NAME: UVIWE BOOI

ST10491015

MODULE: 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 (Ou, de Marni, 2017). It is known for its hypoallergenic, cruelty-free, and fresh oriented vegan fragrances, with a focus on ingredient transparency. In July 2024, a new CCO (Chief Creative Officer) Uviwe Booi 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.

##### **4. 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

###### **5. 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).

###### **6. 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.
* Week16-17: 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

**7. 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

# **SITE MAP**

# **References**

Ou, de Marni. (2024) *Official Website*. Available at: <https://oudemarni.com> (Accessed: 20 September 2025).

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