**CIAN Collective Website Development - Complete Scope of Work**

**Project Overview:** Christian Record Label E-commerce Platform with Community Features

**PHASE 1: FOUNDATION & CORE E-COMMERCE**

**Technical Architecture**

**Core Technology Stack**

* **Frontend:** Next.js 14+ with TypeScript
* **Hosting:** Vercel (frontend) + AWS S3 (media storage)
* **E-commerce Backend:** Shopify Plus API (headless)
* **CMS:** Sanity CMS for content management
* **Database:** PostgreSQL for user data and analytics
* **Payment Processing:** Stripe + PayPal integration
* **CDN:** Cloudflare for global performance
* **Email Service:** Klaviyo for marketing automation

**Performance Requirements**

* **Page Load Speed:** <2 seconds on mobile, <1.5 seconds desktop
* **Core Web Vitals:** All metrics in "Good" range
* **Uptime:** 99.9% availability
* **Mobile Responsiveness:** Mobile-first design approach
* **PWA Features:** Offline capability, push notifications

**Essential Pages Development**

**1. Homepage - Traffic Director**

**Design Requirements:**

* Hero section with auto-playing video (muted, 30-second loop)
* Featured artist carousel with embedded music previews
* Social proof banner with live counter
* Newsletter signup with exit-intent popup
* Instagram feed integration

**Technical Specifications:**

* Lazy loading for all images and videos
* Dynamic content based on user location/preferences
* A/B testing framework integration (Google Optimize)
* Schema markup for organization and music

**Conversion Targets:**

* 40%+ click-through rate to artist/product pages
* 8-12% email signup conversion on popup
* <3 second load time on all devices

**2. Artist Pages - Emotional Hook Central**

**Content Structure:**

* Artist hero video (testimony/performance)
* Biography with faith journey narrative
* Discography with streaming previews (30-90 seconds)
* Photo gallery and behind-the-scenes content
* User testimony carousel ("This artist changed my life")
* Related merchandise section

**Technical Features:**

* Embedded Spotify/Apple Music players
* Video streaming with adaptive bitrate
* Social sharing with custom Open Graph tags
* Dynamic related content recommendations
* User-generated content submission form

**SEO Requirements:**

* Individual meta descriptions for each artist
* JSON-LD structured data for musicians
* Optimized image alt tags and captions
* Internal linking strategy to related products

**3. Product Pages - Decision Makers**

**E-commerce Functionality:**

* Multiple product variants (vinyl, CD, digital, merchandise)
* High-quality product imagery with zoom functionality
* Customer reviews with photo/video upload capability
* Related products and upsell suggestions
* Inventory management with scarcity indicators
* One-click upsells and bundle offers

**Conversion Optimization:**

* Trust badges and security certificates
* Multiple payment options (Buy now, pay later)
* Guest checkout option
* Cart abandonment recovery emails
* Exit-intent offers and discounts

**4. Shop/Collections Pages**

**Filtering & Search:**

* Advanced filtering by genre, artist, format, price
* Search with autocomplete and typo tolerance
* Sort options (newest, bestselling, price, popularity)
* Infinite scroll with pagination fallback
* Quick view modals for products

**User Experience Features**

**Music Streaming Integration**

* **API Integrations:** Spotify Web API, Apple Music API
* **Preview Capability:** 30-90 second song previews
* **Playlist Creation:** Curated playlists by theme/season
* **Download System:** Secure digital download delivery

**Shopping Cart & Checkout**

* **Persistent Cart:** Saves across devices/sessions
* **Guest Checkout:** No forced registration
* **Multiple Payment Methods:** Credit cards, PayPal, Apple Pay, Google Pay
* **Shipping Calculator:** Real-time rates and delivery estimates
* **Tax Management:** Automated tax calculation by location

**PHASE 2: AI ENHANCEMENT & PERSONALIZATION**

**AI-Powered Features**

**Smart Recommendation Engine**

**Technical Implementation:**

* Collaborative filtering algorithm based on purchase history
* Content-based filtering using music metadata
* Hybrid approach combining both methods
* Real-time recommendation updates

**Data Sources:**

* User purchase history
* Browsing behavior tracking
* Music streaming data (with permission)
* Demographic and preference data

**Personalization System**

**Dynamic Content:**

* Homepage customization based on user preferences
* Personalized email campaigns through Klaviyo
* Custom product recommendations
* Targeted promotional banners

**A/B Testing Framework:**

* Homepage hero variants
* Product page layouts
* Email subject lines
* Checkout flow optimization
* Call-to-action button variations

**Advanced E-commerce Features**

**Subscription Service Implementation**

**"Faithful Discoveries" Monthly Box:**

* Subscription management dashboard
* Recurring billing through Stripe
* Inventory allocation for limited items
* Shipping automation and tracking
* Pause/cancel functionality

**Digital Membership Tiers:**

* Basic: Early access to new releases
* Premium: Exclusive tracks and artist content
* VIP: Video calls with artists, signed merchandise
* Church: Bulk licensing and congregation resources

**Inventory & Fulfillment**

**Warehouse Management:**

* Real-time inventory tracking
* Low stock alerts and reorder points
* Dropshipping integration for print-on-demand
* International shipping calculations
* Return merchandise authorization system

**PHASE 3: COMMUNITY & ENGAGEMENT**

**Community Platform Development**

**User-Generated Content System**

**Testimony Submission Portal:**

* Video/photo upload functionality
* Moderation dashboard for admin review
* Featured story selection and display
* Social sharing integration
* Email notifications for featured users

**Review & Rating System:**

* Star ratings for products and artists
* Written reviews with character limits
* Photo/video review uploads
* Verified purchase badges
* Helpful/not helpful voting system

**Forum/Community Features**

**Discussion Areas:**

* Artist-specific discussion threads
* Faith and music conversation spaces
* New release discussion areas
* Prayer request sections
* Technical support forums

**User Profiles:**

* Purchase history display
* Favorite artists and songs
* Community contributions tracking
* Badge/achievement system
* Privacy controls

**Marketing & Engagement Tools**

**Email Marketing Automation**

**Klaviyo Campaign Setup:**

* Welcome series for new subscribers
* Abandoned cart recovery sequences
* Post-purchase follow-up campaigns
* Re-engagement campaigns for inactive users
* Birthday and anniversary emails

**Segmentation Strategy:**

* Purchase behavior segments
* Engagement level groupings
* Musical preference categories
* Geographic location targeting
* Church vs. individual customer types

**Social Media Integration**

**Platform Connections:**

* Instagram Shopping integration
* Facebook Shop setup
* TikTok integration for music discovery
* YouTube channel connection
* Pinterest for lifestyle content

**Content Management:**

* Social media posting scheduler
* User-generated content aggregation
* Hashtag campaign management
* Influencer collaboration tracking
* Social proof display widgets

**TECHNICAL SPECIFICATIONS**

**Security & Compliance**

**Data Protection:**

* GDPR compliance implementation
* CCPA compliance for California residents
* PCI DSS compliance through Shopify Plus
* SSL certificate installation and maintenance
* Regular security audits and updates

**User Privacy:**

* Clear privacy policy and terms of service
* Cookie consent management
* Data retention policies
* Right to deletion functionality
* Secure data transmission protocols

**Performance Optimization**

**Core Web Vitals:**

* Largest Contentful Paint: <2.5 seconds
* First Input Delay: <100 milliseconds
* Cumulative Layout Shift: <0.1
* Image optimization with WebP format
* Code splitting and lazy loading implementation

**SEO Implementation:**

* Technical SEO audit and optimization
* XML sitemap generation and submission
* Robots.txt optimization
* Canonical URL implementation
* Open Graph and Twitter Card meta tags

**Analytics & Tracking**

**Data Collection:**

* Google Analytics 4 implementation
* Google Tag Manager setup
* Facebook Pixel installation
* Shopify analytics integration
* Custom conversion tracking events

**Performance Monitoring:**

* Real User Monitoring (RUM) setup
* Error tracking with Sentry
* Uptime monitoring alerts
* Performance baseline establishment
* Regular performance audits

**CONTENT REQUIREMENTS**

**Photography & Media**

**Product Photography:**

* High-resolution product images (minimum 2000px)
* Lifestyle photography showing products in use
* 360-degree product views for vinyl records
* Unboxing photography for subscription boxes
* Artist promotional photography

**Video Content:**

* Artist testimony videos (2-3 minutes each)
* Behind-the-scenes studio footage
* Product unboxing videos
* Welcome/about us company video
* How-to videos for digital downloads

**Written Content**

**SEO-Optimized Copy:**

* Unique product descriptions (minimum 150 words each)
* Artist biographies with faith journey narratives
* Blog post content calendar (weekly posts)
* FAQ section with comprehensive answers
* Legal pages (privacy, terms, shipping, returns)

**Email Marketing Content:**

* Welcome email series (5-7 emails)
* Product announcement templates
* Seasonal campaign content
* Newsletter templates and content
* Automated sequence copywriting

**THIRD-PARTY INTEGRATIONS**

**Essential Services**

**Music Streaming:**

* Spotify Web API for song previews
* Apple Music API integration
* YouTube API for video content
* SoundCloud integration option

**Shipping & Fulfillment:**

* USPS API for domestic shipping
* FedEx/UPS for express shipping
* International shipping providers
* ShipStation for order management
* Printful for print-on-demand items

**Marketing Tools:**

* Klaviyo for email marketing
* Facebook/Instagram advertising pixels
* Google Ads conversion tracking
* Mailchimp backup integration
* SMS marketing platform (optional)

**Financial Services**

**Payment Processing:**

* Stripe for credit card processing
* PayPal Express Checkout
* Apple Pay and Google Pay
* Buy now, pay later options (Affirm, Afterpay)
* Cryptocurrency payment option (optional)

**Financial Management:**

* QuickBooks integration for accounting
* Tax calculation services (TaxJar)
* Revenue recognition automation
* Subscription billing management
* Affiliate tracking system

**TESTING & QUALITY ASSURANCE**

**Testing Requirements**

**Functional Testing:**

* Cross-browser compatibility (Chrome, Firefox, Safari, Edge)
* Mobile device testing (iOS and Android)
* E-commerce flow testing (cart to completion)
* User registration and account management
* Payment processing verification

**Performance Testing:**

* Load testing with simulated traffic
* Stress testing for high-traffic scenarios
* Database performance optimization
* CDN effectiveness verification
* Mobile performance validation

**Security Testing:**

* Penetration testing for vulnerabilities
* Payment security verification
* User data protection validation
* SSL certificate verification
* Backup and recovery testing

**Launch Preparation**

**Pre-Launch Checklist:**

* Content population and verification
* Product catalog setup and testing
* Shipping rates configuration
* Tax settings validation
* Email template testing

**Soft Launch Phase:**

* Limited beta user testing
* Feedback collection and implementation
* Performance monitoring setup
* Bug identification and resolution
* Final security audit

**POST-LAUNCH SUPPORT & MAINTENANCE**

**Ongoing Maintenance**

**Technical Updates:**

* Platform security updates
* Plugin and integration updates
* Performance monitoring and optimization
* Backup verification and testing
* SSL certificate renewal

**Content Management:**

* Product catalog updates
* Artist profile maintenance
* Blog content creation and publishing
* Social media integration management
* SEO performance monitoring

**Growth & Optimization**

**Conversion Rate Optimization:**

* A/B testing ongoing campaigns
* User behavior analysis
* Checkout flow optimization
* Product page enhancement
* Email campaign performance improvement

**Feature Enhancements:**

* Quarterly feature releases
* User feedback implementation
* New integration additions
* Mobile app development consideration
* International expansion preparation

**Note for Development Team:** This scope assumes an experienced development team familiar with modern web technologies and e-commerce platforms. Regular client communication and approval checkpoints should be established at the end of each phase. All integrations should be tested in a staging environment before production deployment.