

# Fencers Club Website Analysis and MVP Design

This analysis examines the structure and features of **FencersClub.org** and outlines a Minimum Viable Product (MVP) website for a fencing club that matches its key functionality. The MVP will include a responsive front-end (mobile and desktop friendly) and a robust back-end, featuring membership e-commerce (recurring payments, account management) and support for future gear rental integration. Below is a structured directory of pages with essential features, followed by the required back-end systems and user roles.

## Site Structure & Navigation Overview

- **Home:** Introduces the club's mission and philosophy, highlights key programs, features news updates, and links to important sections [1](#) [2](#) .
- **About:** Club background and governance – includes Welcome message, Mission Statement, History, Board of Directors, “Fencers Club Today,” achievements, and governance documents (bylaws, policies, DEI charter, etc.) [3](#) [4](#) . These pages present the club's history, values, and organizational information.
- **Membership:** Information on membership plans, fees, and policies [5](#) [6](#) . Currently, the site provides PDF forms for membership registration and requires submitting forms via email or in person [7](#) . The MVP will streamline this with online signup and payment.
- **Programs & Classes:** Details on training opportunities and special programs. This includes:
- **Classes & Lessons:** Overview of group classes and private lessons, with schedule information (currently provided via PDF schedule) [8](#) [9](#) . Describes class lengths, fees for members vs. non-members [10](#) .
- **Camps & Clinics:** Seasonal camps and clinics information [11](#) . For example, a **Summer Day Camp** page describes camp structure, schedule, and pricing [12](#) [13](#) , with instructions to download a registration form [14](#) . The MVP can enable online registration and payment for such programs.
- **Community Programs:** Outreach initiatives under “Foundations For Excellence,” such as **Schools Partnership, Military Veterans On Guard, Athlete Development, High School Fencing**, etc. [15](#) [16](#) . Each program has a page describing its purpose and impact (e.g. teaching fencing in schools, veterans' program).
- **Coaches:** Profiles of the club's coaching staff [17](#) . Each coach has a dedicated page with their biography, credentials, and achievements. This section showcases the **world-class coaches** and their qualifications [18](#) .
- **Member Services & Benefits:** Information for members about what the club offers beyond training. This includes member-only events (e.g. Olympic Day, social gatherings), services (equipment rental/repair, locker rentals, etc.), and **Scholarships/Grants** for fencers [19](#) [20](#) . These pages underscore the value-added benefits for club members.
- **News & Announcements:** A blog-style section for club news, updates, and newsletters. The home page displays recent news headlines (e.g. event announcements, monthly newsletters) with links to full posts [21](#) . The **FC News** page aggregates all news articles for easy browsing. Content here is updated regularly by admins to keep members informed.
- **Events & Venue:** Information on events and facility use, including:

- **Event Calendar:** A calendar of club events, classes, or competitions. (The current site links to a Zen Planner calendar for scheduling.)
- **Venue Rental & Media Info:** Several pages guide external parties on using the club facilities – e.g. **Corporate Events, Parties & Celebrations, Photography/Film** guidelines, and venue specifications <sup>21</sup>. There's also an **Accommodations & Partners** page listing nearby hotels and partner businesses for visitors <sup>22</sup>. These pages facilitate the club's role as an event host and media-friendly venue.
- **Media Inquiries:** Contact info for press, ensuring any media or press can easily reach out (content not shown above, but likely a simple contact instruction).
- **Giving/Donate:** A page dedicated to fundraising, explaining the club's charitable status and campaigns. Visitors can choose a campaign (e.g. General Fund, Veterans program) and click through to donate via a third-party platform (currently integrated with NetworkForGood) <sup>23</sup>. This page highlights the impact of donations and provides contact info for non-cash gifts <sup>24</sup> <sup>25</sup>.
- **Pro Shop:** Information about the on-site **Fencers Club Pro Shop**, which sells fencing gear and offers equipment rental and repair services <sup>26</sup>. The page lists shop hours, location, and vendors, and notes that proceeds support the club's scholarship fund <sup>27</sup> <sup>28</sup>. (The MVP site might later expand this into an online store, but initially it serves as informational with possible online ordering inquiry.)
- **Contact (Hours & Directions):** Location, contact details, club hours, and directions <sup>29</sup> <sup>30</sup>. Includes separate hours for fencing practice, office, and pro shop <sup>31</sup> <sup>32</sup>. A contact form can be included in the MVP for general inquiries, and possibly an embedded Google Map for easy navigation.
- **Login/Member Portal:** Access point for members and staff to sign into their accounts. Fencers Club currently uses a **Zen Planner** member portal for class registration and member account management <sup>33</sup>. In the MVP, this would be a **Member Login** page that leads to the club's online portal/dashboard. Logged-in members could manage their profile, membership status, payments, and sign up for classes or bouting sessions (instead of using external apps). Admins and coaches could log in here to reach admin tools.

*The site's navigation is typically presented via a top menu with dropdowns for sections like About, Coaches, Events, etc. (as seen in the site map) <sup>34</sup>, and possibly supplemented by a footer menu for quick links. All pages are interlinked logically, ensuring users can easily find information.*

## Front-End Features (User Interface & Responsive Design)

- **Responsive Design:** The MVP site will be mobile-friendly and desktop-friendly, using a responsive layout that adapts to different screen sizes. This ensures that pages like schedules, membership forms, and news are easily readable and navigable on smartphones, tablets, and computers. (Fencers Club's audience includes busy parents and students who likely access info on mobile, so this is critical.)
- **Visual Design & Branding:** A clean, modern interface reflecting the club's identity (e.g. using the club colors/logo). High-quality fencing imagery is used to showcase the club atmosphere – for example, banners for programs (like the Summer Day Camp) and photos of fencers/coaches to add visual appeal



- . The MVP will include image galleries or slideshows for things like facility photos or event highlights, similar to how Fencers Club has a gallery page and images embedded in content.
- **Intuitive Navigation:** Clear menus and section headings help users explore the site. Dropdown menus (or a hamburger menu on mobile) will organize pages under appropriate categories (About, Programs, Membership, etc.), mirroring Fencers Club's structured approach <sup>34</sup>. Each page will have consistent headers/footers, and a prominent call-to-action where relevant (e.g. **"Join Now"** button on Membership page, **"Donate"** button on Giving page).
- **Home Page Highlights:** The homepage in the MVP will serve as a hub for key information, much like Fencers Club's home. It will feature a brief **mission statement** <sup>1</sup>, a snapshot of programs (with links to details), and possibly quick stats or accolades. It will also show **latest news or upcoming events** dynamically <sup>2</sup> so visitors see fresh content. A carousel of images or announcements could be used for major items (e.g. registration open for a new class, upcoming tournament, etc.).
- **Content Pages:** Informational pages (About, Programs, etc.) will be neatly formatted with headings, short paragraphs, and relevant images or icons. Important documents (policies, handbooks, schedules) can be provided as PDFs **and** as HTML content for accessibility. For example, governance documents might be downloadable, and class schedules could be shown in a table or calendar view (rather than only as PDF).
- **Calendar and Schedules:** The site can include an interactive **calendar** for classes and events. In the MVP this might be a simple calendar or schedule table (possibly embedded from Google Calendar or a scheduling system) where users can see class times and event dates. (Fencers Club currently uses a Zen Planner calendar and PDF schedules <sup>9</sup>; the MVP will integrate a more user-friendly schedule display).
- **Forms and Sign-ups:** Wherever the current site uses downloadable forms (membership application, camp registration, etc.), the MVP will move these to web forms. Front-end form validation and user-friendly design will make it easier to sign up or inquire. For example, a **membership sign-up form** on the Membership page would collect all necessary info and feed into the back-end system, replacing the need to email a PDF <sup>7</sup>. Similarly, camp or clinic pages can have registration forms or at least an online inquiry/interest form in the MVP.
- **E-Commerce UI:** The MVP will have a **checkout interface** for membership purchases and other payments. Users can select a membership plan (e.g. Adult Annual, Junior Monthly, etc.), provide details, and enter payment info securely. The front-end will clearly show pricing and terms (e.g. non-refundable policy <sup>35</sup>, requirement for USA Fencing membership <sup>36</sup>) before confirmation. If recurring billing is used, the site will indicate the renewal cycle. For any **one-time payments** (like a drop-in fee, or a camp fee), the process is similar but one-off. Confirmation screens and emails will reassure users of successful transactions.
- **Member Account Dashboard:** After login, members should see a simple dashboard (in the browser or via integrated portal) showing their profile, membership status, upcoming classes or reservations, and links to member-only content. This front-end portion corresponds to what Fencers Club

currently achieves with Zen Planner's portal (where members register for bouts sessions, etc. <sup>33</sup>). The MVP's integrated version would offer menu options like "My Schedule," "Book a Class," "Renew Membership," etc., all in a consistent style with the rest of the site.

- **Accessibility & UX:** The site will follow good usability practices: short paragraphs, clear calls to action, and accessible design (ALT text for images, proper contrast, etc.). For example, the site's **Donate** page uses clear text and a prominent donate button <sup>23</sup> – the MVP will ensure buttons/links are obvious for key actions like **Register**, **Login**, **Donate**, **Shop**, etc. Tooltips or help text can guide users through forms (e.g. explaining membership options).
- **Social Media and Contact Integration:** The front-end will link to social media (Fencers Club shows Twitter/Facebook icons on their pages) and include a newsletter sign-up (as they do via Constant Contact). The MVP can embed a simple email sign-up form for the newsletter and ensure the **Contact Us** page has a form that emails the admin, alongside the listed phone, email, and address.

## Back-End Functionality & Administration

The MVP's back-end will handle all the heavy lifting to support the above features. Key components include:

- **Content Management System (CMS):** An admin interface to manage pages, news posts, images, and menus. Administrators can update text on About pages, add new news articles, upload documents (e.g. updated schedules or handbooks), and create program pages without needing a developer. This is akin to WordPress functionality (Fencers Club's site appears to use WordPress given its URLs and structure). For MVP, a user-friendly CMS ensures the site stays current (e.g. posting monthly newsletters in the News section, updating membership fees annually <sup>5</sup>, etc.).
- **Membership Database:** A database of **user accounts and memberships**. When someone signs up, their personal info and membership plan are stored. The system handles membership status (active, expired, etc.), start/end dates, and renewal. It will also track payment status for each member. This back-end replaces the manual form + email workflow with an automated system. (Currently, staff likely enter member data into a system like Zen Planner manually – the MVP would integrate it.)
- **Authentication & User Roles:** Secure login and role management. **Member accounts** are created upon joining (or by admin). Members log in to access their dashboard and member-only pages. **Admin accounts** have full access to manage the site and member data. We can also have a **Coach/Staff role** (with permissions to manage classes or view certain member info, but not all admin rights). For example, a coach might log in to mark attendance or post a class event, but not touch site settings. User passwords and data are stored securely (with encryption).
- **Recurring Payments & Billing:** Integration with a payment gateway (Stripe, PayPal, etc.) to process credit card payments for memberships and donations. The back-end will handle one-time payments (e.g. a day-pass or camp fee) and set up recurring billing for subscriptions (e.g. auto-renew annual membership). It will store payment tokens or schedules and automatically charge renewals at intervals, sending reminders/receipts to members. For instance, if a member signs up for an annual plan, the system charges them now and then automatically again next year, unless they cancel. Admins can adjust membership status if a payment fails or if a member pauses. This brings Fencers Club's e-commerce in-house, whereas currently membership fees are collected offline and donations via a third-party <sup>23</sup>.
- **Class/Event Scheduling System:** The back-end can include a module to manage **classes, practices, and events**. Admins (or coaches) can create class sessions (with time, location, coach info, capacity limits). Members can then register for these sessions through the front-end. The system will track registrations and enforce any limits or rules (e.g. limit of 36 fencers per bouts session as noted in

club policies <sup>33</sup> ). This scheduling system essentially replicates what Zen Planner provides <sup>37</sup> , but integrated into the site. Even if the MVP doesn't fully build a complex scheduler, it can start with a simple calendar and event sign-up form, then expand. At minimum, an **Event Calendar** page can pull data from this module to display upcoming sessions, and allow members to RSVP or book.

- **Email Notifications & Communication:** The back-end should automate emails for certain actions – e.g. a welcome email on membership signup (with a receipt and member portal instructions), reminders for upcoming membership renewal, confirmation when someone registers for a class or event, and a notice for any cancellations. It can also integrate with the newsletter system (exporting member emails or syncing with a service like Constant Contact which Fencers Club uses <sup>38</sup> ). An admin interface for sending out club-wide emails (e.g. announcing a new program) could be included or achieved by integrating with a third-party email service.
- **Security & Privacy:** All sensitive transactions (logins, payments) will be over HTTPS. Member data and payment info are protected by standard security practices. Admin actions (like managing content or issuing refunds) might require two-factor authentication in the back-end for safety. The MVP should also include basic auditing/logs so administrators can track signups, payments, and content changes.
- **Integration Points:** If the club prefers to keep using certain external systems (like Zen Planner or NetworkForGood), the back-end can integrate rather than reinvent. For example, the **Member Login** page could single-sign-on to Zen Planner or embed its member portal within the site, and the **Donate** button could still link to NetworkForGood for the actual transaction (as it does now <sup>23</sup> ). However, the MVP's aim is to provide equivalent functionality internally, so it's a design decision whether to integrate or replace these. In either case, the back-end is designed to be modular, so features like scheduling or payments can be swapped or upgraded (important for future extensions).
- **Admin Dashboard & Controls:** A consolidated admin dashboard will give an overview of site activity: new membership signups, upcoming expirations, recent payments, contact form submissions, etc. From here, an admin can navigate to manage content or user data. Administrative pages might include: **Manage Members** (search, view, edit member accounts), **Manage Payments** (view transactions, process refunds or adjustments), **Content Editor** (for pages and posts), **Schedule Manager** (create or edit classes/events), and **Shop Manager** (for any pro shop sales items if added).

## User Roles & Interaction

- **Guest (Unauthenticated User):** Anyone visiting the site can browse public pages: learn about the club, view class offerings, read news, and see membership options. Guests can fill out public forms (e.g. contact inquiry, membership application) and perform e-commerce actions like purchasing a membership or making a donation without a prior account (the system will create an account upon membership purchase). However, certain features are restricted: for example, only members can access the member dashboard or register for member-only events. Guests seeing the **Membership** page will have the option to sign up and pay, which on completion gives them member access. They can also view the event calendar, but might not see member-exclusive events or details until they log in. Essentially, the guest experience is informative and promotional – guiding them to become members or participants.
- **Member (Authenticated User):** Once logged in, a member accesses additional content and capabilities. Members can:
  - **Manage Profile:** Update personal information, contact details, and password in their account settings.

- **View Membership Status:** See their membership type (e.g. annual, monthly) and renewal date, with options to renew or upgrade. If the membership is recurring, they can update payment methods or cancel future renewal if needed.
- **Register for Classes/Events:** Through the integrated scheduling system, members can sign up for group classes, open bouting sessions, clinics, or internal club events. For example, a member can reserve a spot in a Tuesday night class or the weekly open fencing session – similar to how Fencers Club requires members to use the portal for bouting reservations <sup>37</sup>. The site will show availability and allow cancellation or rescheduling as per club policies (enforcing rules like cancellation deadlines or session limits to mimic the guidelines <sup>39</sup>).
- **Access Member-Only Info:** Members might see pages not visible to guests, such as detailed event results, internal announcements, or resources like the **Member Services & Benefits** section (which could be public or members-only at admin's discretion). For instance, information about member-exclusive events (club social events, club championship sign-ups, scholarship applications) could be presented only when logged in <sup>40</sup>.
- **Make Payments & Purchases:** Members can use their account to purchase additional items – e.g. renewing their membership, buying a guest pass for a friend, or eventually renting equipment online. The account ties into the e-commerce system for a smoother experience (not requiring re-entering all details). Payment history and receipts may be accessible to the member.
- **Communication:** Members might receive special communications through the site – e.g. notifications on their dashboard about upcoming events or a new newsletter. A messaging system could allow the club to post notices visible to logged-in users (like “Club closed on July 4th” announcement on the dashboard).
- **Administrator:** Admin users (club staff or web admins) have full control via the back-end. They can perform all content edits (pages, news posts), manage the program listings, and handle user accounts. **Administrative tasks and interactions include:**
  - **Membership Administration:** Add or remove members, adjust membership plans, and see an overview of active vs. expired members. For example, if someone registers offline, an admin can create an account for them. They can also apply discounts or comp a membership via the admin panel if needed.
  - **Payment and E-commerce Management:** View transaction logs, reconcile payments, and handle refunds or exceptions. The admin can configure products like membership plans (names, prices, duration) and any merchandise or event fees.
  - **Schedule and Class Management:** Create new classes or events on the calendar, set capacities, assign coaches, and view rosters of who signed up. After a class, an admin (or coach with permission) might mark attendance through the system, if the club tracks that. They can also generate reports (e.g. list of attendees for a certain clinic, or which members have not renewed).
  - **Content Updates:** Use the CMS to publish news articles (like those monthly newsletters on the site <sup>41</sup>) and update informational pages. This doesn't require technical knowledge – the admin interface would provide rich-text editors and media upload tools.
  - **User Support:** Admins can assist members by resetting passwords, updating profiles upon request, or impersonating a user to help with a signup issue. They will also receive contact form submissions from the site and respond accordingly.
  - **Role Management:** Admin can assign roles to new staff or coaches. For example, create a **Coach** user who can log in and only manage class schedules or input results, without full admin rights. This helps distribute management tasks safely.
  - **Analytics & Monitoring:** The back-end could include basic analytics (or integrate Google Analytics) so admins see site usage, popular pages, conversion rates for membership sign-ups, etc. Monitoring tools ensure the site is running smoothly (uptime alerts, error logs accessible to tech admins).

- **Coach/Staff (Optional Role):** If implemented, this role allows certain staff to log in and perform limited tasks. A **Coach** might be able to create or edit only the classes they teach, view the list of students signed up, and perhaps record notes like sparring results or assessment of students. They might also contribute to news (posting a recap of a competition, for instance). A **Front-Desk Staff** role could log in to register walk-ins or check member status. These roles are not strictly necessary in MVP but are considered for better club operations. (In the current Fencers Club setup, coaches likely rely on admins or separate systems for these tasks; the MVP can empower them via role-based access control.)

All user interactions are designed to be as seamless as possible – for example, a guest who purchases a membership is automatically guided to create a login and becomes a member user in one flow. Members accessing a restricted page will be prompted to log in. Admins have easy toggles to simulate a member view when needed to troubleshoot.

## E-Commerce & Membership Functionality

A core goal of the MVP is robust e-commerce for **memberships and payments**, bringing convenience to both users and administrators:

- **Online Membership Sign-Up:** The MVP will allow prospective members to join the club online. On the **Membership** page, users can select a membership tier (adult, junior, monthly, etc., with the current pricing as a guideline <sup>42</sup>). After filling in their personal info and agreeing to club policies (like the code of conduct <sup>43</sup> and guest policy <sup>44</sup>), they can pay the membership fee online. The system will create their member account upon payment. This process eliminates the need for downloading and emailing forms <sup>7</sup>, although the MVP could still offer PDFs for those who prefer offline registration. Importantly, the site can enforce requirements – for example, reminding the user that they **must have a USA Fencing membership** to fence at the club <sup>36</sup> (perhaps linking to USA Fencing site for verification). All membership fees processed online are tracked and non-refundable per policy <sup>35</sup>.
- **Recurring Billing:** For memberships that recur (e.g. monthly plans or annual auto-renew), the e-commerce system will set up automatic charges. Members will enter payment details once, and the system safely stores a payment token. Each billing cycle, the system charges the fee and emails the member a receipt. Members can log in to update their card on file or cancel the auto-renewal if allowed. For example, if the club offers a **monthly plan at \$X per month**, the site would bill each month until the member cancels. If offering only annual memberships, the system can send a renewal reminder instead of auto-charging, depending on club preference. This flexibility covers scenarios like the **“3 Consecutive Months”** membership <sup>42</sup> (which might not recur) versus standard annual memberships.
- **Payments for Classes/Events:** While regular group classes might be included in membership (or have a flat fee), certain clinics or camps have separate fees. The MVP's e-commerce component will handle **one-time event payments** as well. For instance, the **Summer Day Camp** fee of \$750/week <sup>13</sup> could be paid online during registration. Similarly, a non-member could pay a **Daily membership/drop-in fee** (\$50 as listed) or an **Intro class package** online <sup>45</sup>. The site should accommodate these transactions and mark the purchaser appropriately (e.g. grant a 1-day pass in the system for that date).
- **Donation Processing:** Integrating donations into the club's site can improve donor experience. Instead of redirecting to an external site, the MVP can use a payment gateway to accept donations

directly. Users could choose a fund (General Fund, Veterans Program, etc.) via radio buttons or a dropdown, enter an amount, and pay on the spot. This would be tracked in the back-end (with reporting for the treasurer). However, if the club prefers to continue using a service like Network for Good (which provides added donor management), the MVP will at least embed or skin that experience to feel seamless. Either way, donors receive confirmation and tax-deduction info per the club's note that all donations are tax-deductible <sup>25</sup> .

- **Pro Shop Sales (Future Consideration):** Initially, the Pro Shop page is informational <sup>27</sup> , but the MVP design leaves room to add e-commerce for gear sales or merchandise. This could mean listing a few products (club t-shirts, equipment) for online purchase or pre-order. The same payment system can be used for these transactions. For now, the MVP might simply have a contact/order form for the Pro Shop or a note that members can purchase gear on-site. But structurally, adding a **Shop** section is feasible without overhauling the system.
- **Financial Admin Features:** On the back-end, the system will provide admins with tools to manage e-commerce items: define membership plans (price, duration, description), event fees, discount codes (if any promotions or family discounts), etc. There will be a reporting interface to see all transactions, filter by type (membership vs donation vs event), and export data for accounting. If a payment fails (e.g. a credit card is declined on a recurring charge), the system flags the member's status and notifies both member and admin so they can resolve it. Security measures (PCI compliance via the payment gateway, no raw credit card info stored on server) are in place to protect financial data.
- **Account Management:** Members can self-service many aspects of their account, which reduces administrative workload. For example, a member who needs to update their address or add a new credit card can do so in their account portal. This information is then used for any new transactions. Account management also means members can view their **billing history** (list of payments made, with dates and amounts) and upcoming bills. If the club charges additional fees (like a **locker rental fee** <sup>42</sup> or a **reinstatement fee** for lapsed members <sup>46</sup> ), these could be posted to a member's account for payment. The MVP system can generate an invoice for such fees so the member can pay it online rather than via cash/check.
- **Audit & Compliance:** Because money is involved, the MVP ensures there are logs of all transactions and changes. Admins can see who bought what when, and membership status changes (e.g. if an admin comped a membership or changed an end date) are recorded. This is important for transparency, especially as a non-profit handling membership dues and donations. Additionally, the system can enforce certain rules – for example, it might prevent non-members from booking member-only classes by checking their status at the time of booking. It could also verify conditions like **USA Fencing membership** if integrated (perhaps ask for a USA Fencing ID on signup and store it, since club policy is all fencers must be USA Fencing members <sup>36</sup> ).

Overall, the e-commerce and membership features in the MVP bring Fencers Club's functionality up to modern standards: **members can join and pay online, manage their accounts, and sign up for services digitally**. This not only improves user experience but also streamlines club operations (with fewer paper forms and manual processes for staff).

## Future Extension: Gear Rental System

As requested, the design anticipates a future extension for **gear rental** management, even if it's not in the initial MVP release. Currently, the club offers equipment rental through the Pro Shop on-site (e.g.



\$10 for a private lesson rental or \$50 for group lesson gear as listed) <sup>47</sup>, but this is handled in-person. A future online system could include:

- **Gear Inventory Database:** The back-end would track available fencing gear (e.g. how many sets of epee gear, foil kits, masks, jackets, etc.). Each item could have attributes like size, condition, and quantity.
- **Online Reservation:** Members, when logged in, could reserve equipment for their upcoming session. For example, a member booking a class could also check a box to **“Rent Gear for this class”**. The system would then assign them a piece of gear from inventory (to be picked up at the club) and charge the rental fee automatically. If gear supply is limited, the system can show what’s available or limit one per member.
- **Rental Checkout & Return Workflow:** An admin or coach could use the system to check out gear to a member when they arrive (marking it as rented in the database), and check it back in when returned. If not returned or damaged, the system could flag it and possibly charge a penalty fee or deposit (if the club uses those). This ensures accountability and real-time knowledge of gear availability.
- **Integration with Member Accounts:** Rental history can be tied to member profiles. A member could view what they have rented or if any fees are due. For instance, if a member forgets to return a body cord and keeps it for a week, an admin could log that, and the system might bill a late fee or send a reminder to return it.
- **User Interface for Rentals:** A simple catalog page or pop-up can list rentable items. This might not be public; it could be within the member dashboard or the class registration flow. The member would select the date/time (or class) for which the rental is needed and the item. The UI should make this easy (possibly defaulting to “today’s session” or similar). If implementing gear packages (full set vs individual items), the UI can offer choices.
- **Payment Handling:** Rental fees could be charged at the time of reservation or added to the member’s account to be settled periodically. The MVP’s e-commerce system is already in place to handle transactions, so this would just add new product types (rentals) possibly with some conditional logic (e.g. only members can rent, or perhaps allow guests to rent gear with a deposit).
- **Administrative Oversight:** The back-end would allow admins to add new gear (when the club acquires equipment) and mark gear as unavailable (for maintenance or if sold). Reports can show rental revenue, most popular items, etc. Since Fencers Club’s Pro Shop proceeds go to a scholarship fund <sup>27</sup> <sup>48</sup>, the system could tag rental income for reporting to that fund. Admins will also have control to waive fees if needed or adjust a reservation.

By designing the MVP with a modular structure, this gear rental feature can be introduced without redesigning the whole system. It would hook into the existing member accounts and payment components. Though not part of the initial launch, planning for it ensures the site can grow to cover **“for fencers, by fencers”** services like equipment rental and repair scheduling in the same unified platform.

## Summary of MVP Components

In summary, the MVP for a fencing club website modeled on Fencers Club will include:

- **Comprehensive Page Directory:** All essential sections (Home, About, Membership, Programs/Classes, Coaches, News, Events, Contact, etc.) with well-organized navigation and responsive design.

Content from the existing site is distilled into clear, user-friendly pages, preserving important info like membership details and club programs.

- **Front-End Highlights:** Mobile-responsive layout, engaging visuals, interactive elements like calendars and forms, and easy pathways for users to find information or perform actions (joining, donating, contacting).
- **Back-End Systems:** User account management, a membership database with e-commerce (online payments, recurring billing), content management for updates, and scheduling tools for classes/ events. These systems ensure that what the user sees on the front-end is up-to-date and that transactions are processed smoothly.
- **User Roles & UX:** Differentiated experiences for guests, members, and admins. Guests can explore and sign up, members have a personalized portal for club participation, and admins have full control over content and member services. This mirrors and enhances Fencers Club's current use of a separate member portal <sup>37</sup> by integrating it into one cohesive website.
- **E-commerce Integration:** A secure, club-specific online store for memberships and donations (and the groundwork for future sales/rentals). This brings critical revenue processes (dues collection, fundraising) online, with proper oversight.
- **Future-Proofing:** Consideration for expansions like gear rental, online pro-shop sales, or additional programs. The MVP is compact but built with a foundation to add new features without a complete overhaul.

By implementing this MVP, a fencing club would match Fencers Club's functionality while improving usability and efficiency. Members and visitors will benefit from a one-stop, modern web platform – from reading about the club's rich history to signing up for tomorrow's lesson – and administrators will save time managing the community. This alignment of front-end experience with back-end power is key to supporting the **"excellence through the sport of fencing"** ethos online <sup>1</sup>, just as Fencers Club has championed since 1883.

#### Sources:

- Fencers Club Site Map – showing navigation structure and pages <sup>34</sup> <sup>49</sup> .
- Fencers Club Membership page – plans, fees, and sign-up process <sup>5</sup> <sup>7</sup> .
- Fencers Club Classes & Lessons page – class info and schedule reference <sup>8</sup> <sup>9</sup> .
- Fencers Club Summer Camp page – example of program details and offline registration <sup>12</sup> <sup>14</sup> .
- Fencers Club Giving page – use of external donation platform <sup>23</sup> .
- Fencers Club Pro Shop page – on-site gear sales and rental services <sup>27</sup> .
- Fencers Club Open Bouting Guidelines – indicates use of member portal/Zen Planner for session sign-ups <sup>37</sup> .
- Rain City Fencing (peer club) – note on Zen Planner membership portal usage <sup>50</sup> .
- Fencers Club Home page – mission statement and news highlights <sup>1</sup> <sup>2</sup> .

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<sup>1</sup> <sup>2</sup> <sup>15</sup> <sup>41</sup> Fencers Club | est. 1883

<http://fencersclub.org/>

<sup>3</sup> <sup>4</sup> <sup>17</sup> <sup>34</sup> <sup>38</sup> <sup>49</sup> Site Map | Fencers Club

<http://fencersclub.org/site-map/>

5 6 7 35 36 42 43 44 45 46 47 **Membership | Fencers Club**

<https://fencersclub.org/membership/>

8 10 16 18 **Classes & Lessons | Fencers Club**

<https://fencersclub.org/programs/classes-lessons/>

9 **Club Schedule 2024-2025(for website.docx**

<https://fencersclub.org/wp-content/uploads/2024/09/Club-Schedule-2024-2025for-website.docx.pdf>

11 **Camps And Clinics at Fencers Club | Fencers Club**

<https://fencersclub.org/camps-clinics/>

12 13 14 **2025 Summer Day Camp | Fencers Club**

<https://fencersclub.org/programs/2025-summer-day-camp/>

19 20 40 **Member Services and Benefits | Fencers Club**

<https://fencersclub.org/member-services-benefits/>

21 22 **Accommodations and Partners | Fencers Club**

<https://fencersclub.org/events/accommodations-and-partners/>

23 24 25 **Giving | Fencers Club**

<https://fencersclub.org/giving>

26 27 28 48 **FC Pro Shop | Fencers Club**

<https://fencersclub.org/contact/pro-shop/>

29 30 31 32 **Contact, Directions & Hours | Fencers Club**

<https://fencersclub.org/contact/>

33 37 39 **fencersclub.org**

[http://fencersclub.org/wp-content/uploads/2021/03/OpenBouting\\_Guidelines\\_March\\_2021.pdf](http://fencersclub.org/wp-content/uploads/2021/03/OpenBouting_Guidelines_March_2021.pdf)

50 **Important Fencing-Related Sites – Rain City Fencing Center**

<https://www.raincityfencing.com/other-information/important-fencing-related-sites/>