp notifications for bookings (via Twilio, SendGrid, or custom setup).
* **Responsive Design:** o Optimised for **mobile-first** (since most people browse on phones).
  + Works seamlessly on tablets and desktops.
* **SEO & Performance:** 
  + Basic on-page SEO (meta tags, headings, mobile speed optimisation).
  + Image compression & caching for faster loading.
* **Scalability & Future Expansion:** 
  + Ability to add **e-commerce features** later (selling shisha flavours, accessories, or lounge merch).

Admin dashboard for managing bookings, events, and content updates (future phase)

# Timeline and Milestones

The website project will be rolled out over six weeks.

* **Week 1:** Focus on planning and design. This includes sketching wireframes, choosing the colour palette, finalising the logo, and creating mock-ups for the homepage and key pages.
* **Week 2:** Begin development by building the core structure of the site (Home, About, Menu pages) using HTML, CSS, and JavaScript.
* **Week 3:** Add functionality such as the events section and online booking form. The form will be connected to email/WhatsApp notifications.
* **Week 4:** Build out the Gallery and Contact page, and integrate external services such as Google Maps, WhatsApp click-to-chat, and an Instagram feed.
* **Week 5:** Carry out full testing on desktop and mobile. This includes checking responsiveness, page load speed, and fixing bugs or layout issues.
* **Week 6:** Prepare for launch by deploying the site live, and training staff (if

needed) on how to update or manage content.

# Budget

* **Domain Name** → Around **R150 per year** to secure www.kasicloudlounge.co.za.
* **Hosting** → Between **R1,200 and R1,500 per year**, depending on the provider. This usually includes a free SSL certificate for security.
* **Design & Development** - **R8,000 – R12,000 once off payment**.
* **Development Tools** → Free (VS Code, GitHub). No extra cost here.
* **Booking/Email Integration** → If you want automated confirmations via email or WhatsApp, expect about **R600 to R1,000 per year**.
* **Visual Assets (Optional)** → Stock photos, icons, or graphics to enhance the design may cost around **R500 once-off**.

**Total Estimated Cost:** Between **R10,450 and R15,150** for the first year, depending on which optional features you include.

# References

* Afrihost, 2023. Web Hosting Packages. [online] Available at[: https://www.afrihost.com](https://www.afrihost.com/) [Accessed 22 August 2025].
* HostAfrica, 2023. South African Website Hosting Solutions. [online] Available at:

[https://www.hostafrica.co.za](https://www.hostafrica.co.za/) [Accessed 22 August 2025].

* Google Developers, 2023. SEO Starter Guide. [online] Available at:

<https://developers.google.com/search/docs/fundamentals/seo-starter-guide>[Accessed 22 August 2025].

* Mozilla Developer Network (MDN), 2024. HTML5, CSS3, and JavaScript Documentation. [online] Available at[: https://developer.mozilla.org](https://developer.mozilla.org/) [Accessed 26 August 2025].
* Netcraft, 2023. Web Server and Hosting Market Share. [online] Available at: https://www.netcraft.com [Accessed 22 August 2025].
* SendGrid, 2023. Email API Services for Businesses. [online] Available at: [https://sendgrid.com](https://sendgrid.com/) [Accessed 22 August 2025].
* Twilio, 2023. SMS & WhatsApp Business API. [online] Available at: <https://www.twilio.com/>[Accessed 22 August 2025].
* World Wide Web Consortium (W3C), 2023. Responsive Web Design Basics. [online] Available at[: https://www.w3.org](https://www.w3.org/)  [Accessed 22 August 2025].