

Product Requirements Document

Mammoth Broth Co Website

1. Overview

Mammoth Broth Co is a local small-batch broth company focused on nutrient-rich, slow-cooked broths made from ethically sourced ingredients. This website will serve as the digital storefront and brand hub to drive sales, educate customers, and communicate the values of the company.

2. Goals and Objectives

- Establish a trustworthy, earthy, premium online presence.
- Sell broth products via a simple e-commerce platform.
- Enable local delivery or pickup options.
- Educate customers about broth benefits and sourcing.
- Build a subscriber base for updates and promotions.
- Highlight seasonal or limited batch offerings.

3. Target Users

- Health-conscious consumers
- Foodies interested in artisan or small-batch goods
- Local customers who want fast delivery/pickup
- Wellness professionals and chefs

4. Key Features

Homepage:

- Hero banner with brand tagline and seasonal offering
- 'Shop Now' CTA, About, Featured products, Testimonials, Email signup

Product Pages:

- Photos, nutrition info, Add to cart, Delivery options, Subscription

About Page:

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- Company story, sustainability practices, sourcing philosophy

Store Page:

- Product grid, Inventory backend, One-time or recurring orders

Checkout Flow:

- Guest checkout, Local delivery/pickup, Payment, Confirmation

Blog:

- Articles, search, SEO

Contact:

- Form, address, map, hours

Admin (optional):

- Order mgmt, Product inventory, Blog editor

5. Technical Requirements

5. Technical Requirements (Updated)

- Frontend:
 - React (no Next.js), responsive design, React Router
 - Fetch data via REST APIs
- Backend:
 - Node.js with Express for API and business logic
 - Handles products, orders, checkout, and Stripe integration
- CMS:
 - WordPress (headless or embedded) for managing content
 - Integration via REST API or GraphQL
- Database:

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- PostgreSQL for storing products, orders, and user data
- Hosting:
 - Cloudflare Pages for frontend
 - Backend hosted on Railway, Render, or Cloudflare Workers
- Payments:
 - Stripe for one-time and subscription payments
 - Webhook integration for order fulfillment
- Other:
 - Google Analytics, SEO meta tags
 - Mailchimp or ConvertKit for email marketing
 - Delivery zip validation via backend or third-party API

6. Design Requirements

- Earthy, clean aesthetic
- Mammoth/tusk branding
- Mobile-first, simple navigation
- Custom icons
- Typography: serif + sans-serif

7. Success Metrics

- Launch in 4-6 weeks
- \$1,000 sales first month
- 100+ emails in 3 months
- 2 blog posts/month w/ 500+ views
- <3% checkout abandonment

8. Timeline

Phase	Duration	Deliverables
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Discovery/Planning	1 week	Sitemap, tech stack, moodboard
Design	1-2 weeks	Figma mockups, branding
Development	2-3 weeks	Full implementation
Testing/Launch	1 week	QA, SEO, payment test
Launch	1 day	Go live + analytics + promo

9. Open Questions

- Will broth be shipped or only local?
- Subscriptions or one-time only?
- Regulatory or licensing notices?
- Social integrations needed?