Website proposal: Hennops river.

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Website project proposals

# Proposal 1

## Name: Hennops Revival

Brief history of the organization:

Hennops Revival is a nonprofit organisation that helps clean Hennops River located in Centurion, Gauteng, South Africa. It was founded by Tarryn Johnston in 2019. This group is about cleaning and reviving the Hennops river together with the government, other NGO’s, NPO’s, and working together with the community.

## Mission statement:

* ‘Government Accountability through meaningful oversight and with integrity of purpose among all public representative whichever political party affiliation
* Corporate social investment
* Active citizenship
* National Government Policy change
* National Association of River cleaners

## Vision statement:

* ‘Collaboration and Partnerships  
  (Municipal, Provincial, Global – Public, Private, People)
* Increased job creation and expansion
* Address Water Quality
* Educational Drives/Campaigns
* Enthusiasm over Apathy
* To become proactive rather than reactive

## Target audience:

* Volunteers/Community
* Sponsors
* Donors

## Website goals and objectives:

**Implementing key elements of a successful UX such** as:

**Mobile friendly:** The website must be designed for an optimal experience both mobile and desktop browsers.

**Accessibility**: website needs to support usability, the buttons for volunteering, donating and sponsorships must look clickable to encourage users to click on the control.

**Search and** **find** must allow user to find something specific without having to look through the web page.

**Objectives:**

**Timing of tasks**: How long it takes to register as a sponsor or volunteer, how long volunteers can receive approval after registering.

**Completion of tasks vs Error on task:** if a user searches something on the website, can they access it easily and get accurate information.

**Increasing brand awareness**

**Increasing in donations/ volunteers/fund-raising.**

**KPI (Key performance indicators)**

Task Completion Rate: Measure % of users completing volunteer/donation sign-ups successfully.

Average Time on Task: Track how long it takes to register as a volunteer or sponsor.

Error Rate: Monitor % of users who encounter issues or abandon forms.

Traffic & Reach: Monthly unique visitors and % of mobile users.

Current Website Analysis

* **Strengths:** Clear mission and vision statement
* **Weaknesses:** Navigation is sometimes cluttered; donation process is a bit difficult for mobile.
* **Improvement Areas:** Introduce interactive maps, integrate a volunteer portal, and simplify donation workflows

## Proposed Website Features and Functionality

Website features

* Home page- Welcome message, highlights of activities or announcements, Action buttons (Sign up, Donate).
* About us page- History and background, Mission, vision and values, past impacts.
* Volunteers/Donor/Community sign up section- registration forms, instructions on how to sign up, privacy and data use information.
* Community partners page- Partner organisations or sponsors, their descriptions, logos and links to their websites.
* Blog/news page- latest news and updates, social media.
* About the hennops page- Information about hennops, photos and maps, location.

Functionalities

* Maps showing live events of community or volunteers cleaning
* Social media engagement
* Safe donations online.

## Design and User Experience

* **Colour Scheme:** Blues and green
* **Typography:** Sans-serif fonts
* **Layout:** Simple navigation bar, hero image, call-to-action buttons for "Donate" and "Volunteer."
* **User Experience:** Accessible design, responsive for mobile and tablets.

## Technical Requirements

* Languages: HTML5, CSS3, JavaScript.

## Timeline and Milestones

* Week 1–2: Research, content planning.
* Week 3–4: Wireframing and design.
* Week 5–6: Development and testing.
* Week 7: Launch.

## Budget

* Hosting & domain: R1,500/year.
* Development: R15,000.
* Maintenance: R5,000/year.

**References**

* Hennops Revival. (2025). *Hennops Revival*. <https://hennopsrevival.co.za/>
* Lauby, S. (2022). *Best Practices for Nonprofit Websites*. Nonprofit Tech for Good.