A. Define Your Product

Answer the following questions in your document:

1. What problem does your product website solve or address?

Many firearm enthusiasts and new shooters struggle to track their range sessions, organize their firearm collections, and access reliable safety guidance in one convenient place. Notes often get scattered, progress is hard to measure, and safety information can feel overwhelming or fragmented.

2. What is your product idea? How does your website support this idea and help solve the problem?

Arms & Range Buddy is a web-based application prototype that allows users to log range sessions, upload target photos, record notes, and catalog their firearm collections. It also provides an interactive safety and training guide to help new shooters learn the fundamentals of safe firearm handling. By combining logging, organization, and education in one place, the site makes it easier for both new and experienced shooters to stay consistent, safe, and engaged with their hobby.

3. What type of website are you building? (i.e., e-commerce, brochure, portfolio, media, nonprofit, etc.)

Arms & Range Buddy is going to be a service provider.

4. What is your mission statement? Summarize what your product does, who it's for, and why it matters.

Arms & Range Buddy helps firearm owners and new shooters stay organized, track their progress, and practice safe habits. It's built for hobbyists, beginners, and enthusiasts who want a private, easy-to-use tool to log range sessions, manage collections, and reinforce safety knowledge. By making these resources accessible and user friendly, Arms & Range Buddy supports a safer and more enjoyable shooting experience.

B. Profile Of Target Audience

Demographics

- **Age Range**: Mostly 18–45, though older hobbyists may also use it.

- **Gender Distribution**: Predominantly male (about 70%), but with a growing share of female users (about 30%).

- **Country**: Primarily the United States, where recreational and sport shooting are more common.

- **Urban or Rural**: Both; rural/suburban users may focus more on logging regular practice, while urban users may lean toward safety resources and social sharing.

Socioeconomic Details

- Average Income: Around $40,000–$80,000 per year, depending on age and occupation.

- Education Level: Ranges from some college to bachelor's degree; includes both students and working professionals.

- Marital/Family Status: Mixed — some are single young adults, while others are married with families.

- Occupation: Wide variety, including students, teachers, IT professionals, and tradespeople.

- Hours Worked per Week: Typically between 20–50 hours, depending on whether the user is part-time, full-time, or self-employed.

Web Behavior

- Frequency of Web Use: Daily users, often multiple times a day.

- Devices Used: Smartphones for quick logging and social features; laptops/desktops for more detailed collection management and stats.

Persona 1: Alex Ramirez

- **Age**: 22

- **Gender**: Male

- **Location**: Providence, RI

- **Occupation**: College Student (part-time retail)

- **Income**: ~$12,000/year

- **Web Use**: Daily smartphone use, active on social media, shares photos and posts regularly

- **Reasons for Visiting**: Wants to log range sessions, upload target photos, and connect with friends through the social features.

Persona 2: Sarah Thompson

- **Age**: 34

- **Gender**: Female

- **Location**: Austin, TX

- **Occupation**: High School Teacher

- **Income**: ~$55,000/year

- **Web Use**: Uses web mainly for online shopping, forums, and community apps

- **Reasons for Visiting**: New shooter seeking safety resources, while also enjoying the ability to follow friends' range posts and share her own progress.

Persona 3: Marcus Lee

- **Age**: 45

- **Gender**: Male

- **Location**: Denver, CO

- **Occupation**: IT Consultant

- **Income**: ~$90,000/year

- **Web Use**: Heavy laptop and mobile use, early adopter of productivity and hobby apps

- **Reasons for Visiting**: Wants to organize his firearm collection in the cloud, track his stats across devices, and selectively share logs and updates with peers.

Reasons People Would Come to Arms & Range Buddy

1. To log and track range sessions with notes, ammo details, and target photos.
2. To organize and manage their firearm collection digitally.

3. To learn and reinforce firearm safety practices through interactive guides.
4. To share range logs, photos, or posts with friends (social aspect).
5. To connect with other shooters, build a friends list, and view shared content.
6. To see progress over time with stats and summaries.
7. To access their data across devices through cloud storage.

Part III: Planning & Designing Your Product Website

Before you jump into building your site, it's essential to take a step back and plan with purpose. A beautiful website that doesn't meet its goals is a missed opportunity. Use this section to clarify your website's purpose, structure, and style so that your site is usable, accessible, and goal-driven.

A. Website Requirements

By addressing the questions below, you'll gain valuable insights into how to design a website that meets your goals and expectations.

1. Purpose & Goals
Answer the following questions in your document:

- What is the primary goal of your website (i.e., promote a service, sell a product, educate users, raise awareness, etc.)?

The primary goal of my website is to provide firearm enthusiasts and new shooters with a cloud-based service tool to log range sessions, manage their collections, and reinforce safety practices. It combines productivity with community features, giving users a private yet social platform to stay engaged with their hobby.

○ What is the most important action you want users to take on your site (i.e., sign up, purchase, read articles, submit a form, etc.)?

The most important action is for users to create an account and begin logging their range sessions. This action introduces them to the platform's key value of personally tracking progress, organizing collections, and optionally sharing updates with friends.

2. **Content & Features**

Answer the following questions in your document:

○ What content and features are essential to help users achieve their goals? List critical pages and features (i.e., About, Contact Form, Product Gallery, FAQs, Reviews, etc.).

Critical Pages & Features:

- **Homepage** – Introduces the product and its benefits.

- **Sign Up / Login** – Allows users to create and access accounts across devices.

- **Dashboard** – Hub for range logs, collections, safety resources, and friends list.

- **Range Log** – Add/edit entries with photos, ammo details, and notes.

- **Collection** – Digital catalog of owned firearms, attachments, and maintenance history.

- **Safety & Training Guide** – Interactive rules, etiquette, and quizzes for beginners.

- **Friends & Social Feed** – Add friends, share posts or range logs (toggle between private/public).

- ■ **Stats & Progress** – Charts and summaries of shooting activity.

- ■ **Settings** – Manage profile, privacy, and data preferences.

- ○ What will your homepage highlight? Think about the first impression and what visitors need to see right away.

The homepage will highlight the value of the platform with a clear tagline (e.g., "Log, Learn, and Share Your Shooting Journey"). It will showcase:

1. A quick overview of features (log sessions, manage collections, learn safety, connect socially).

2. A sign-up call-to-action.

3. Visual previews of the dashboard, range log, and social features.

4. A note emphasizing cloud storage and privacy.

5. **Look & Feel**
   Answer the following questions in your document:

   - ○ Do you have examples of websites that inspire your design? List 1–2 examples and what you like about them (i.e., layout, colors, interactivity, etc.).

     - ■ Strava (strava.com): I like how it combines personal tracking with social features in a clean, modern layout.

     - ■ Notion (**notion.so**): I like its minimalist design, content blocks, and focus on productivity with strong usability.

   - ○ How would you describe the overall style of your site (i.e., modern, bold, minimalist, playful, professional, etc.)?

The overall style will be modern, clean, and professional with touches of community-driven interactivity. It should feel approachable for beginners while still polished enough for experienced users.

   - ○ Do you have preferences for color, fonts, or imagery? If not, what mood or personality do you want the site to convey?

- Colors: Neutral base (white/gray/black) with accent tones like deep blue or forest green to convey trust, focus, and stability
- Fonts: Simple sans-serif fonts (e.g., Inter, Roboto, or Open Sans) for readability.
- Imagery: Minimal stock photography, focusing instead on clean icons, user-friendly dashboards, and illustrative graphics. (though a lot of mock photos will be used for prototyping)
- Mood/Personality: Practical, structured, and community oriented to encourage users to feel both organized and connected.

B. Design & Prototyping

In this final section, you'll bring together your ideas and planning to shape the visual direction of your product website. You'll document your design choices and development strategy through diagrams, sketches, and visuals that guide your build process.

1. SDLC Approach & Timeline

In your answer document, outline how you plan to build your website using the SDLC. Your plan should include:

- The SDLC model you've chosen (Waterfall, Agile, Scrum, etc.).

For this project, I chose to use the Agile model. I think Agile makes sense because my project will evolve as I go, and I'll be able to break the work into smaller sprints, gather feedback, and refine features rather than sticking to a rigid plan like Waterfall.

- A clear timeline of phases and milestones.

1. **Weeks 1–2 (Planning & Requirements):** Define the project scope, features, and user personas. Draft proposal and finalize the concept.

2. **Weeks 3–4 (Design):** Create sitemap, wireframes, and original logo. Collect peer and instructor feedback.

3. **Weeks 5–6 (Development Sprint 1):** Build homepage and navigation. Set up signup/login prototype (mock accounts). Add Safety & Training Guide content.

4. **Weeks 7–8 (Development Sprint 2):** Create Range Log form and display page. Develop Collection Manager prototype. Add storage simulation for user data.

5. **Week 9 (Development Sprint 3):** Build stats page (charts, summaries). Add social feed mockup with friends and public posts.

6. **Week 10 (Testing & Accessibility):** Test forms, navigation, and responsiveness, and accessibility.

7. **Week 11 (Refinements):** Polish design, fix bugs, ensure responsiveness, and integrate peer feedback.

8. **Week 12 (Final Presentation):** Prepare demo walkthrough and finalize documentation.

9. **Original Logo**

10. **Site Map**

https://octopus.do/g7w8j3vipss

11. **Wireframes**

https://www.figma.com/design/bipPl3hevjBwMkAdpdzFBf/Untitled?node-id=0-1&t=s7YON98guqqYtO8w-1

12. **Accessibility**

- **Visual impairments:** I will use a high-contrast color palette, alt text for all images, ARIA labels for forms, and allow text to be resized.
- **Hearing impairments:** All content will be text or visual-based, so nothing important is tied only to audio.
- **Motor impairments:** I will ensure full keyboard navigation, larger clickable buttons, and avoid hover-only interactions.
- **Cognitive impairments:** The design will use simple layouts, plain language, consistent navigation, and limited animations to avoid distractions.