**Royal Taxis (1st Choice) — Product Requirements Document**

**Objective:** Deliver a **£10m-look, enterprise-grade** taxi website that is fast, conversion-centric, and SEO-compoundable, using a **static stack (HTML/CSS/JS)** with premium UX, motion, and content design in **UK English**.

**1) Business Case & Success Metrics**

**North Star:** Grow high-margin bookings (airport/corporate) while defending local taxi demand.

**Primary KPIs (90 days post-go-live):**

* **+40%** uplift in online quote submissions
* **+25%** uplift in call/WhatsApp click-throughs
* **<1.8s** LCP on median 4G, **CLS <0.05**, **TBT <150ms**
* **Top-3** local rankings for “*Spalding airport transfer*”, “*Spalding taxis*”, plus 6 airport route pages

**Secondary KPIs:** Time on page, scroll depth to CTAs, repeat visitor rate, organic landing page mix (airport silos).

**2) Scope (MVP v1.0)**

**In-scope:**

* Public marketing site (static): Home, Services (3), Airport Minis (6), Fleet, About/Corporate, Contact
* Conversion layer: instant quote form, click-to-call, WhatsApp deep link
* SEO layer: schema.org (LocalBusiness, Service, FAQ, Breadcrumb), XML sitemap, robots
* Accessibility AA, performance budgets, analytics, cookie notice (minimal)

**Out-of-scope (post-MVP options):**

* Live pricing engine / booking API
* Customer portal / account invoicing
* CMS authoring (WordPress). Content is managed via simple file edits.

**3) Target Users & Jobs-to-Be-Done**

**Personas:**

* **Business Ops Manager (B2B):** Needs SLAs, invoices, predictable airport/city runs.
* **Leisure Traveller (B2C):** Needs reliable 24/7 to airports; wants fixed fare, flight tracking, meet & greet.
* **School/LA Coordinator:** Needs DBS-checked, SEND-capable transport with auditability.

**Top Jobs:**

* “Get a **quote** and **book** now.”
* “Confirm **trust** (DBS, licensing, reviews).”
* “Understand **coverage** and **vehicle fit** (WAV, MPV, executive).”

**4) Brand System & Visual Language (the “£10m” sheen)**

**Positioning:** Discreet, dependable, enterprise-ready.

**Typography:**

* **Montserrat** (700/800) for headlines
* **Open Sans** (400/600) for body

**Colour Tokens:**

* Royal Blue #0B1F5B (primary)
* Royal Gold #D4AF37 (accent)
* Ink #1F2428 (body on light)
* Steel #6F7A85 (muted copy)
* Snow #FFFFFF (on dark)

**Components & Motion:**

* **Glass panels** for forms/cards (blur + 1px white overlay)
* **Premium chips** (gold outline) for trust badges
* **Buttons:** Gold primary (lift on hover), White-outline secondary
* **Micro-interactions:** 150–250ms ease; no parallax on mobile; subtle fade/slide; reduced-motion support

**Imagery:** Cinematic night-city and fleet hero images (AVIF/WebP with JPG fallback), on-brand grading, shallow depth of field.

**5) Information Architecture & URLs**

/

#services (anchor on home)

/services/airport-transfers.html

/services/school-contracts.html

/services/social-special-events.html

/airports/heathrow.html

/airports/gatwick.html

/airports/stansted.html

/airports/luton.html

/airports/east-midlands.html

/airports/birmingham.html

/robots.txt

/sitemap.xml

**6) Page-Level Requirements & Acceptance Criteria**

**6.1 Home**

**Hero:**

* H1: “Your Ride. On Time, Every Time.”
* Trust chips: *Open 24/7*, *DBS-Checked*, *Card & Contactless*, *Established 2005*
* Primary CTA: **Get Instant Quote** (scrolls to booking widget), Secondary: **Call 01775 714 714**
* Visual: Cinematic hero image; headline legible at AA contrast

**Instant Quote Widget:**

* Inputs: Pickup, Drop-off, Date, Time, Passengers, Luggage, Vehicle Type, Accessibility
* Validation & clear error states
* reCAPTCHA v3 slot (key to be provided)
* Success state copy and next-step guidance

**Why Choose Us (bullets)** matching current service differentiators.

**Services Teasers (3 cards):** Airport, School, Social Events → deep pages.

**Fleet Grid:** Saloon, Estate, MPV, WAV, 8-Seater, 16-Seater, E7.

**About/Corporate Block:** Enterprise benefits + management names.

**Contact Block:**

* Address: **3/4 Benner Road, Spalding, Lincs, PE11 3TZ**
* Phones: **01775 714 714 / 01775 714 488 / 01775 720 002**
* Email: [**royaltaxis@live.co.uk**](mailto:royaltaxis@live.co.uk)
* Map embed placeholder (static MVP)

**Footer:** Quick links, management names, licensing note, year autoupdate.

**Acceptance:** All CTAs track in GA4; form validates; header becomes sticky with shadow; mobile bottom bar shows Book/Call/WhatsApp.

**6.2 Services — Airport Transfers**

* Hero with fixed-fare / flight tracking / meet-and-greet chips
* Copy blocks: “Why travellers choose us”, “Airports we cover”, “How it works”
* Sidebar: Contact+Hours card
* CTA: “Get Instant Quote”
* **Schema:** Service, FAQPage, BreadcrumbList

**6.3 Services — School Contracts**

* Assurance copy (DBS, safeguarding, SLAs)
* SEND/WAV references; invoicing; monitoring
* Sidebar contact card
* **Schema:** Service, FAQPage, BreadcrumbList

**6.4 Services — Social & Special Events**

* Use cases (weddings, parties, corporate hospitality)
* Group logistics (MPVs/minibuses, staggered returns)
* Payments (card/contactless); coverage
* **Schema:** as above

**6.5 Airport Minis (6 pages)**

* Route-specific hero and copy
* Included features list; contact card; CTA
* Internal linking back to airport hub page
* **Schema:** Service (route), FAQPage, BreadcrumbList
* **Local SEO:** airport code references (LHR, LGW, STN, LTN, EMA, BHX)

**7) Content & Tone of Voice**

* **Voice:** Professional, succinct, “zero-friction”.
* **Headline pattern:** Outcome-led (“Arrive in Style. Get Home Safely.”).
* **Readability:** Flesch 55–65; short paragraphs; bullets for scannability.
* **UK English**. Avoid USisms.

**8) SEO & Discoverability (Technical + On-Page)**

**Technical:**

* Static HTML; crawlable nav; anchor links resolved
* Meta title ≤60 chars; meta description 150–160 chars
* Canonicals, Open Graph tags
* XML sitemap (homepage, services, airports)
* Robots allow all
* **Structured Data:**
  + LocalBusiness (site-wide JSON-LD on home)
  + Service on each service/airport page
  + FAQPage where present
  + BreadcrumbList on deep pages

**On-Page:**

* Unique H1 per page; H2 scaffolding
* Airport pages target: *“{Airport} transfers from Spalding”* + synonyms
* Internal links between services ↔ airport pages
* Image alt and descriptive filenames
* Content length guide: Home 800–1,200 words; Services 600–900; Airport minis 450–650

**9) Accessibility (WCAG 2.2 AA)**

* Colour contrast AA+ verified (gold on blue exceptions handled with bold/size)
* Skip-to-content link; focus states; keyboard-only navigation
* Semantic headings; labelled form inputs; ARIA for live regions
* Reduced-motion media query respected

**10) Performance & Quality Gates**

**Budgets (mobile 4G, cold cache):**

* **LCP ≤ 1.8s**, **CLS ≤ 0.05**, **TBT ≤ 150ms**
* Initial HTML ≤ 100KB gz; hero image ≤ 180KB AVIF/WebP
* Defer non-critical JS; no blocking fonts (display=swap)

**Tooling:** Lighthouse, WebPageTest (London), Chrome UX lab tests.

**11) Architecture & Stack**

* **Static build** (HTML/CSS/JS), Tailwind via CDN for speed-to-value
* **Assets:** /assets/css/tokens.css, /assets/js/main.js, /assets/images/\*
* **Hosting:** Any static host (Nginx/Apache/S3+CloudFront/Netlify/Vercel)
* **Caching:** 1 year immutable for hashed assets; HTML no-cache (or short TTL)
* **Security:** HTTPS only, HSTS, basic CSP (self + fonts/images CDNs), no inline event handlers

**12) Integrations & Events**

* **reCAPTCHA v3** on forms (site key provided at deploy)
* **WhatsApp** deep link https://wa.me/44…
* **GA4 via GTM** (container ID to be provided)

**Event Map (GTM):**

* cta\_book\_click (label: page)
* cta\_call\_click (tel)
* cta\_whatsapp\_click
* form\_quote\_submit / form\_quote\_success
* scroll\_depth\_75 (home, key services)

**13) Compliance**

* GDPR: Consent for analytics cookies (banner with implied consent after interaction or explicit accept; strictly necessary cookies exempt)
* Company info and licensing mention in footer
* Privacy Policy & Terms (lightweight static pages, phase 1.1)

**14) QA & UAT Checklist (excerpt)**

* **Cross-browser:** Last 2 versions of Chrome, Safari, Edge, Firefox; iOS Safari 15+; Android Chrome 110+
* **Responsive:** 360, 414, 768, 1024, 1280, 1440, 1920 widths
* **Forms:** Required fields, validation, error messaging, success state
* **A11y:** Keyboard nav, focus rings, skip link, labels, alt text
* **Performance:** Lab tests within budgets
* **SEO:** Titles, metas, canonicals, schema validate (Rich Results Test), sitemap reachable

**15) Roadmap (Post-launch Enhancements)**

* **Live booking** integration + pricing matrices by airport/vehicle
* **Reviews module** (Google/Trustpilot import + AggregateRating schema)
* **Geo-landing pages** (Spalding villages) with canonical strategy
* **Content hub** (guides/tips) for long-tail SEO
* **Account portal** (corporate invoicing, ride history)

**16) Deliverables**

1. **Design System:** tokens, components, motion specs, UI kit
2. **Codebase:** all pages + assets, as per static structure
3. **Deployment Pack:** zipped artefact, environment checklist
4. **Run-book:** hosting, caching, redirects, analytics events
5. **Content Sheets:** editable copy (Google Doc/MD), image manifest
6. **Test Logs:** Lighthouse/A11y/SEO validation reports

**17) Timelines (indicative)**

* **Week 1:** Discovery & content finalisation; design system lock
* **Week 2:** Templates build (Home + Services)
* **Week 3:** Airport minis, QA, performance passes
* **Week 4:** UAT, analytics wiring, go-live

**18) Definition of Done (per page)**

* Visual QA matches design spec (spacing/typography/motion)
* All CTAs track; schema validates; SEO metas present
* AA accessibility passed; performance budgets met
* Copy proofed (UK English); phone/email/address correct
* No console errors; link checker clean; 404 route configured

**19) Risks & Mitigations**

* **Image weight** → Strict asset pipeline (AVIF/WebP + lazy-loading)
* **Form spam** → reCAPTCHA v3 + server-side filtering when API added
* **SEO cannibalisation** → Clear siloing (airport minis under /airports/), internal linking discipline
* **Scope creep** → MVP frozen; backlog for Phase 1.1+

**20) Content Inventory (minimum viable copy)**

* **Home:** 900–1,100 words; 2 hero lines; 9 bullet trust points; fleet blurbs
* **Airport Transfers:** 700–900 words; 4 FAQ items
* **School Contracts:** 650–800 words; SEND detail; safeguarding
* **Social Events:** 600–800 words; group logistics
* **Airport minis (6):** 450–650 words each; airport codes + pick-up specifics

**Go/No-Go Gate**

* All acceptance criteria green
* Stakeholder sign-off (Abid) on content, imagery, and analytics events
* Smoke test on production host successful