

UVIWE BOOI

ST10491015

WEB DEVELOPMENT PROPOSAL

LECTURE: A. PHESWA

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Ou, de Marni

Organisation Overview

- **Name:** Ou, de Marni

Ou de Marni was born in Cape Town with one belief: that fragrance should smell good, feel good and be made better. This business was founded in 2017 by Ye Marni; based in Cape Town, Western Cape. It is known for its hypoallergenic, cruelty-free, and fresh oriented vegan fragrances, with a focus on ingredient transparency. In July 2024a, a new CCO (Chief Creative Officer) was appointed - what we call a re-founder, signaling as the new direction for the brand, bringing vision and lifelong love of fragrance to every part of Ou, de Marni.

- **Mission:** To craft scents that make you smell irresistible, feel your best and bring a little luxury to your everyday-while staying clean and skin-safe.
- **Vision:** Set a new standard for clean fragrance, sophisticated, safe, inspired by Cape Town weather and constantly evolving to be better.
- **Target Audience:** Primarily millennials and Gen Z, eco-conscious men and women with sensitive skin and ethical values.

1. Website Goals and Objectives

Goals:

- **Enhance Brand Awareness:** Position Ou, de Marni as a leader in the clean fragrance industry.
- **Boost Online Sales:** Increase direct-to-consumer purchases through the e-commerce store.

- **Improve Customer Engagement:** Foster loyalty through subscriptions (*Scent Club*) and personalized recommendations.

Objectives:

- Create a **seamless shopping experience** (easy browsing, quick checkout).
- Provide **detailed fragrance education** (notes, inspiration, ingredient transparency).
- Grow **email list and subscription memberships**

KPIs

- Sales Conversion Rate (e.g., 3–5% benchmark for beauty e-commerce).
- Average Order Value (AOV) increase by 10–15%.
- Customer Retention Rate (especially *Scent Club* renewals).
- Website Traffic Growth (organic + paid).

2. Current Website Analysis

- **Strengths:** 1. Clean, minimalist design aligns with brand identity.

2. Good social media engagement.

3. Integrated e-commerce with secure checkout

4. Clear product categorization (fragrances, gift sets, subscriptions 10% off first purchase).

- **Weaknesses:**

1. No dedicated website, no online ordering, scattered menu info.

2. Limited **fragrance discovery tools** (scent personality quizzes could be stronger)

3. Performance: occasionally **slow loading speeds** with media-rich pages.

4. Limited **global shipping transparency** (not always clear at checkout).

- **AREA:** Cape Town, Johannesburg and Durban.

3. Proposed Features and Functionality

- Homepage with interactive scent finder quiz.
- About Us page with brand story.
- Contact page with company number.
- Product gallery with pricing.
- Online order form with payment integration (PayPal, PayFlex, Credit Card).
- Blog section for reviews.

5. Design and User Experience

- **Colour Scheme/Aesthetic:** Gold and black mode, airy white space. With elegant and professional charcoal grey new primary proposed colour scheme. And a secondary colour scheme of a white background.
- **Typography:** Modern and elegant:
 - Font choices.
 - Hierarchy.
 - Colours and Contrast.
- **Layout:** Homepage & Grid System:
 - Full width image/video showcasing the fragrance lifestyle.

Grid of 3-4 bestsellers with images, quick-add buttons, and star ratings.

 - Main Content
 - MEN

- WOMEN

- **Navigation:** Clear menus → **Top-Level Menu**

Shop

- All Fragrances
- Bestsellers (Night EDT, The Scent for HER, Salt Air)
- New Arrivals
- Gift Sets & Miniatures
- Scent Club (subscription)

Discover

- Scent Finder Quiz (interactive tool)
- Ingredients & Transparency
- Sustainability Journey
- Blog (fragrance tips, lifestyle, clean smell)

About Us

- Brand Story & Vision
- Founder's Story
- Clean Beauty Promise
- Press / Media

Help

- FAQs
- Shipping & Returns
- Contact Us
- Track Order

Account / Cart (Icons)

- Create Profile / Login
- Wishlist
- Shopping Cart

6. Technical Requirements

- Platform: Shopify plus (or headless e-commerce).
- Integrations:
 - Email marketing.
 - CRM for customer data.
 - Payment gateways (PayPal & Afterpay).
- Security: SSL encryption.
- Performance: CDN use (Cloudflare), lazy image loading, compressed media.
- Analytics: Google, Analytics 4, Hotjha (UX heatmaps), SEO tools (SEMRush).

7. Timeline and Milestones

- Week 1-4: Discovery & Planning → Research, Requirements and gathering.
- Week 5-7: Wireframes & Mock-ups → UX/UI design approval.
- Week 8-12: Development → Shopify setup, custom coding, integrations.
- Week 13-15: Content and SEO → Product descriptions, blogs, metadata.
- Week 16-17: Testing → QA testing (speed, mobile, checkout)
- Week 18 (1 day): Launch → Go live, marketing campaigns, host a launch party and invite public figures for marketing.
- Week 19: Post-Launch Optimization → Analytical review AB testing

Estimated Total: 5-6 months

8. Budget

- UX/UI Design: R8000 to R10,000
- Development (Shopify): R12,000 to R25,000
- Integration and Plugins: R5000 to R12,000
- Content Creation: R7000 to R14,000
- SEO and Marketing Setup: R10,500 to R13,000

- Testing & QA: R6000 to R7000

Total R62,000 to R81,000

9. References

- OU, DE MARNI Official Website – oudemarni.com
- Ou, de Marni (2024) *Organisation overview, website goals, and proposed development plan*. Cape Town: Ou, de Marni.