

Product Requirements Document (PRD)

Angels Churros N Chocolate Website Rebuild

Project Name: Angels Churros N Chocolate Website Redesign
Version: 1.0
Date: October 24, 2025
Project Type: Interactive Informational Website

1. Executive Summary

Rebuild the Angels Churros N Chocolate website as a modern, beautiful, and interactive informational site that showcases Houston's first authentic churrería. The site should maintain all existing content and functionality while improving the visual design, user experience, and mobile responsiveness.

2. Project Objectives

- Create a visually stunning, modern website that reflects the warm, authentic café atmosphere
 - Integrate online ordering system (<https://order.online/store/angels-churros-n-chocolate-582123>)
 - Implement active cart functionality with item count display
 - Connect social media platforms (Facebook, Instagram, Yelp) throughout the site
 - Maintain all existing content and expand with new pages (Giving Back, Gallery, Parties)
 - Improve mobile responsiveness and cross-device compatibility
 - Enhance user engagement with interactive elements
 - Streamline the churro cart booking process with an intuitive contact form
 - Showcase customer reviews from Yelp prominently
 - Highlight community involvement and giving back initiatives
 - Create a comprehensive gallery showcasing products, events, and community
 - Improve site performance and loading times
 - Make online ordering accessible from multiple touchpoints
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3. Target Audience

Primary:

- Local Houston residents looking for authentic churros and café experience
- Event planners seeking churro cart catering services
- Families and groups looking for unique dessert options

Secondary:

- Tourists visiting Houston
 - Social media users discovering the business
 - Food enthusiasts seeking authentic Spanish/Mexican café culture
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4. Technology Stack Recommendations

Frontend:

- React or Next.js (for modern, interactive components)
- Tailwind CSS (for responsive, utility-first styling)
- Framer Motion or similar (for smooth animations)

Forms:

- React Hook Form or Formik (for contact form handling)
- EmailJS or similar service (for form submissions)

Deployment:

- Vercel or Netlify (for easy deployment and hosting)
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5. Site Structure & Pages



Navigation Bar Structure

Desktop Navigation:



[Logo] Menu | Our Story | Gallery | Parties | Giving Back | Churro Cart | Store

Right Side Icons:

-  Active Cart Icon (shows item count badge)
-  Online Ordering Icon/Button (links to: <https://order.online/store/angels-churros-n-chocolate-582123>)
- Facebook icon (<https://www.facebook.com/Angelchurrosnchocolate>)
- Instagram icon (<https://www.instagram.com/angelschurroschocolate/>)
- Yelp icon (<https://www.yelp.com/biz/angels-churros-n-chocolate-cypress>)

Mobile Navigation:

- Hamburger menu with slide-out drawer
- Same page links
- Social media icons at bottom of drawer
- Cart icon visible in header
- Prominent "Order Online" button

5.1 Home Page (Landing Page)

Purpose: Welcome visitors and create immediate impact

Content Sections:

1. Hero Section

- Large, appetizing hero image of churros or storefront
- Business tagline: "Houston's FIRST and ONLY authentic churrería"
- Primary CTA buttons: "Order Online" (prominent, links to order.online) and "Book Churro Cart"
- Animated churro or scroll indicator

2. Quick Links Section

- Visual cards for: Menu, Parties, Churro Cart, Store
- Each with icon and brief description
- Hover animations

3. Featured Content Preview

- Rotating highlights from different sections
- New menu items or seasonal specials
- Upcoming events or party options
- Community giving initiatives

4. Call-to-Action Banner

- "Visit Our Story" button
- "See What Others Are Saying" (Reviews from Yelp)
- Link to Gallery

5. Location & Hours Preview

- Quick reference information
- Link to full contact page in footer

5.2 Menu Page

Purpose: Display all churro offerings, café items, dips, and pricing with online ordering integration

Content Sections:

1. Menu Hero

- Beautiful header image
- "Order Online Now" prominent CTA button (links to order.online)
- "Available for Dine-In & Takeout"

2. Churro Orders Section

- **3 Churros + 1 Dip:** \$6.50
- **5 Churros + 2 Dips:** \$8.58
- **8 Churros + 3 Dips:** \$10.66
- **Churro Bites:** \$6.50
- Beautiful product photography for each option
- "Add to Cart" buttons with cart icon (or link to online ordering)
- Hover effects showing more details

3. Dips Section

- Visual grid of available dips with photos/icons
- Dip options: Caramel, Chocolate, Condensed Milk, Dulce-de-Leche, Honey, Nutella, Strawberry
- Each dip with a small description
- Interactive selector

4. Café Menu (if applicable)

- Coffee drinks
- Beverages
- Savories
- With prices and descriptions

5. Party Packs Section

- Callout box: "Have a special event coming up? Check out our 'Party Packs' below, for your sweet cravings!"
- Party pack options with pricing
- CTA to Parties page

6. Online Ordering CTA

- Large banner or section

- "Order Now for Pickup or Delivery"
- Link to: <https://order.online/store/angels-churros-n-chocolate-582123>

Design Elements:

- Clean, modern menu cards
- High-quality food photography
- Price tags styled elegantly
- Easy-to-scan layout
- "Add to Cart" or "Order Now" buttons visible
- Dietary/allergen information icons (if applicable)

5.3 Our Story Page

Purpose: Share the Angels Churros origin story, mission, and values

Content Sections:

1. Hero Section

- Large, warm image of the café interior or owners
- Headline: "Our Story"

2. Main Story Content

- **Opening paragraph:** "We are Houston's FIRST and ONLY authentic churrería! We are a local cafe, serving Spanish styled café, savories, and churros! Inspired by the great cafeterias of Mexico, where conversation blooms and writers, artists, activists and intellectuals make their mark! With plenty of tables, no television and no 30-minute maximum for our tables. Come and stay awhile."
- Expanded story about founding and inspiration
- What makes Angels authentic
- Connection to Mexican café culture

3. Our Values

- Authenticity
- Community
- Quality ingredients
- Traditional techniques
- Welcoming atmosphere

4. Meet the Team (Optional)

- Photos and bios of owners/key team members
- Personal stories

5. Photo Gallery Preview

- Images of the café atmosphere
- Behind-the-scenes photos
- Link to full Gallery page

6. CTA Section

- "Visit Us Today"
- "Order Online"
- Store hours and location

5.4 Gallery Page

Purpose: Visual showcase of products, atmosphere, events, and community

Content Sections:

1. Gallery Hero

- Striking header image

- "Images shot on location at Angels"

2. Filterable Gallery Grid

- Filter categories:
 - All Photos
 - Churros & Products
 - Store & Ambiance
 - Events & Parties
 - Community & Giving Back
 - Customer Moments

3. Photo Grid

- Masonry or grid layout
- Lightbox/modal view on click
- High-quality images
- Navigation between photos in lightbox
- Image captions (optional)

4. Interactive Features

- Hover effects on thumbnails
- Smooth transitions
- Load more or pagination
- Share on social media option

5. User-Generated Content Section (Optional)

- "Share Your Angels Experience"
- Instagram hashtag display
- Encourage customers to tag @angelschurroschocolate

5.5 Parties Page

Purpose: Showcase party packages, catering options, and event services

Content Sections:

1. Hero Section

- Vibrant party/event image
- Headline: "Make Your Celebration Sweet"
- Subheading: "From birthdays to weddings, we bring the churros to you!"

2. Party Packages

- **Small Party Pack:** Details and pricing
- **Medium Party Pack:** Details and pricing
- **Large Party Pack:** Details and pricing
- **Custom Packages:** "Build your own"
- Each with photo, description, serves count, pricing

3. Event Types We Serve

- Birthday parties
- Weddings
- Quinceañeras
- Corporate events
- School events
- Festivals
- Private gatherings

4. What's Included

- Fresh churros made on-site or delivered
- Variety of dips
- Setup and cleanup (if applicable)
- Customization options
- Professional presentation

5. How to Book

- Simple 3-step process
- CTA: "Request a Quote" or "Book Your Party"
- Link to Churro Cart page for full booking

6. Gallery of Past Events

- Photos from parties and events
- Happy customers
- Link to full Gallery

7. Testimonials

- Reviews from party hosts
- Star ratings

5.6 Giving Back Page

Purpose: Highlight community involvement, charitable work, and social responsibility

Content Sections:

1. Hero Section

- Heartwarming community image
- Headline: "Giving Back to Our Community"
- Mission statement about community values

2. Our Community Commitment

- Philosophy on giving back
- Why community matters to Angels
- Connection to café culture values (activists, intellectuals, community builders)

3. Current Initiatives

- Ongoing programs or partnerships
- Local charity collaborations
- Community events sponsored/hosted
- School fundraiser programs

4. Impact Stories

- Photos and stories of community impact
- Beneficiaries or partner organizations
- Numbers/statistics (\$ raised, people served, etc.)

5. How You Can Help

- Ways customers can participate
- Fundraiser opportunities
- Special giving back events

6. Featured Partners

- Logos and links to partner organizations
- Local schools, charities, nonprofits

7. Photo Gallery

- Community events
- Volunteering activities
- Check presentations
- Happy beneficiaries

8. CTA Section

- "Host a Fundraiser"
- "Partner With Us"
- Contact information for inquiries

5.7 Churro Cart Page

Purpose: Showcase mobile churro cart services and enable event booking

Content Sections:

1. Hero Section

- Stunning image of churro cart at an event
- Headline: "The Churro Cart Experience"
- Subheading: "Bring Houston's Authentic Churrería to Your Event"
- CTA: "Book Your Cart Today"

2. What is the Churro Cart?

- Description of mobile churro cart service
- Fresh churros made on-site
- Interactive dessert experience
- Perfect for outdoor and indoor events

3. Cart Features

- Professional setup
- Fresh preparation on-site
- Variety of dip options
- Customizable packages
- Photo-worthy presentation
- Staff included

4. Perfect For These Events

- Grid of event types with icons:
 - Weddings
 - Corporate events
 - Birthday parties
 - Festivals
 - Grand openings
 - School events
 - Private parties

5. How It Works

- Step 1: Submit booking request
- Step 2: Receive custom quote
- Step 3: Confirm details
- Step 4: Enjoy fresh churros at your event

6. Booking Form (See Section 6 for detailed specs)

- Prominent, easy-to-fill form
- All required fields
- Instant confirmation message

7. Pricing Information

- Starting prices or "Request Quote"
- Package options overview
- Link to Parties page for package details

8. Event Gallery

- Beautiful photos of cart at various events
- Happy event hosts and guests
- Different setup examples

9. Testimonials

- Reviews from event hosts
- Star ratings from past bookings

10. FAQ Section

- Common questions about cart booking
- Service area
- Setup requirements
- Deposit and payment terms

5.8 Store Page

Purpose: Showcase the physical location, merchandise, and encourage in-store visits

Content Sections:

1. Store Hero

- Beautiful storefront or interior image
- Headline: "Visit Our Café"
- Store hours prominently displayed

2. About the Store

- Description of the café experience
- Atmosphere details
- "Plenty of tables, no television and no 30-minute maximum"
- Perfect for studying, meetings, conversations

3. Location & Hours

- Full address
- Phone number
- Email
- Hours of operation (daily breakdown)
- Holiday hours note

4. Embedded Google Map

- Interactive map
- "Get Directions" button
- Nearby landmarks

5. What to Expect

- Dine-in experience
- Takeout options
- Order online for pickup link
- Seating information
- Parking details

6. Store Gallery

- Interior photos
- Exterior shots
- Ambiance images
- Customer experience photos

7. Customer Reviews

- Featured Yelp reviews (pull from: <https://www.yelp.com/biz/angels-churros-n-chocolate-cypress>)
- Overall rating display
- Recent testimonials
- Link to full Yelp page: "Read More Reviews on Yelp"
- Social proof elements

8. Merchandise (if applicable)

- T-shirts, mugs, gift cards
- Photos and pricing
- How to purchase

9. Contact Information

- Phone number (clickable for mobile)
- Email address
- Social media links

10. Order Online CTA

- Prominent button/banner
- "Skip the Line - Order Online"
- Link to: <https://order.online/store/angels-churros-n-chocolate-582123>

11. General Inquiry Form

- Simple contact form
- For questions, feedback, or general inquiries
- See Section 6.2 for details

Design Elements:

- Warm, inviting imagery
 - Easy-to-find contact info
 - Mobile-friendly map
 - Clear hours display
 - Welcoming atmosphere
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6. Contact Form Specifications

6.1 Churro Cart Booking Form

Location: Churro Cart / Catering Page

Required Fields:

- **Name:** Text input
- **Email:** Email input with validation
- **Phone Number:** Tel input with formatting
- **Event Date:** Date picker (prevent past dates)
- **Event Type:** Dropdown (Wedding, Birthday, Corporate, Festival, Other)
- **Expected Guest Count:** Number input
- **Event Location/Address:** Text input
- **Additional Details/Special Requests:** Textarea

Optional Fields:

- **Preferred Contact Method:** Radio buttons (Email, Phone, Text)
- **Event Time:** Time picker
- **Budget Range:** Dropdown or range slider

Form Features:

- Real-time validation
- Error messages displayed clearly
- Success confirmation message after submission
- Email notification to business
- Auto-reply confirmation to customer
- Mobile-friendly inputs
- "Required field" indicators

6.2 General Contact Form

Location: Contact Page

Fields:

- **Name:** Text input (required)
- **Email:** Email input (required)
- **Phone:** Tel input (optional)


- **Subject:** Text input or dropdown
 - **Message:** Textarea (required)
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7. Cart Functionality Specifications

7.1 Cart Icon in Navigation

Location: Top right of navigation bar (desktop and mobile)

Visual Design:

- Shopping cart icon ( or similar)
- Item count badge in top-right corner of icon
- Badge styling:
 - Small circular badge
 - Accent color background (gold or orange)
 - White text
 - Shows number of items in cart (e.g., "3")
 - Hidden when cart is empty (or shows "0")

Functionality:

- Clicking cart icon redirects to online ordering page: <https://order.online/store/angels-churros-n-chocolate-582123>
- Badge updates when items are added (if tracking cart state)
- Hover effect: slight scale or color change
- Mobile: remains visible and accessible

Technical Notes:

- Since ordering is handled by external platform (order.online), the cart icon can:
 - Option A: Be a static link that opens order.online in new tab
 - Option B: Track cart state if API available from order.online
 - Option C: Use localStorage to track items added before redirecting
- Badge count can be simulated or pulled from order.online API if available

7.2 Online Ordering CTAs

Placement Throughout Site:

Primary Locations:

1. Navigation Bar

- "Order Online" button or icon
- Prominent placement next to cart icon
- High contrast styling

2. Home Page

- Hero section: Primary CTA button
- Featured content section

3. Menu Page

- Top of page: Large CTA banner
- Bottom of page: Sticky button or banner
- Individual menu items: "Order Now" or "Add to Cart" buttons

4. Store Page

- Below location/hours: "Order for Pickup" section

- Multiple touchpoints

Button Design:

- Primary button style (high contrast)
- Clear text: "Order Online" or "Order Now"
- Icon: Shopping bag or cart icon
- Hover state: Animation or color shift
- Mobile: Thumb-friendly size (minimum 44x44px)

Link Behavior:

- Opens: <https://order.online/store/angels-churros-n-chocolate-582123>
 - Opens in same tab (preferred) or new tab
 - Maintains site branding if possible
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8. Design Guidelines

8.1 Color Palette

Primary Colors:

- Warm browns and golds (churro-inspired)
- Rich chocolate browns
- Cream/beige backgrounds
- Accent: Caramel orange or Spanish tile red

Suggested Palette:

- Primary: #8B4513 (Saddle Brown)
- Secondary: #D2691E (Chocolate)
- Accent: #FFD700 (Gold)
- Background: #FFF8DC (Cornsilk)
- Text: #2C1810 (Dark Brown)
- White: #FFFFFF

8.2 Typography

Headings:

- Font: Playfair Display, Merriweather, or similar elegant serif
- Weights: Bold (700) for main headings
- Consider Spanish/Mexican-inspired decorative fonts for branding

Body Text:

- Font: Open Sans, Lato, or similar clean sans-serif
- Weight: Regular (400) for body, Medium (500) for emphasis
- Line height: 1.6 for readability

Special Text:

- Menu prices: Distinctive styling (bold, larger size)
- Quotes/testimonials: Italic or script font

8.3 Visual Style

- **Photography:** High-quality, appetizing food photography
- **Imagery Style:** Warm, inviting, authentic
- **Atmosphere:** Café culture, social, intellectual
- **Design Aesthetic:** Modern with traditional/vintage touches
- **Animations:** Subtle, smooth (fade-ins, hover effects)

8.4 UI Components

Buttons:

- Primary CTA: Bold, high contrast
- Secondary: Outlined or ghost style
- Hover states: Subtle color change or scale
- Border radius: Slightly rounded (4-8px)

Cards:

- Subtle shadows for depth
- Hover effects (lift, glow)
- Consistent padding and spacing

Navigation:

- Sticky header on scroll
- Mobile: Hamburger menu
- Clear active state indicators

9. Key Features & Functionality

9.1 Online Ordering Integration

1. Cart System

- Active cart icon in navigation bar
- Item count badge display
- Cart icon updates in real-time
- Click to view cart or proceed to checkout
- Links to: <https://order.online/store/angels-churros-n-chocolate-582123>

2. Order Online Buttons

- Prominent placement throughout site
- Multiple touchpoints:
 - Navigation bar
 - Home page hero
 - Menu page
 - Store page
- Consistent styling and branding
- Clear call-to-action text

3. Menu Integration

- "Add to Cart" buttons on menu items (or direct link to online ordering)
- Quick ordering flow
- Clear pricing display

9.2 Social Media Integration

1. Navigation Icons

- Facebook: <https://www.facebook.com/Angelchurrosnchocolate>
- Instagram: <https://www.instagram.com/angelschurroschocolate/>
- Yelp: <https://www.yelp.com/biz/angels-churros-n-chocolate-cypress>
- Icons visible in desktop navigation
- Accessible in mobile menu
- Hover effects on icons

2. Yelp Reviews Integration

- Pull and display Yelp reviews on Store page
- Link to full Yelp profile
- Star rating display
- "Review us on Yelp" CTA

3. Social Sharing

- Share buttons on gallery images
- Social media feeds (Instagram, if desired)
- Hashtag campaigns

9.3 Interactive Elements

1. Image Galleries

- Lightbox/modal view for enlarged photos
- Swipe/arrow navigation
- Smooth transitions

2. Menu Animations

- Hover effects on menu items
- Animated price tags
- Interactive dip selector

3. Scroll Animations

- Fade-in effects for sections
- Parallax effects (subtle)
- Progress indicators

4. Review Carousel

- Auto-rotating testimonials
- Manual navigation controls
- Responsive on all devices

5. Filterable Gallery

- Category filters for Gallery page
- Smooth filter transitions
- Masonry or grid layout

9.4 Performance Requirements

- Page load time: Under 3 seconds
- Mobile-optimized images (WebP format)
- Lazy loading for images below fold
- Minified CSS and JavaScript
- SEO-optimized meta tags and structure

9.5 Accessibility

- WCAG 2.1 AA compliance
- Alt text for all images

- Keyboard navigation support
- Screen reader compatible
- Proper heading hierarchy
- Sufficient color contrast ratios

9.6 Mobile Responsiveness

- Breakpoints: Mobile (320px+), Tablet (768px+), Desktop (1024px+)
 - Touch-friendly buttons and links (minimum 44x44px)
 - Readable text without zooming
 - Optimized navigation for mobile
 - Fast mobile loading times
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10. Content Requirements

10.1 Photography

Required Images:

- Storefront exterior
- Interior ambiance (multiple angles)
- Each churro package option
- Individual churros (close-ups)
- Each dip option
- Churro cart setup
- Churro cart at events
- Customers enjoying churros
- Café atmosphere shots

Image Specifications:

- Format: WebP (with JPG fallbacks)
- Resolution: High-res for hero images (1920x1080+)
- Aspect ratios: Maintain consistency in galleries
- Optimization: Compressed for web

10.2 Copy/Text Content

Existing Copy to Include:

- "We are Houston's FIRST and ONLY authentic churrería!"
- Full "Our Story" paragraph
- All menu items and pricing
- "Images shot on location at Angels" credit
- Any additional page content from current site

New Copy Needed:

- Meta descriptions for SEO (each page)
- Button text and CTAs
- Form field labels and placeholders
- Error messages
- Success confirmations

- Social media captions/links
- Giving Back page content
- Party packages descriptions
- Event type descriptions

Important Links to Include:

- Online Ordering: <https://order.online/store/angels-churros-n-chocolate-582123>
- Facebook: <https://www.facebook.com/Angelchurrosnchocolate>
- Instagram: <https://www.instagram.com/angelschurroschocolate/>
- Yelp: <https://www.yelp.com/biz/angels-churros-n-chocolate-cypress>

10.3 Reviews & Testimonials

- Collect and display real customer reviews
 - Include star ratings
 - Customer names (with permission)
 - Review dates
 - Review source (Google, Yelp, etc.)
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11. Technical Requirements

11.1 Browser Support

- Chrome (latest 2 versions)
- Firefox (latest 2 versions)
- Safari (latest 2 versions)
- Edge (latest 2 versions)
- Mobile browsers: iOS Safari, Chrome Mobile

11.2 SEO Requirements

- Semantic HTML5 structure
- Meta titles and descriptions for each page
- Open Graph tags for social sharing
- Schema markup for local business
- XML sitemap
- Robots.txt
- Fast loading speeds
- Mobile-first indexing ready

11.3 Analytics & Tracking

- Google Analytics 4 integration
- Event tracking for:
 - Form submissions
 - Button clicks (CTAs)
 - Page scrolling depth
 - External link clicks
- Conversion tracking for bookings

11.4 Form Backend

- Form validation (client-side and server-side if applicable)
 - Email delivery to business email
 - Confirmation email to customer
 - Spam protection (reCAPTCHA or honeypot)
 - Form data storage/backup option
 - GDPR compliance (if applicable)
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12. Navigation Structure

12.1 Main Navigation (Desktop)



[Logo] Menu | Our Story | Gallery | Parties | Giving Back | Churro Cart | Store [🛍️ Order Online] [🛒 Cart] [Facebook] [Instagram] [Yelp]

Left Side:

- Logo (clickable, returns to home)
- Main navigation links

Right Side:

- Order Online button/icon (prominent)
- Cart icon with item count badge
- Social media icons (Facebook, Instagram, Yelp)

12.2 Mobile Navigation

Header:

- Logo (left)
- Cart icon with badge (right)
- Hamburger menu icon (right)

Slide-out Menu:

- Menu
- Our Story
- Gallery
- Parties
- Giving Back
- Churro Cart
- Store
- Prominent "Order Online" button
- Social media icons at bottom
 - Facebook
 - Instagram

- Yelp

12.3 Footer Navigation

Column 1: Quick Links

- Home
- Menu
- Our Story
- Gallery
- Parties
- Giving Back
- Churro Cart
- Store

Column 2: Contact Info

- Phone number (clickable)
- Email (clickable)
- Address
- Hours

Column 3: Order & Connect

- Order Online button
- Facebook link
- Instagram link
- Yelp link

Column 4: Community






- Giving Back
- Host a Fundraiser
- Partner With Us
- About Us

Bottom Bar:

- Copyright notice: "© 2025 Angels Churros N Chocolate. All rights reserved."
 - "Images shot on location at Angels"
 - Privacy Policy (if applicable)
 - Terms of Service (if applicable)
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13. Phase 1 Deliverables (MVP)

Essential Pages:

1.  Home page (landing page with quick links)
2.  Menu page with all items and online ordering integration
3.  Our Story page with brand narrative
4.  Gallery page with filterable photo grid
5.  Parties page with party packages and information

6. ☒ Giving Back page highlighting community involvement
7. ☒ Churro Cart page with booking form
8. ☒ Store page with location, hours, reviews, and contact form

Essential Features:

- ☒ Fully responsive design
 - ☒ Active cart icon with item count badge
 - ☒ Online ordering integration (links to order.online)
 - ☒ Social media icons (Facebook, Instagram, Yelp) in navigation
 - ☒ Working contact forms (churro cart booking + general inquiry)
 - ☒ Yelp reviews integration on Store page
 - ☒ Image galleries with lightbox
 - ☒ Mobile navigation with hamburger menu
 - ☒ Basic animations/interactions
 - ☒ Google Maps integration
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14. Future Enhancements (Phase 2)

Potential Additions:

- Online ordering system
 - Loyalty program
 - Blog for recipes and café culture
 - Newsletter signup
 - Live chat support
 - Multi-language support (Spanish)
 - Instagram feed integration
 - Virtual tour of café
 - Interactive menu with dietary info/allergens
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15. Success Metrics

Key Performance Indicators (KPIs):

1. **User Engagement**
 - Average time on site: 3+ minutes
 - Pages per session: 2.5+
 - Bounce rate: Under 50%
2. **Conversion Metrics**
 - Form submissions: Track monthly
 - Click-through rate on CTAs: 5%+
 - Phone calls generated
3. **Technical Metrics**
 - Page load time: Under 3 seconds

- Mobile usability score: 90+
- SEO score: 85+

4. Business Goals

- Increase churro cart bookings by 30%
- Improve brand awareness
- Drive foot traffic to café

16. Design Inspiration & References

Style References:

- Modern café websites with warm aesthetics
- Spanish/Mexican cultural design elements
- Food photography: appetizing, warm lighting
- Churro-specific imagery: golden, crispy, dipped

UX Patterns:

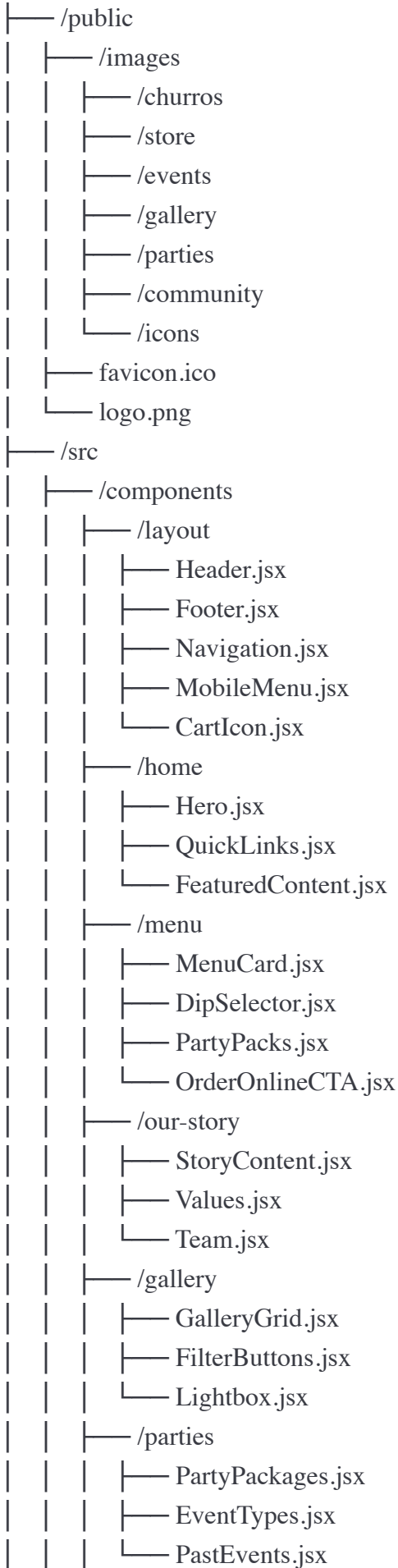
- Clear call-to-action hierarchy
- Easy-to-scan menu layouts
- Engaging testimonial displays
- Simple, intuitive forms

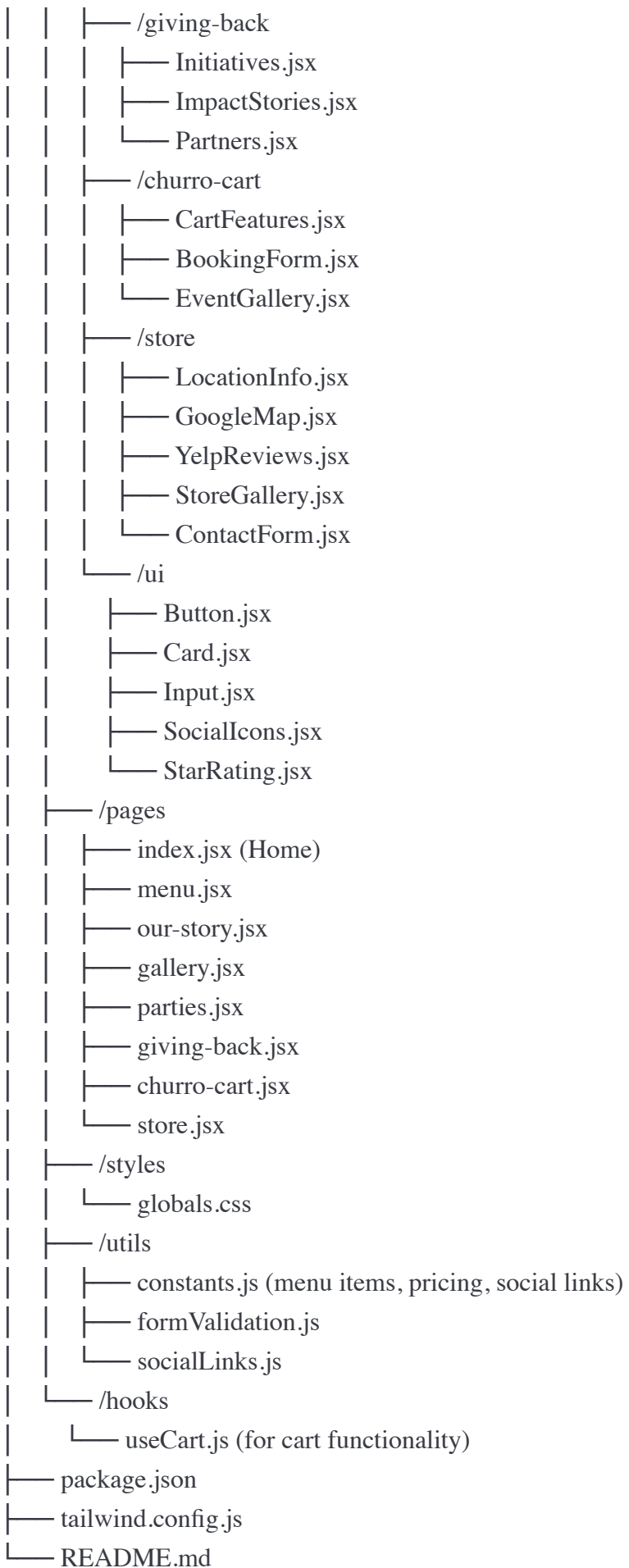
17. Content for Cursor Implementation

File Structure Recommendation:



/angels-churros-website





18. Brand Voice & Messaging

Brand Personality:

- Authentic and welcoming
- Cultural and intellectual
- Warm and inviting
- Community-focused
- Quality-conscious

Tone of Voice:

- Conversational yet sophisticated
- Passionate about churros and café culture
- Inclusive and friendly
- Informative without being stuffy

Key Messages:

- "Houston's FIRST and ONLY authentic churrería"
 - "Inspired by the great cafeterias of Mexico"
 - "Where conversation blooms"
 - "Come and stay awhile"
 - Fresh, authentic, made-to-order
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19. Implementation Notes for Cursor

Priority Order:

1. Set up project structure with React/Next.js + Tailwind
2. Create reusable UI components (buttons, cards, inputs)
3. Build layout components (header, footer, navigation)
4. Implement home page
5. Implement menu page
6. Implement churro cart page with form
7. Implement reviews page
8. Implement contact page
9. Add animations and interactions
10. Optimize images and performance
11. Test responsiveness across devices
12. Implement SEO and analytics
13. Final testing and bug fixes

Key Components to Build:

- Responsive navigation with mobile menu and cart icon
- Active cart icon with item count badge
- Social media icon links (Facebook, Instagram, Yelp)
- "Order Online" buttons/CTAs (multiple locations)
- Hero sections with CTA buttons
- Menu card components with hover effects and "Add to Cart" or "Order Now" buttons
- Form components with validation (Churro Cart Booking + General Contact)

- Review/testimonial cards (Yelp integration)
- Filterable gallery grid with categories
- Image gallery with lightbox/modal view
- Google Map integration component
- Party package cards
- Community initiative cards
- Event type displays
- Footer with all columns and links

Styling Notes:

- Use Tailwind's utility classes for rapid development
 - Create custom color palette in tailwind.config.js
 - Use consistent spacing scale (4, 8, 16, 24, 32, 48, 64px)
 - Implement smooth transitions (transition-all duration-300)
 - Add hover states to all interactive elements
 - Use CSS Grid and Flexbox for layouts
-

20. Testing Checklist

Functional Testing:

- ☒ All links navigate correctly
- ☒ Forms submit successfully
- ☒ Form validation works properly
- ☒ Email notifications are sent
- ☒ Images load correctly
- ☒ Navigation works on all pages





Responsive Testing:

- ☒ Mobile (320px - 480px)
- ☒ Tablet (481px - 768px)
- ☒ Desktop (769px+)
- ☒ Large desktop (1200px+)






Browser Testing:

- ☒ Chrome
- ☒ Firefox
- ☒ Safari
- ☒ Edge
- ☒ Mobile browsers

Performance Testing:











-  Google PageSpeed Insights score: 90+
-  Lighthouse audit passed
-  Images optimized
-  Load time under 3 seconds

Accessibility Testing:







-  Screen reader compatibility
 -  Keyboard navigation
 -  Color contrast ratios
 -  Alt text on images
 -  Form labels properly associated
-

21. Launch Checklist

Pre-Launch:

-  Content reviewed and approved
-  All forms tested and working
-  SEO meta tags added
-  Analytics tracking installed
-  Favicon and app icons added
-  404 page created
-  SSL certificate installed
-  Domain properly configured
-  Sitemap.xml generated
-  Robots.txt configured

Post-Launch:

-  Submit sitemap to Google Search Console
 -  Set up Google My Business integration
 -  Monitor form submissions
 -  Check analytics data
 -  Monitor site performance
 -  Gather user feedback
-

Appendix: Existing Content to Preserve

Our Story (Exact Text):

"We are Houston's FIRST and ONLY authentic churrería! We are a local cafe, serving Spanish styled café, savories, and churros! Inspired by the great caféterias of Mexico, where conversation blooms and writers, artists, activists and intellectuals make their mark! With plenty of tables, no television and no 30-minute maximum for our tables. Come and stay awhile."

Menu Pricing:

- 3 Churros + 1 Dip: \$6.50
- 5 Churros + 2 Dips: \$8.58
- 8 Churros + 3 Dips: \$10.66
- Churro Bites: \$6.50

Dips Available:

Caramel, Chocolate, Condensed Milk, Dulce-de-Leche, Honey, Nutella, Strawberry

Party Packs Callout:

"Have a special event coming up? Check out our 'Party Packs' below, for your sweet cravings!"

Image Credit:

"Images shot on location at Angels"

END OF PRD

Quick Start Prompt for Cursor



Create a modern, beautiful website for Angels Churros N Chocolate, Houston's first authentic churrería.

Tech Stack: Next.js, Tailwind CSS, Framer Motion

Pages Needed:

1. Home (Hero, Quick Links, Featured Content)
2. Menu (Churro orders, Dips, Café items, Party Packs, Online ordering CTA)
3. Our Story (Brand narrative, Values, Team, Photo preview)
4. Gallery (Filterable photo grid with categories: All, Products, Store, Events, Community)
5. Parties (Party packages, Event types, How to book, Past events gallery)
6. Giving Back (Community commitment, Initiatives, Impact stories, Partners)
7. Churro Cart (Cart features, Event types, Booking form, Event gallery, FAQ)
8. Store (Location, Hours, Map, Yelp reviews, Store gallery, Contact form)

Key Features:

- Navigation with social icons: Facebook, Instagram, Yelp
- Active cart icon with item count badge in navbar
- Online ordering integration: <https://order.online/store/angels-churros-n-chocolate-582123>
- Multiple "Order Online" CTAs throughout site
- Contact forms with validation (churro cart booking + general inquiry)
- Yelp reviews integration on Store page
- Filterable gallery with lightbox
- Fully responsive design with mobile hamburger menu
- Interactive animations on scroll and hover
- Warm color palette (browns, golds, creams)
- Mobile-first approach

Social Links:

- Facebook: <https://www.facebook.com/Angelchurrosnchocolate>
- Instagram: <https://www.instagram.com/angelschurroschocolate/>
- Yelp: <https://www.yelp.com/biz/angels-churros-n-chocolate-cypress>

Brand: Authentic, warm, welcoming café culture inspired by Mexican cafeterías. Emphasis on conversation, community, quality churros, and giving back.

Use the detailed PRD for complete specifications.