Arms & Range Buddy

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A product pitch by Emmanuel Giron

The Problem

New and experienced shooters often lack an easy way to stay organized, track their progress, and access clear safety guidance. Range sessions go unrecorded, firearm details get scattered, and beginners may feel overwhelmed trying to learn best practices.

Your Solution

This website solves this by:

- Providing a simple tool to log range days
- Organizing collections
- Reinforcing safety through interactive resources.

Website Type

What type of website are you building?

- This website would be considered a service website

- Why is this the best format to support your product?

  As a service, we provide users the ability to store (log) their range sessions and all relating information along with their collection, making a gallery.

Software Development Process

What software development process will you use?

- I will be using the Scrum dev process

- Doing so, I can create and manage my own sprints and create the most optimal and doable pace and timeline for its development.

Target Audience

Persona 1: Alex Ramirez

- **Gender**: Male
- **Age**: 22
- **Location**: Providence, RI
- **Occupation**: College student (part-time retail job)
- **Income**: ~$12,000/year
- **Web Use**: Daily smartphone use, active on social media, comfortable with simple web apps.
- **Reason for visiting**: Alex is a new shooter who wants to **track his range days, upload photos of his targets, and learn firearm safety basics** in a structured, beginner-friendly way.

Persona 2: Sarah Thompson

- **Gender**: Female
- **Age**: 34
- **Location**: Austin, TX
- **Occupation**: High school teacher
- **Income**: ~$55,000/year
- **Web Use**: Uses the web mainly for lesson prep, online shopping, and community forums.
- **Reason for visiting**: Sarah recently bought her first firearm and is looking for **resources on safe handling and storage**. She likes the interactive safety guide and uses the site to learn and reinforce best practices.

Persona 3: Marcus Lee

- **Gender**: Male
- **Age**: 45
- **Location**: Denver, CO
- **Occupation**: IT consultant
- **Income**: ~$90,000/year
- **Web Use**: Heavy laptop user, enjoys trying new productivity and hobby apps.
- **Reason for visiting**: Marcus owns several firearms and wants an **organized digital collection manager** to track his gear, maintenance history, and usage stats, while keeping everything private on his own device.

Key Content & Features

What will visitors find and do on the site?

What pages are essential?

- **Home/Landing Page** – Introduces the product and its purpose.
- **Login/Signup (mock)** – Allows visitors to create or access a demo account.
- **Dashboard** – Central hub linking to all main features.
- **Range Log** – Add, view, and filter practice session entries.
- **Collection** – Showcase and manage owned firearms.
- **Safety & Training Guide** – Interactive tips, rules, and quizzes.

What main features should the site offer?

- Private **logging tool** for range sessions (date, location, ammo, notes, photos).
- **Collection manager** for cataloging firearms and accessories.
- **Interactive safety guide** with the four rules and range etiquette.
- **Basic stats and charts** showing shooting frequency and progress.
- **Local data storage** (via localStorage) for privacy and persistence.

What key content and features will help users achieve their goals?

- **For new shooters**: Safety lessons and quizzes to build confidence.
- **For casual hobbyists**: Easy forms and galleries for tracking range days and collections.
- **For experienced shooters**: Stats, filters, and comparison tools to measure progress and manage gear efficiently.

Site Map

Insert or sketch your site map.

- Start with the homepage

- Show page groupings and navigation paths

- Complete this step manually on paper, using draw.io or with AI tools (Slickplan, Octopus.do)

Wireframe

Insert a wireframe of your homepage.

- Show layout of header, navigation, content blocks, footer

- Focus on what goes where, not design details

- Complete this step manually on paper, using draw.io or with AI tools (Uizard, Figma with AI plugins)

Pitch Summary

Wrap up your pitch.

- Why is your product needed?

- What are the key benefits of your solution?

- Why is now the right time for it?

Feedback Questions

Include any specific areas where you'd like peer or instructor feedback.

- Is the solution clear?

- Are the features too much/little?

- Is the target audience well-defined?