FOR HUMBA™

E-Commerce Website Development

Move at your own pace in a world that's always rushing.

A complete custom-built e-commerce platform for culture-driven premium streetwear --- designed to sell, tell your story, and build The Snail Clan community.

PREPARED FOR

Victor Gudluza
HUMBA™

PREPARED BY

Sibusiso Mavuso
Masaphokati Designs Pty Ltd

1 Introduction

This proposal is submitted by **Masaphokati Designs Pty Ltd** to Victor Gudluza in response to your brief for the design and development of a custom e-commerce website for **HUMBA™**.

The purpose of this document is to:

1. Demonstrate our understanding of the HUMBA™ brand and vision
2. Define the website structure, features, and technical approach
3. Present a clear scope with deliverables and timeline
4. Provide a transparent, all-inclusive investment for Phase 1

2 Brand Understanding

HUMBA™ is a **culture-driven premium streetwear** brand inspired by the snail — a symbol of patience, resilience, and intentional movement across South African languages and cultures.

The brand speaks to a generation of **creatives, thinkers, and slow-living individuals** aged 8–35 who reject the rush and choose to move with meaning. HUMBA™ is not built for speed. It is built for purpose.

> ``*Move at your own pace in a world that's always rushing."*
>
> --- HUMBA™ BRAND TAGLINE

The community around the brand — **The Snail Clan** — connects the cultural significance of the snail across languages:

HUMBA • KHUMBA • UMNENKE • INKUMBA • KGOPA • KGOFU • KGOHU • SLAK • UMNENKHE • SGONOGONO

The website must be an extension of this identity: **calm, intentional, spacious, premium, and cultural**. Never loud. Never rushed. Never crowded.

③ Website Objectives

> **Primary Goal**
> Sell HUMBA™ apparel through a seamless, premium e-commerce experience that reflects the brand.

Secondary Goals:

♦ **Build Brand Authority**
Position HUMBA™ as a premium, culture-driven streetwear label through design and storytelling.

♦ **Capture Emails**
Build a mailing list of engaged fans for drops, stories, and community updates.

♦ **Tell the Cultural Story**
Dedicated pages for The Snail Clan narrative and the linguistic heritage behind the brand.

♦ **Build The Snail Clan**
Create community identity that turns customers into members of a movement.

④ Target Audience

DIMENSION	DETAIL
Age Range	8–35 years
Location	South Africa (initially), with global expansion planned
Psychographics	Creatives, thinkers, slow-living mindset, streetwear lovers, culture-driven buyers
Buying Style	Intentional purchases — quality over quantity, limited drops over mass production
Platforms	Instagram, TikTok, WhatsApp — mobile-first digital behaviour

Design implication: The website must be **mobile-first**, visually spacious, and load fast. Every element supports the slow, premium, intentional feel.

5   Website Structure

The website is structured around six core pages, with optional expansions in Phase 2:

HOME	SHOP	SNAIL CLAN	CULTURE	CONTACT	CART

Lookbook	Journal

Phase 2
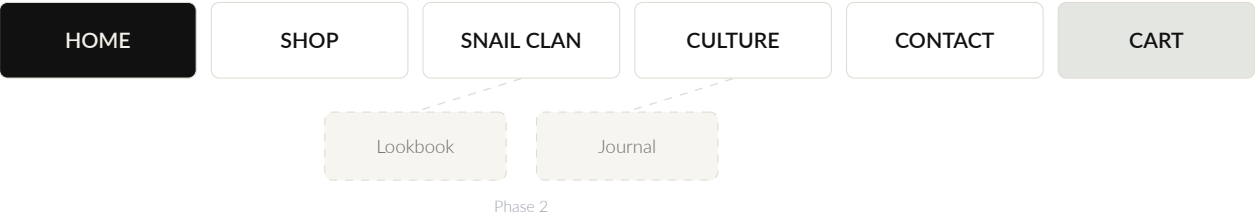
6   Page Breakdown --- Home

The home page sets the tone for the entire brand experience. Five sections, each purposeful:

#	SECTION	DESCRIPTION
1	Hero	Full-screen. Clean black or neutral background. "HUMBA™ — Move at your own pace." CTA: *Shop The Drop*.
2	The Message	Short brand paragraph: "Inspired by the snail — a symbol of patience, resilience, and intentional movement."
3	Featured Product	Display 1–3 key items. "Limited pieces. No rush." Clean product cards with minimal info.
4	Culture Preview	Word grid across languages. Button: *Discover The Snail Clan*. Cultural anchor before purchase.
5	Footer	Instagram, TikTok, WhatsApp links. Email signup. Policies. Minimal, consistent with brand feel.

DESIGN RULE

The website must feel: **Calm. Intentional. Spacious. Premium. Cultural.**
Never loud. Never rushed. Never crowded.

6 Page Breakdown --- Shop

Minimal layout. Each product shows: name, meaning, fabric details, price, size selector, and a single Add to Cart CTA. No clutter — products are the content, white space is the design.

6 Page Breakdown --- Product Detail

HUMBA™ --- The Origin Tee

High-quality lifestyle photography

Inspired by the snail. Built for those who move differently.

• 300gsm heavyweight cotton • Relaxed fit • Unisex

[Add to Cart]

6 Page Breakdown --- The Snail Clan (About)

The brand's soul page. Not a corporate "About Us" — a cultural manifesto.

The Snail Clan

Across South Africa, the snail has many names. Different languages. Same meaning.
HUMBA™ represents patience in a fast world.
We are not late. We are aligned. *Still moving.*

6 Page Breakdown --- Culture

A visual celebration of the snail across South African languages — each word displayed with cultural context:

HUMBA	KHUMBA	UMNENKE	INKUMBA	KGOPA
Tsonga	Venda	Zulu	Xhosa	Setswana
KGOFU	**KGOHU**	**SLAK**	**UMNENKHE**	**SGONOGONO**
Sesotho	Sepedi	Afrikaans	Swati	Ndebele

7   Design Direction

Colour Palette

#111111	#F5F0E8	#6B4F3A	#4A5A3C	#1A2744	#C8A45C
Black	Cream	Brown	Olive	Navy	Dusty Yellow
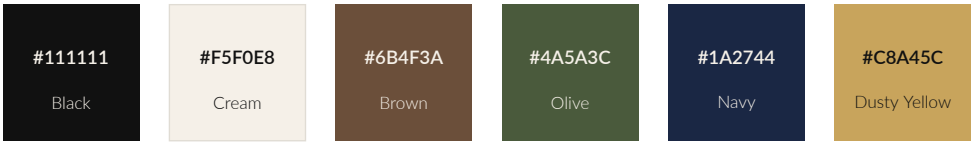
No bright colours. Earth tones only. The palette reflects patience, nature, and premium quality.

Typography

○ **Elegant serif** for the HUMBA™ wordmark and headings

○ **Clean sans-serif** for body text and UI elements

○ Large letter spacing throughout — reflects the brand's breathing room

○ Minimal text — every word earns its place

Design Principles

Spacious

Generous white space. Content breathes. Nothing competes for attention.

Mobile-First

Designed for phones first. The audience lives on mobile — the site must too.

Premium Feel

Smooth animations, quality imagery, and refined micro-interactions.
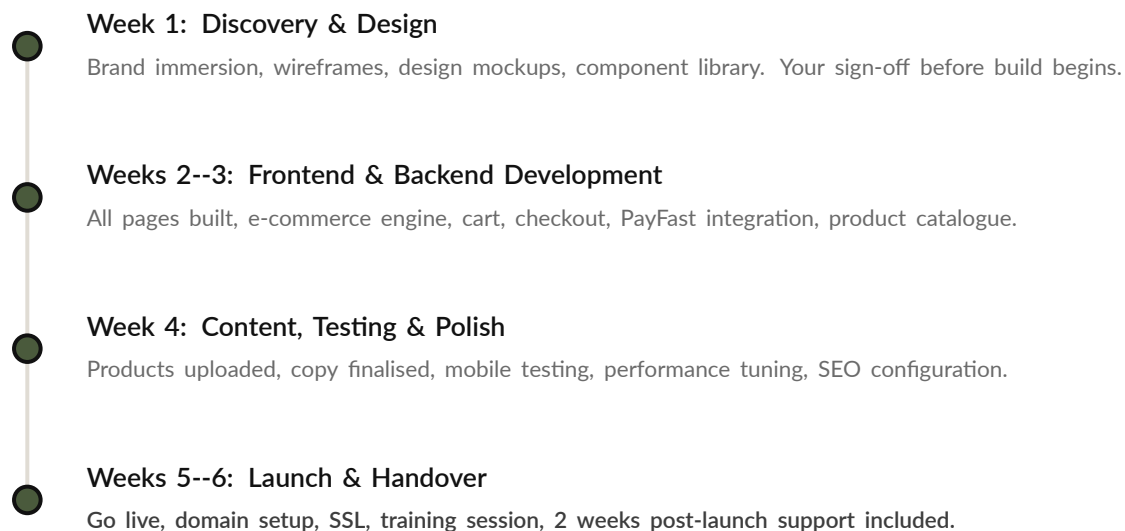
8   Technical Approach

LAYER	TECHNOLOGY
Frontend	React with TypeScript — component-based, fast, SEO-friendly
Backend	Node.js with Express — custom API, product management, order processing
Database	PostgreSQL — reliable, scalable, production-grade
Payments	PayFast integration (card, EFT, instant payments)
Hosting	Cloud hosting (AWS/Vercel) — fast load times, SSL, CDN
Email	Mailing list integration for drops and community updates

(9) Scope of Work --- Phase 1

The engagement is structured in five delivery phases:

PHASE	DELIVERABLE	DETAIL
1	Discovery & Design	Brand immersion, wireframes, design mockups for all 6 pages. Colour palette, typography, and component library defined.
2	Frontend Build	React component development. Home, Shop, Product, Snail Clan, Culture, Contact pages. Fully responsive, mobile-first.
3	Backend & E-Commerce	Product catalogue API, cart system, checkout flow, PayFast payment integration, order management.
4	Content & Polish	Product uploads, copy integration, image optimisation, SEO setup, email signup integration.
5	Launch	Testing, domain connection, SSL, deployment, performance optimisation, handover & training.

(10) Timeline

Week 1: Discovery & Design

Brand immersion, wireframes, design mockups, component library. Your sign-off before build begins.

Weeks 2--3: Frontend & Backend Development

All pages built, e-commerce engine, cart, checkout, PayFast integration, product catalogue.

Week 4: Content, Testing & Polish

Products uploaded, copy finalised, mobile testing, performance tuning, SEO configuration.

Weeks 5--6: Launch & Handover

Go live, domain setup, SSL, training session, 2 weeks post-launch support included.

11   Your Investment

ALL-INCLUSIVE FIXED FEE --- PHASE 1

R 15,000

VAT Exclusive • No hidden hourly charges

✓ Custom-designed 6-page e-commerce website
✓ React + Node.js custom build (no templates)
✓ Full product catalogue with cart & checkout
✓ PayFast payment integration (card + EFT)
✓ Mobile-first responsive design
✓ Email signup integration
✓ Domain setup, SSL, cloud hosting deployment
✓ 2 weeks post-launch support

12   Payment Milestones

%	MILESTONE	TRIGGER	AMOUNT
40%	Deposit	On acceptance of this proposal	R6,000
30%	Progress	Design approved + development underway	R4,500
30%	Delivery	Website launched and handed over	R4,500

13   What We Need From You

○ Brand assets — logo files, any existing imagery or photography

○ Product details — names, descriptions, prices, sizes, images

○ Copy for The Snail Clan and Culture pages (or approval of drafted content)

○ PayFast merchant account details

○ Domain name (existing or to be registered)

○ Signed acceptance of this proposal

14 Phase 2 --- Future Features

The following features are planned for Phase 2, quoted separately once Phase 1 is live:

♦ **Lookbook Gallery**
Visual storytelling — editorial-style product photography and lifestyle imagery.

♦ **Ambassador Sign-Up**
Application portal for brand ambassadors to join The Snail Clan officially.

♦ **Still Moving Journal**
Brand blog for storytelling, culture pieces, and behind-the-scenes content.

♦ **Wholesale Section**
Private portal for stockists and bulk buyers with tiered pricing.

♦ **Drop Countdown**
Subtle countdown timers for limited releases. No pressure — aligned with brand feel.

15 Success Metrics

We will track the following KPIs to measure the website's performance:

METRIC	WHY IT MATTERS
Conversion Rate	Visitors who become buyers — the ultimate measure of the site's effectiveness.
Email Signups	Community growth. Directly tied to future drop revenue and brand loyalty.
Add-to-Cart Rate	Product interest signal. Indicates whether product presentation is working.
Returning Visitors	Brand stickiness. People coming back means the culture resonates.
Drop Sell-Through Time	Speed of limited release sales. Measures demand and community engagement.

HUMBA™ is not built for speed. It is built for meaning.
The website will reflect exactly that.

16 Terms & Conditions

Payment Terms

40% deposit on acceptance. 30% on design approval. 30% on delivery and launch.

Validity

This proposal is valid for **30 days** from date of issue (18 February 2026).

IP & Ownership

All code and design assets transfer to you upon final payment. Full ownership.

17 Acceptance

To accept this proposal, please sign below or reply to the accompanying email confirming your agreement. Upon acceptance, we will issue an invoice for the 40% deposit and schedule the discovery session within three business days.

We look forward to building something meaningful for HUMBA™.

CLIENT --- HUMBA™

Victor Gudluza

Signature

Date

MASAPHOKATI DESIGNS PTY LTD

Sibusiso Mavuso

Signature

18 February 2026

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